

# GAMA

DELIVERING LEADERSHIP SOLUTIONS

# INTERNATIONAL JOURNAL



CONNECTING COMMUNICATION AND YOUR **BOTTOM LINE**

SUCCESSION PLANNING FOR ADVISORS  
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THE VIRTUE OF ACCOUNTABILITY  
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FINANCIAL STORM

OPPORTUNITY!  
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2010 MEDIA KIT



TAKE A closer look AT MARKETING

(BUT WHO ARE YOU MISSING?)

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# GAMA INTERNATIONAL JOURNAL

In today's increasingly complex and competitive business world, managers are called on to increase efficiencies, maximize profits and decrease risk. It's not easy. And they can't do it alone. That's why our members turn to GAMA International — the only association dedicated to promoting their professional development needs and leadership skills.

## GAMA INTERNATIONAL MEMBERS

GAMA International members are field leaders in one of the most competitive sales environments in the world: the insurance, investment and financial services industry. Broadly speaking, that means our members identify, recruit, select, train, develop, supervise or grow advisors and other leaders.

GAMA members have direct management and leadership responsibility for the retail distribution of financial products to individual customers throughout the United States and select foreign markets. In their roles as managers, our field leaders are responsible for procuring efficient and innovative resources to successfully grow their businesses. A typical GAMA member's office includes 35 to 50 advisors and, collectively, our members manage more than 90,000 advisors who help bring financial security to more than 40 million clients.

These are truly leaders in their field.

## THE GAMA INTERNATIONAL JOURNAL

Advertise in the *GAMA International Journal* to reach a distinguished audience of business leaders. The Journal is a professionally produced, full-color bimonthly magazine that focuses on business and practice management solutions for our readers. As GAMA's flagship publication, our members consider the Journal to be one of their top member benefits.

## GAMA INTERNATIONAL MEMBER DEMOGRAPHICS

A demographic snapshot of our members shows the following:



# 2010 EDITORIAL CALENDAR

The editorial calendar establishes broad themes for each issue and lists topics that may be covered in that issue. We invite you to craft your advertising accordingly and take advantage of an audience primed to understand the importance of your message.

ISSUE	THEME & TOPICS	RESERVE AD SPACE BY	SUBMIT AD MATERIALS BY
JAN/FEB	Leadership for Today and Tomorrow	Nov. 9, 2009	Nov. 16, 2009
Accountability, coaching, vision, team-building, time management, multitasking, recruiting advisors, career path development			
MAR/APR	LAMP: Taking the Next Step	Feb. 1, 2010	Feb. 8, 2010
Team-building, getting the most from a meeting, growth from last year's LAMP, marketing, coaching, GAMA resource case study			
<ul style="list-style-type: none"> <li>• COVER STORY: GAMA International Management Hall of Fame Recipient</li> <li>• EXTRA DISTRIBUTION: LAMP Annual Conference</li> </ul>			
MAY/JUN	The Message You Send	March 15, 2010	March 29, 2010
Marketing, vision, culture, branding, leadership, attitude, dress for success			
<ul style="list-style-type: none"> <li>• COVER STORY: GAMA International President</li> </ul>			
JUL/AUG	Production: The Bottom Line	May 17, 2010	May 24, 2010
Recruiting, selling styles, selling vs. buying, accountability, incentives, cross-selling, periodization, motivation			
<ul style="list-style-type: none"> <li>• COVER STORY: Awards and Recognition Issue</li> <li>• EXTRA DISTRIBUTION: NAIFA Annual Conference</li> </ul>			
SEP/OCT	The CEO in You	July 19, 2010	July 26, 2010
Managing your practice profitability, leadership, team-building, developing second-line managers, organizing your business, conflict resolution, torpedo-watching (what's ahead), operations and administration			
NOV/DEC	Personal and Business Evolution	Sept. 20, 2010	Sept. 27, 2010
Giving back, your business model, work-life balance, setting goals, strategic planning, business trend forecasting, New Year's focus			

## 2010 ADVERTISING RATES

BLACK & WHITE AD	FREQUENCY		
	1X	3X	6X
Center two-page spread	\$3,700	\$3,500	\$3,300
Two-page spread	\$2,700	\$2,500	\$2,300
Full page	\$1,500	\$1,400	\$1,300
Half page, vertical or horizontal	\$700	\$600	\$500
COVER AD	1X	3X	6X
Covers 2 or 3	\$3,700	\$3,200	\$2,700
Cover 4	\$5,000	\$4,500	\$4,000
Note: Cover advertising must be prepared in color.			
COLOR			
Add \$1,000 to black & white rate; this charge does not apply to covers.			
GUARANTEED SPECIAL POSITION			
Add 10% additional charge; this charge does not apply to covers.			

## ADVERTISING SPECIFICATIONS

See the Advertising Sizes and Specifications section on the next page for more information about how to prepare your ad. Ads prepared incorrectly could incur additional charges.

To discuss additional advertising options, such as inserts or cover wraps, please contact Stacey Williams, Director, GAMA Resource Network, 571-499-4324 or [swilliams@gamaweb.com](mailto:swilliams@gamaweb.com).

**THE GAMA INTERNATIONAL JOURNAL**

Trim size 8"W x 10.875"L • Four color (CMYK) • Saddle-stitched (except for JUL/AUG issue, which is perfect bound) • Full bleed

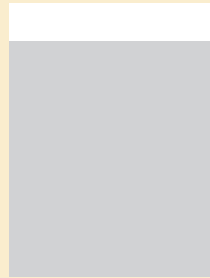
**SIZE CHART**

Prepare ad image size in accordance with size chart below. Prepare ads larger than half pages to be the image size with bleed. This is normally 0.17" on all sides. However, because the JUL/AUG recognition issue is perfect bound, all ads larger than a half-page need a bleed allowance of .42" on both the left and right sides.



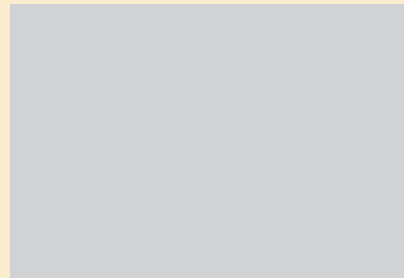
**FULL PAGE, COVER 2 OR COVER 3**

Image size  
8"W x 10.875"L  
  
Image size with bleed  
8.33"W x 11.21"L  
  
Image size with bleed for JUL/AUG  
8.84"W x 11.21"



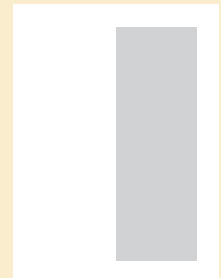
**COVER 4**

Image size  
8"W x 9.25"L  
  
Image size with bleed  
8.33"W x 9.42"L  
  
Note: this ad bleeds on sides and bottom only; bleed size does not change for JUL/AUG issue.



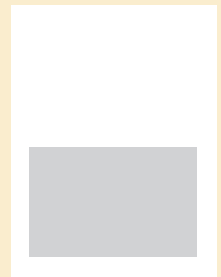
**TWO-PAGE SPREAD**

Image size  
16"W x 10.875"L  
  
Image size with bleed  
16.33"W x 11.21"L  
  
Image size with bleed for JUL/AUG  
16.84"W x 11.21"



**HALF-PAGE VERTICAL**

Image size  
3.167"W x 9.042"L



**HALF-PAGE HORIZONTAL**

Image size  
6.667"W x 4.375"L

**DEFINITIONS**

Image size = size of printed ad  
Bleed size = size of printed ad + bleed allowance (not applicable for half-page ads)

**FILE REQUIREMENTS**

The Journal accepts only EPS or PDF press-resolution print-ready files.

- EPS files should be 100%, 800 dpi min. All fonts must be converted to outlines and all images must be provided, even if they are embedded in the file.
- PDF images must be submitted in 300 dpi resolution or better, and all fonts must be embedded. Include bleeds.
- If using color, prepare image in CMYK color space.
- Use a minimum rule weight of .25 point.
- All type should be at least 1/4" from each edge of the image size.

Any production charges incurred by GAMA International for advertising material not received in the specified formats will be charged back to the advertiser, plus 10 percent. Ad agencies: these charges are noncommissionable.

**TO SUBMIT AN AD TO THE GAMA INTERNATIONAL JOURNAL:**

1. Fax your insertion order to  
Stacey Williams at 571-499-4282
2. Mail CD or DVD to **OR** Upload electronic files to  
Stacey Williams <http://dropbox.yousendit.com/>  
GAMA International GAMAInternational  
2901 Telestar Court  
Suite 140  
Falls Church, VA 22042

**FOR MORE INFORMATION, CONTACT**

Stacey Williams, Director, GAMA Resource Network  
571-499-4324 swilliams@gamaweb.com