

# Journal

OF GOVERNMENT FINANCIAL MANAGEMENT

## ABOUT THE MAGAZINE

Since 1950, *The Journal of Government Financial Management* has been providing valuable, in-depth information to decision-makers at all levels of government. A valuable research and information source, *The Journal* is published quarterly by the Association of Government Accountants (AGA). It is distributed to the AGA membership of government financial managers as well as countless libraries across the nation and abroad.

*The Journal* is read by accountants, auditors (contract, financial and performance), budget analysts, electronic data processors, finance directors, information resource managers, chief financial officers, inspectors general, consultants and systems designers. These decision-makers have the power to allocate and distribute billions of dollars annually and to purchase thousands of products and services daily.

The needs and interests of our readers include: hardware/software products, business supplies, office equipment, management and IT consulting services, travel opportunities, education and training products and services, professional development resources, research tools, temporary services and much more.

- **Total Circulation:** 14,205
- **Total Readership:** 56,820
- **Circulation:** Active AGA members as well as subscribers around the world. Subscribers are mostly university libraries.
- **Subscription Price:** \$95 annually domestic/\$115 international

## AUDIENCE

*Journal* readers are government financial managers in federal, state and local government as well as the private sector and academia, across the country and around the world.

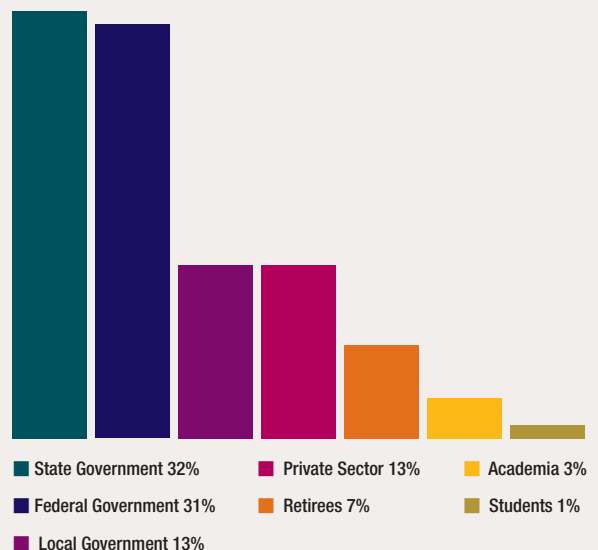


## ABOUT AGA

AGA supports the careers and professional development of government finance professionals working in federal, state and local governments as well as the private sector and academia. Founded in 1950, AGA is the thought leader for the government accountability profession. Through education, research, publications, certification and conferences, AGA reaches thousands of professionals and provides more than 100,000 continuing professional education (CPE) hours annually.

*The Journal of Government Financial Management*

### MARKET COVERAGE



## ISSUANCE AND CLOSING DATES

Issue	Insertion Order Due	Material Due	Mailing Date
Fall	June 15, 2007	July 6, 2007	Sept. 1, 2007
Winter	Sept. 14, 2007	Oct. 5, 2007	Dec. 1, 2007
Spring	Dec. 14, 2007	Jan. 18, 2008	March 1, 2008
Summer	March 14, 2008	April 4, 2008	June 1, 2008
Fall	June 16, 2008	July 7, 2008	Sept. 1, 2008
Winter	Sept. 15, 2008	Oct. 6, 2008	Dec. 1, 2008



## AGA CORPORATE PARTNER ADVERTISING RATES (Become a Corporate Partner Today! Call 800.AGA.7211)

	4-Color		2-Color		Black & White	
	1x	4x	1x	4x	1x	4x
Full page	\$2,970	\$2,610	\$2,075	\$1,710	\$1,915	\$1,550
Inside front cover*	\$3,895	\$3,310	N/A	N/A	N/A	N/A
Inside back cover*	\$3,690	\$3,145	N/A	N/A	N/A	N/A
Back cover*	\$4,290	\$3,645	N/A	N/A	N/A	N/A
2/3 page vertical	\$2,425	\$2,110	\$1,580	\$1,315	\$1,420	\$1,155
1/2 page horizontal	\$2,215	\$1,980	\$1,315	\$1,085	\$1,155	\$925
1/3 page square	\$1,980	\$1,810	\$1,085	\$910	\$925	\$750
1/4 page vertical	\$1,750	\$1,625	\$854	\$730	\$694	\$570

## DISPLAY ADVERTISING RATES

	4-Color		2-Color		Black & White	
	1x	4x	1x	4x	1x	4x
Full page	\$3,267	\$2,871	\$2,283	\$1,881	\$2,107	\$1,705
Inside front cover*	\$4,285	\$3,641	N/A	N/A	N/A	N/A
Inside back cover*	\$4,059	\$3,460	N/A	N/A	N/A	N/A
Back cover*	\$4,719	\$4,010	N/A	N/A	N/A	N/A
2/3 page vertical	\$2,668	\$2,321	\$1,738	\$1,447	\$1,562	\$1,271
1/2 page horizontal	\$2,437	\$2,178	\$1,447	\$1,194	\$1,271	\$1,018
1/3 page square	\$2,178	\$1,991	\$1,194	\$1,001	\$1,018	\$825
1/4 page vertical	\$1,925	\$1,788	\$939	\$803	\$763	\$627

### GENERAL POLICY

- No cancellations will be accepted. Payment for each ad is due within 30 days of the issue release date.
- No discounts given for black/white ads on covers.
- Additional Color on B/W Ads: \$160/page/color
- Four-Color Process Sections: Only process colors available, no PMS® colors.
- Two-Color Sections: One PMS® color is available. PMS® is chosen by the publisher and varies from issue to issue.

### PAYMENTS

Checks should be made payable to the Association of Government Accountants (or AGA). Visa, MasterCard, American Express and Discover cards are accepted.

### AGENCY COMMISSION

A 10 percent agency commission discount is allowed to recognized agencies. No cash discounts are given.

### ADVERTISING SUBMISSION

AGA prefers to receive ad submissions electronically. All submissions should include the original file (Macintosh Adobe InDesign files are preferred) as well as all original images and fonts. Bitmapped or grayscale images may be used for black and white ads. Otherwise, ads should be prepared in four-color process (CMYK) with color composite proofs included. Composite proofs can be composite color print outs, PDF, TIFF or EPS files and are required to ensure proper placement of images and correct use of fonts.

Ad submissions can be high-resolution PDF files. The recommended setting is PDF/X-1a (Acrobat Distiller or InDesign). All fonts must be embedded and all files must use CMYK high-resolution images. Grayscale images can be used for black and white ads. Please include bleed and crop marks in your high-resolution PDF.

Please e-mail ad submissions to:  
 Michell Dixon at [michell.dixon@tgdcom.com](mailto:michell.dixon@tgdcom.com),  
 or send on CD-ROM to Michell Dixon at  
 TGD Communications, Inc., 901 N. Pitt Street, Suite 250, Alexandria, VA 22314.

## EDITORIAL CALENDAR

### Fall 2007

#### International Government Financial Management

The Journal seeks articles on best practices in any area of governmental financial management that can be used in other parts of the world. Of special interest is articles on budgeting (budget planning, formulation, execution and reporting), accounting (commitment control and coding structures for managerial control), fully integrated information systems (linkages to the core modules by human resources, fixed assets, and purchasing systems), and auditing (internal auditing). Also of interest would be case studies on the transition from the cash to the accrual basis of accounting using the International Public Sector Accounting Standards and extraction of data from the accounting system for reporting in the statistical system specified by the Government Finance Statistics Manual.

**Writing Deadline: June 1, 2007**

### Winter 2007

#### Managing the Government

In the post-OMB Circular A-123 Appendix A environment, internal control and risk assessment are more than buzz words—they're facts of life. Whether you work in federal, state or local government or as a private sector contractor, you are dealing with challenges that run the gamut from ethics to deficits,



and from managing the boomer exodus to managing shrinking resources all while doing more with less. Innovative leadership has never been more critical as we navigate our way through these uncharted waters. What's working? What isn't? And how can government financial managers influence change?

**Writing Deadline: September 1, 2007**

### Spring 2008

#### Developing Government Accounting and Auditing Standards in Challenging Times

Accounting standards are mostly about "recognition, measurement and disclosure" of economic transactions and events, while auditing standards are about evaluating the propriety of such accounting treatments in affording a "true and fair view" of performance and financial condition as reflected in the basic financial statements of entities. Nevertheless they do need to be aligned and standard-setters need to work in a more coordinated fashion. *The Journal* seeks articles on how the various standards-setting bodies can work together to better harmonize their efforts and provide cohesive accounting and auditing guidance that accountability professionals in the field can apply in a meaningful way.

**Writing Deadline: December 1, 2007**

### Summer 2008

#### Payment Integrity and Data Mining

Governments spend billions of dollars annually on programs, services and other items. To help ensure accountability, governments need to know that these payments are valid, correct and meet compliance requirements. They also need to use data related to these transactions to manage effectively. *The Journal* seeks articles that address how governments can and do assure payment integrity and tools and techniques to manage their data strategically.

**Writing Deadline: March 1, 2008**

### Fall 2008

#### Accountability and Oversight: Who's Minding the Store?

Voters and elected officials often ask "who's minding the store?" when it comes to government oversight. Explaining the layers and levels of oversight is critical for citizen confidence and for government to explain its work to taxpayers. Budgets, audits, reviews, and public records and meetings laws are among the important ingredients for accountability. Governments with approved budgets, independent audits, public reporting, and outside validation like bond ratings and national certificates have a lot to tell taxpayers—and these tools can help inform and add confidence to government processes for the lenders, taxpayers and voters who depend on it.

**Writing Deadline: June 1, 2008**

### Winter 2008

#### Has the Government Management Results Act (GMRA) Achieved Its Goals?

When government agencies started auditing their financial statements in the mid-1990s the goal was to improve government financial management by consolidating financial systems and becoming uniform across the government. More than 10 years down the road, it still takes a massive effort to come up with an auditable financial statement. Has GMRA achieved its goals? Do we have better federal financial management now than we did pre-GMRA?

**Writing Deadline: September 1, 2008**

## CORPORATE PARTNER ADVERTORIALS

### Increase Your Exposure

Has your firm been involved in a system implementation project that yielded exceptional results for a government agency? Does your product bring economy and efficiency to government operations? Do you have a story to tell about how your company's work brought accountability to government?

*The Journal of Government Financial Management* is pleased to offer *The Journal Advertiser* Program designed to showcase AGA Corporate Partners and their success stories. We know how hard it is for you to get these stories out there. Our own *Journal* Editorial Board discourages articles that promote software packages or consulting successes. However, through this advertorial, Corporate Partners have the opportunity to put their stories in front of those in government who influence the purchase of services offered by partners.

So what's involved? You provide a written, designed article with the words and images of your choice. We provide a template file and a few parameters, such as a word count and mechanical requirements, but otherwise, it's up to you to decide how to use the space.

Each page of the printed article is stamped with a "Special Advertising Supplement" notation to help our readers distinguish between peer-reviewed technical articles and paid advertisements.

#### Mechanical Specifications

Articles and images for *The Journal* must be prepared for four-color process printing. *The Journal* staff will provide an InDesign template to advertisers to make the process as easy as possible. Send InDesign files, along with image files, logos and true type fonts (no postscript fonts).

Images should be saved as TIFF and/or EPS files generated in PhotoShop or Illustrator. Images for color process should be CMYK only. All submissions must include a PDF composite of the entire article, with images included. PDF files can not be used for final output. E-mail stuffed Mac files or zipped PC files containing the original design file, images, fonts and PDF to [kristina.brinton@tgddom.com](mailto:kristina.brinton@tgddom.com). All files must be stuffed or zipped, no exceptions. In the subject line of your e-mail message, please indicate the date of the issue(s) your article is to appear in—Spring, Summer, Fall or Winter. Any costs incurred by *The Journal* as a result of an advertiser not conforming to the stated mechanical requirements will be billed to the advertiser.

#### Deadlines

*The Journal* is published quarterly the first week of March, June, September and December. Advertorial articles are due 60 days before the first of the month of the issue date (January 1 for March, April 1 for June, July 1 for September, and October 1 for December). Cancellations will not be accepted after the closing dates.

#### Rates

AGA Corporate Partners receive exclusive access to this special opportunity. For a flat rate of \$5,000, you receive up to four pages of space in one issue to accommodate up to 2,000 words as well as charts and images. Articles may not exceed four full pages (we provide an electronic template) and all articles must be written and designed to fit within the four allocated pages. Sign up for a four-time insertion and your price drops to \$3,500 per issue—and you can submit a different article each time!

## JOURNAL SPECIFICATIONS

Magazine trim size	8-1/4" x 10-3/4"
Printed page size	7-1/4" x 9-3/4"
Colors	Four-color overall
Binding	Saddle-stitched
Line screen	133
Bleed	N/A

## ADVERTISING SPECIFICATIONS

Full page, full bleed	8-3/8" x 11"
Full page	7-1/4" x 9-3/4"
2/3 page vertical	4-5/8" x 9-3/4"
1/2 page horizontal	7-1/4" x 4-7/8"
1/3 page square	4-5/8" x 4-7/8"
1/4 page vertical	3-1/2" x 4-3/4"



# INSERTION ORDER

# Journal

OF GOVERNMENT FINANCIAL MANAGEMENT

## COMPANY INFORMATION

### Company Name

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Website \_\_\_\_\_

### Primary Contact

Name \_\_\_\_\_

Title \_\_\_\_\_

Address (if different from above) \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**Check here if you are a Corporate Partner**

## AGENCY/CLIENT ACCEPTANCE

This contract represents the entire understanding of the parties and may not be amended except by further written agreement signed by both parties. This contract shall be governed by the laws of the Commonwealth of Virginia. Any dispute between the parties shall be submitted to binding arbitration in Alexandria, Virginia pursuant to the Commercial Rules of the American Arbitration Association. The parties will bear their own costs. Any award may be submitted to a court of competent jurisdiction for enforcement.

Company \_\_\_\_\_

Contact \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

This signature indicates we agree to the rules, regulations and policies outlined in this media kit, as well as those on the AGA website that pertain to our purchase.

## SPECIFICATIONS

Please publish in *The Journal of Government Financial Management* according to the following specifications:

### Frequency

1x  4x

### Issues of Insertion

Spring  Summer  Fall  Winter

### Size

Full Page  2/3 Vertical  1/2 Horizontal  1/3 Square  1/4 Vertical

### Color

B&W  2-C (Black & Color)  4-Color

### Special Placement

Inside Front Cover  Inside Back Cover  Back Cover  Other \_\_\_\_\_

### Advertorial (Available to AGA Corporate Partners Only)

Frequency  1x  4x

### Materials Sent By

E-mail  Disk  FTP site

Point of contact for materials:

Company \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

Special Instructions \_\_\_\_\_

## SEND MATERIALS DIRECTLY TO:

Journal Advertising Coordinator, TGD Communications, Inc.  
901 N. Pitt Street, Suite 250, Alexandria, VA 22314

### Cost Per Insertion *See rates inside*

Space \_\_\_\_\_ \$

Corporate Partner Discount (10%) \_\_\_\_\_ \$

Agency Discount (10%) \_\_\_\_\_ \$

**Total Cost Per Ad** \_\_\_\_\_ \$

## METHOD OF PAYMENT Please check one:

CHECK PAYABLE TO AGA (Federal Tax ID #53-0217158)

To: Accounts Payable - Journal, AGA, 2208 Mount Vernon Ave., Alexandria, VA 22301

Check # \_\_\_\_\_ Check Date \_\_\_\_\_

CREDIT CARD

Visa  MasterCard  American Express  Discover

Name on Card \_\_\_\_\_

Title \_\_\_\_\_

Account Number \_\_\_\_\_

Exp. Date (mandatory) Month \_\_\_\_\_ Year \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please fax credit card payments to 703.548.9367. Attention: Accounting

PLEASE BILL ME

Insertion Order/PO Number \_\_\_\_\_

## Accepted by Journal of Government Financial Management

Signature \_\_\_\_\_

Date \_\_\_\_\_

Return to:

Tom Egly, Advertising Manager, *Journal of Government Financial Management*  
TGD Communications, 901 N. Pitt Street, Suite 250, Alexandria, VA 22314,  
phone: 703.548.0200, ext. 117, fax: 703.548.0202, e-mail: tom.egly@tgdcom.com

