

Why advertise in FlashFlood NEWS?

FlashFlood NEWS is a semi-annual PDF newsletter which offers information and education on topics that are of current interest in the field of floodplain management and the National Flood Insurance Program. Published by the North Carolina Association of Floodplain Managers (www.ncafpm.org), *FlashFlood* includes reports from the North Carolina regional representatives, educational opportunities, and membership information, in addition to topical articles of current interest written by our board members, government

officials, and consultants in the field of floodplain management. Articles include topics such as floodplain mapping, coastal issues, mitigation planning, and stormwater management. We also have space reserved for job openings in the field of floodplain management.

Our targeted audience is the members of the North Carolina Association of Floodplain Managers (NCAFPM), but *FlashFlood NEWS* is also posted on the NCAFPM website and can be viewed by any interested readers.

Advertising Sizes and Rates

Advertisements/Sponsorships

FlashFlood NEWS offers four ad sizes: full page, ½ page, 2 column inch and 1 column inch. The 2 column inch is 2" tall x 1 column wide; the 4 column inch is 2" tall x 2 columns wide OR 4" tall x 1 column wide. All sizes include room for company info and logo. Please create your ads at the size shown in the table below.

Rates

Sponsors may choose to advertise in one issue, or all issues within one year (2-3 issues). See table below for rates.

One Liners

We also offer a one-liner listing for \$50 which gets your name and URL or phone number listed in the newsletter (up to 70 text characters) for the year.

Ad Size	Dimensions (h x w)
Full Page	10" x 7.5"
Half Page	5" x 7.5"
4 Column Inches	2" x 5.5" OR 4" x 2.625"
2 Column Inches	2" x 2.625"

Ad Rates	Per Issue	Per Year
Full Page	\$250	\$400
Half Page	\$150	\$250
4 Column In.	\$125	\$175
2 Column In.	\$75	\$100

Submission Information

File Formats

PDF is our preferred file format. We also accept EPS, TIFF, PNG, flattened PSD, and JPEG files. Each file should include only one ad.

General File Preparation

- Maximum file size is 500K.
- Use RGB colors.
- Embed fonts (PDF and EPS) or convert type to outlines.
- Send files at the correct dimensions (see the previous page for sizes).
- Name files clearly, indicating company name and issue date.

Ad Production

Kelly Keesling offers a design service and can produce ads for sponsors at a rate of \$75/hour if requested. Components to produce ad should be submitted at the same time as space commitment.

Thanks for Sponsoring FlashFlood!

Reservations

To reserve your space, contact Kelly Keesling at kgkeesling@carolina.rr.com. Indicate your requested size, so that we can reserve your space in our next issue.

Payments

Payment for your ad is due by the end of the month of publication. Checks should be made to NCAFPM and sent to:

3301 Carnegie Ln
Matthews, NC 28105

Preparation of PDF Files

To create your PDF, please use Acrobat Distiller or the Export/Save feature in your design program.

Transmission of Files

Send files via e-mail to kgkeesling@carolina.rr.com by the deadline shown in the table below.

Issue Date	Ads Due
March 2010	March 10
September 2010	September 1

Special Offer

For sponsors who advertise in *FlashFlood*, we will offer a space on our Links webpage for your logo and a link to your website for \$50 per year. Please include a jpg, gif, or png image and your URL if you would like to be included on our webpage.