

THE FOREIGN SERVICE JOURNAL

PUBLISHED BY THE AMERICAN FOREIGN SERVICE ASSOCIATION



2025 MEDIA KIT

Your Resource to Reach Diplomats
and the Foreign Affairs Community

LET THE *JOURNAL*
INFORM DIPLOMATS
OF THE GLOBAL
IMPORTANCE OF
YOUR FIRM OR
ORGANIZATION.



New ways to connect with
The Foreign Service Journal:

Follow us on our *FSJ* LinkedIn page:

www.linkedin.com/company/the-foreign-service-journal

Subscribe to the “*FSJ* Insider”
for email updates:



CONTENTS

- 3 / PROFILE & AWARDS
- 4 / READERSHIP DEMOGRAPHICS
- 5 / EDITORIAL CALENDAR
- 6 / PLANNED SPECIAL SECTIONS
& SUPPLEMENTS
- 7 / BIENNIAL EDUCATION SUPPLEMENT
- 8 / PRINT SPECIFICATIONS
- 9 / RATE CARD & ADDITIONAL PRINT
OPPORTUNITIES
- 10 / *FSJ* DIGITAL
- 11 / AFSA DIGITAL
- 13 / TERMS & CONDITIONS



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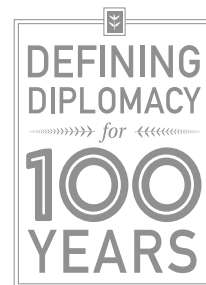
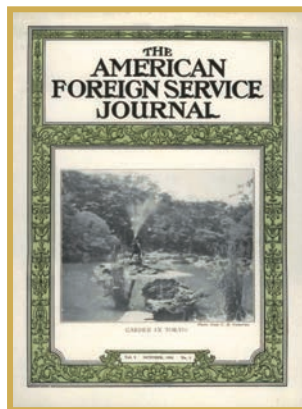
Cover art from the June 2024 edition, courtesy of Bitteschoen.TV.

GLOBAL INFLUENCE, LOCAL IMPACT

THE FOREIGN SERVICE JOURNAL

PUBLISHED BY THE AMERICAN FOREIGN SERVICE ASSOCIATION

Published since 1919, *The Foreign Service Journal* is the only foreign affairs magazine written specifically for members of the U.S. Foreign Service and other foreign affairs professionals. It comprises a vital mix of foreign affairs coverage and discussion of work and life inside the U.S. Foreign Service for a balanced and lively read.



RECENT AWARDS

TRENDY AWARD FROM ASSOCIATION TRENDS:



Gold in the category of "Monthly Professional Society Magazine" (October 2022).

Silver in the category of "Monthly Professional Society Magazine" (May 2023).

TABBIE AWARDS FROM THE TRADE, ASSOCIATION, BUSINESS PUBLICATIONS INTERNATIONAL (TABPI):



Gold in the category of "Special Section" (March 2022 & September 2021).

Bronze in the category of "Single Issue" (May 2021).

EXCEL AWARD FROM SIIA'S ASSOCIATION MEDIA & PUBLISHING NETWORK:



Gold in the category of "Dedicated Issue" (September 2020).

Silver in the category of "Single Topic Issue" (March 2022).

Bronze in the category of "Single Topic Issue" (June 2022 & May 2021).

By the Numbers

- Print circulation of **14,000**
- 36,000 interested and engaged readers! The online version (Flipping Book, PDF, HTML) is posted in full and shared widely through social media
- Published **7x** per year, with January-February, April-May, July-August, September-October, and November-December as double issues.
- Readers include active-duty and retired foreign affairs professionals across the United States and more than **150** other countries
- Nearly **80%** of all career Foreign Service officers and specialists are subscribers
- Delivered to every U.S. embassy and consulate, as well as inside the State Department and the other foreign affairs agencies, and to every member of Congress and all foreign embassies in Washington, D.C.

100+ YEARS OF EDITORIAL EXCELLENCE

READERSHIP DEMOGRAPHICS

The *FSJ* has a high-profile and professional readership that includes high-level diplomats, development professionals, members of Congress, think-tank analysts, journalists, military personnel, academics, foreign diplomats in Washington, and others involved in foreign affairs.

Whether at home or abroad, our globally mobile readers see *The Foreign Service Journal* as a lifeline to products and services—such as financial management, automobiles, insurance, real estate, extended-stay housing, schools, and retirement living options—that meet their unique needs.

Source: 2020 Marketing Survey

ACCORDING TO A RECENT READER SURVEY

87% OF OUR READERS HAVE A COLLEGE DEGREE OR HIGHER

66% HAVE POSTGRADUATE STUDY

46% MAY SEEK HIGHER EDUCATION

76% SEEK TAX OR FINANCIAL ADVICE

62% ARE AGE 50 OR OLDER

49% READ MORE THAN 10 BOOKS PER YEAR

80% VISIT THE AFSA WEBSITE

USEFULNESS OF ADVERTISEMENTS

85% OF READERS FIND OUR ADVERTISEMENTS USEFUL

62% VISITED A WEBSITE MENTIONED IN AN AD

40% FOUND BUSINESSES THAT OFFER SERVICES THEY NEED

HOUSEHOLD INCOME AND INVESTMENTS

AVERAGE ANNUAL HOUSEHOLD INCOME: **\$124,644**

85% OF READERS HAVE AN AVERAGE HOUSEHOLD INCOME OVER \$100,000

76% OWN ONE OR MORE HOMES

55% HAVE AN INVESTMENT PORTFOLIO OVER \$500,000

AVERAGE VALUE OF PORTFOLIO INVESTMENTS: **\$470,540**

AVERAGE VALUE OF HOMES: **\$560,000**

FSJ READERS ARE EXCEPTIONAL



2025 EDITORIAL CALENDAR

ISSUE	PLANNED EDITORIAL	DEADLINES	
		SPACE	MATERIALS
JANUARY-FEBRUARY	A Professional Foreign Service for the Next Century	11/15/24	12/3/24
MARCH	Notes to the New Administration	1/15/25	1/30/25
APRIL-MAY	U.S.-Vietnam: 50 Years After the Fall of Saigon + USAID	3/3/25	3/17/25
JUNE	Economic Diplomacy (+Education Supplement)	4/17/25	5/1/25
JULY-AUGUST	Global Health Diplomacy	5/15/25	5/30/25
SEPTEMBER-OCTOBER	Foreign Service Reform	7/17/25	8/4/25
NOVEMBER-DECEMBER	FS Writing and Publishing (ITOW)/Recognizing Dissent and Excellence in Diplomacy (+Education Supplement)	9/16/25	10/2/25

Turn to page 6 to learn about our planned special sections and supplements.

*Editorial is subject to change

**Last updated June 2025

DEPARTMENTS AND COLUMNS

President's Views: a letter to our readers from AFSA's president

Speaking Out: the opinion page, where diplomats share their ideas on solving issues of concern

Focus: a set of articles on the theme of the month

Talking Points: important diplomacy news and recent events

AFSA News: AFSA's biggest news and events for our members; the official record of the association

FS Know-How: key issues specific to foreign affairs personnel and their families

FS Heritage: a look back at historic moments and people influencing the Foreign Service

Family Member Matters: a forum for the Foreign Service community to discuss issues and ideas

Books: reviews of recent diplomacy-related titles

Straight from the Source: a space for officials to tell the community what the foreign affairs agencies are doing, what new policies are being put in place, and why

Reflections: diplomats reflect on their personal experiences abroad

Local Lens: striking photos that capture life and work around the world

CONTENT-DRIVEN THOUGHT LEADER

PLANNED SPECIAL ADVERTISING SECTIONS & SUPPLEMENTS

January-February

Tax Guide: This very popular annual section features AFSA's presentation of federal and state tax provisions relevant to members of the Foreign Service, including state pension and annuity taxes, both presented in separate state-by-state overviews. Place your ad alongside this up-to-date information that covers critical tax issues for our readers and gain excellent visibility for your firm.

January through December

Real Estate & Property Management: In every issue of the *Journal*, we offer a special advertising section devoted to real estate and property management companies and services. Our readers are sophisticated consumers and savvy investors looking for a new place to live or a professional to manage their property while they serve abroad.

April-May & September-October

Retirement: The April-May edition will cover all things retirement, from financial planning to ideas and stories about life after the Foreign Service. Our retired and active-duty readers find these topics to be critically important. This is a perfect opportunity to showcase your community or business to our hard-to-reach demographic. The September-October edition offers a special advertising section to highlight your community and reach our audience with full impact.

June & July-August

Lodging & Extended Stay: Whether you are a small boutique hotel, worldwide chain, or short- or long-term corporate housing, summer transfer season is a great time to grab the attention of the Foreign Service. Beginning in June, and continuing through the summer, Foreign Service members pass through the Washington, D.C., metropolitan area for training and in transit to new posts and are in need of accommodations.

June & November-December

Education Supplement Celebrating 30 Years: This coveted biannual supplement covers a wide range of education-related topics as well as facts, figures, and updates on various Foreign Service needs and information. Whether you are a K-12, college, or graduate-level school, your advertisement will be seen by thousands, reaching U.S. embassy employees and their family members seeking education options. As a bonus, your school will be included in our Education-at-a-Glance chart, which lists participating schools of all levels and their specific admission details. See page 7 for more details.

November-December

Publishers: One of our readers' favorite issues is the annual Foreign Service authors roundup, "In Their Own Write." Advertise your bestseller or recently published books alongside our reviews. *FSJ* readers are prolific book consumers! Contact us to learn more about our new special publisher rates.

January-February 2026

Showcase of Summer Camps & Programs: This section will help Foreign Service families who are seeking a safe, fun-filled summer for their children. Do you have a day or overnight camp that would offer an opportunity for FS kids to play, learn, and make friends during summer months in the U.S. or abroad? This is your chance to get in front of these parents and showcase your camp programs and offerings.



SPECIAL OPPORTUNITIES

THE FSJ BIENNIAL EDUCATION SUPPLEMENT

DELIVERING EDUCATION NEWS TO FOREIGN SERVICE FAMILIES

Our effort to showcase school options available to readers began in the 1990s with articles on "Choosing a Boarding School" and "The School Search." The response was so positive that we decided to create a regular Education Supplement, which now, in its 30th year, brings information about educational institutions and issues that affect Foreign Service families to thousands of readers twice each year.

OUR READERS

The *FSJ* reaches members of the foreign affairs community, including U.S. diplomats and their family members around the world. Education across all levels, from preschool to post-graduate, is of critical importance to these readers: families with school-age dependents, high schoolers seeking IB diplomas and AP classes, and family members pursuing higher education for professional enrichment.

Diplomats posted abroad at posts without access to quality education have access to an education allowance that supports private and boarding school tuition and the cost of travel from post to schools worldwide.

YOUR ADVERTISEMENT AND LISTING

- Reach a targeted audience of 36,000+ diplomats and their families as well as the broader foreign affairs community.
- Are seen by thousands when placed alongside education-focused articles.
- Appear both in print and online, expanding your reach even further.

You may also choose to post on the AFSA/Essay Contest pages: <https://afsa.org/essay-contest>

EDUCATION RESOURCES

Insertion of a display ad in the user-friendly *FSJ* Education Supplement will allow your school to be included in the Education-at-a-Glance chart. This linkable resource lists each school's data on enrollment, grade levels, tuition, etc., in print and online.

Appear in America's most prestigious publication for foreign affairs professionals and on our website. Your ad in the *FSJ* earns a listing on our chart: <https://afsa.org/education-supplement>.

EDUCATION AT A GLANCE Go to our webpage at www.afsa.org/education.

School	Page Number	Enrollment	Gender Distribution	Percent Boarding	Percent Int'l	Levels Offered	AP/IB*	Standard Application Online GAB	Accept. ASD/EA**	Minors Int'l. Region	International Student Orientation	Holiday Break Coverage***	Annual Tuition, Room & Board (US\$)
ELEMENTARY/JUNIOR/SENIOR HIGH													
Handover Christian School	77	330	50/50	15	20	PK-12	AP	N	Limited	3	Y	Y	60,000-68,000**
Handover Christian School	79	321	60/40	24	10	PK-12	AP	Y	Y	84	Y	Y	67,800**
Handover Christian School	82					PK-12							
Handover Christian School	82	1239	46/54	NA	30	PK-12	AP/IB	N	Limited	60	Y	N	70,500*
JUNIOR HIGH/SENIOR HIGH													
Handover Christian School	79	123	60/40	30	16	7-12	NA	Y	Limited	38	N	Limited	68,850*
Handover Christian School	83	125	ALL Boys	94	11	7-12	NA	Y	Y	20	N	Limited	89,304**
SENIOR HIGH													
Handover Christian School	81	221	57/43	70	30	9-12	AP	Y	Y	50	Y	Y	64,900*
Handover Christian School	71	250	40/60	98	90	9-12	AP/IB	N	Y	40.5	Y	N	46,200-76,300*
Handover Christian School	71	250	54/46	85	75	9-12	AP	N	Y	32	Y	N	46,200-76,300*
Handover Christian School	77	240	50/50	70	25	9-12	AP	Y	Limited	80	Y	Limited	72,700*

RECENT EDUCATION ARTICLES IN THE FOREIGN SERVICE JOURNAL

"Launching Third Culture Kids: Tips on Managing the College and Overseas Transition"

"A Parent's Guide to Psychoeducational Assessments"

"Generative AI and the College Admissions Process"

"What You Need to Know: Returning to U.S. Public Schools with Special Needs"

"How to Qualify for In-State College Tuition"

"What's New with Special Education Allowances?"

Let our *FSJ*-branded education articles, also online with hyperlinked ads, work 24/7 worldwide for you.

DEADLINES FOR AD SPACE AND MATERIALS

June 2025

Reserve Ad: April 17

Art: May 1

November-December 2025

Reserve Ad: September 16

Art: October 2

ADVERTISING RATES appear on page 9 of this Media Kit. Special package offer to appear in both 2025 editions.

Contact Molly Long, AFSA's advertising manager, at (202) 338-4045 x706 or long@afsa.org.

A UNIQUE EDUCATIONAL RESOURCE

PRINT SPECIFICATIONS

FULL PAGE WITH BLEED

Bleed size: 8.375" W x 11.125" H
(allow 1/8" around ad)

Trim size: 8.125" W x 10.875" H

Print area: 7.625" W x 10.375" H

Allow 1/4" around ad. For best results, use 7.125" W x 9.875" H for print area, allowing 1/2" around inside trim.

Screen suggested:

150 lines per inch (minimum).

Bleeds should be exactly 1/8" beyond trim.

FULL PAGE WITH MARGINS
7.000" W x 10.000" H

TWO-THIRDS PAGE
4.500" W x 9.250" H

HALF PAGE HORIZONTAL
7.000" W x 4.500" H

HALF PAGE VERTICAL
3.25" W x 9.25" H
Limited positioning available

LIMITED

THIRD PAGE VERTICAL
2.167" W x 9.250" H

THIRD PAGE CUBE
4.500" W x 4.500" H

QUARTER PAGE
3.250" W x 4.500" H

PRINT AD FILE SUBMISSION GUIDELINES

- Advertisements for the print edition of *The Foreign Service Journal* must be submitted via email to the Advertising Manager at long@afsa.org.
- Press Optimized or PDF-X-1A PDFs are required.
- If an ad is intended to bleed, crop marks must be applied with an offset of 0.250"; a minimum of 0.125" bleed beyond the trim is required.
- All RGB and Pantone colors must be converted to CMYK.
- Final ad must be in the exact dimensions to be printed.
- If sending more than one ad, each ad should be submitted as a separate file.
- No camera-ready art as JPG/JPEG, PNG, or GIF file will be accepted.

OPPORTUNITY FOR BRAND EXPOSURE

2025 RATE CARD

COVERS Premium 4-Color	1x	3x	6x	10x
Back Cover	\$4,068	\$4,015	\$3,927	\$3,502
Inside Front Cover	\$3,870	\$3,834	\$3,761	\$3,358
Inside Back Cover	\$3,513	\$3,681	\$3,595	\$3,209

4-Color				
Full Page	\$3,391	\$3,347	\$3,270	\$2,918
2/3 Page	\$3,040	\$3,162	\$2,918	\$2,757
1/2 Page	\$2,626	\$2,506	\$2,360	\$2,222
1/3 Page	\$2,215	\$2,126	\$2,018	\$1,985
1/4 Page	\$1,703	\$1,615	\$1,527	\$1,469

2-Color				
Full Page	\$2,723	\$2,595	\$2,547	\$2,266
2/3 Page	\$2,421	\$2,310	\$2,121	\$2,022
1/2 Page	\$1,920	\$1,782	\$1,627	\$1,450
1/3 Page	\$1,463	\$1,381	\$1,284	\$1,184
1/4 Page	\$1,196	\$1,167	\$1,129	\$953



Additional charges for pages 3 and 4 and special requests.

Quotes for Bind-In Cards and Pre-Printed Inserts are available upon request.

All rates are net.



Contact Molly Long, AFSA's advertising manager, at (202) 338-4045 x706 or long@afsa.org for more information.

ADDITIONAL PRINT OPPORTUNITIES

CLASSIFIED LISTINGS

3 issue minimum.

Cost: \$2.50 per word (10-word minimum) and \$1.00 for bold type exceeding the first three words. Hyperlinks, headers, boxes, or shading are all available for \$11.00 each. Submissions must be received in written form via email at long@afsa.org. Credit card for payment is required.

AFSA DIRECTORY OF RETIRED MEMBERS

This annual directory is a singular up-to-date resource that enables our almost 4,000+ members who are at or near retirement to stay connected with their colleagues. This unique listing of a group of highly educated, well-traveled, discerning professionals is not available anywhere else. The directory is an indispensable guide that tackles issues directly affecting our retiree members such as annuities, health care, life insurance, long-term care, and senior living. Sections with advertising are posted on the AFSA website for both members and non-members to view.

Deadline for the 2026 Directory: October 10, 2025

ADVERTISING DOLLARS AT WORK

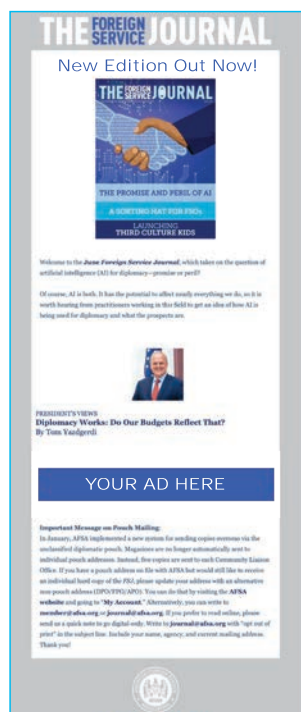
THE FOREIGN SERVICE JOURNAL DIGITAL

PUBLISHED BY THE AMERICAN FOREIGN SERVICE ASSOCIATION

We encourage you to bundle these great opportunities with print advertising in the *Journal* for maximum impact.

The *Foreign Service Journal*'s digital edition provides our advertisers with an added marketing opportunity, connecting businesses to our active online readership. The magazine is displayed in its entirety on the AFSA website, with subscribers notified by special messaging on the day the *FSJ* is posted online.

THE FSJ MONTHLY LAUNCH EMAIL



Reach the inboxes of more than 15,000 diplomats with a first look at the new *Foreign Service Journal* digital edition.

Be the exclusive sponsor of our special email message delivered to *FSJ* subscribers on the release date of the digital edition. Sponsors must have an ad in the same issue of the *FSJ*.

Advertisers must have a minimum of four ads per year in the print *FSJ* to sponsor this email opportunity.

Text Ad: 50 words of descriptive content.

Cost: \$1,200 (includes one link).

Image Banner Ad: 468px W x 60px H

Cost: \$1,500 (includes one link).

Average Open Rate: 21.48%

Contact Molly Long, AFSA's advertising manager, at (202) 338-4045 x706 or long@afsa.org.

THE FSJ INSIDER EMAIL

Become an insider when you sponsor our weekly email. The "FSJ Insider" is a way for our readers to keep up to date with the *FSJ*. As an exclusive sponsor, you'll reach the inbox of more than 2,790 followers every week—and this audience is growing!

Choose your sponsored clickable message by the month:

Text Ad: 50 words.

Cost: \$800/month (includes one link).

Image Ad: 450px W x 450px H plus 50 words.

Cost: \$1,000/month (includes one link).



EXPAND YOUR HORIZONS

AFSA DIGITAL

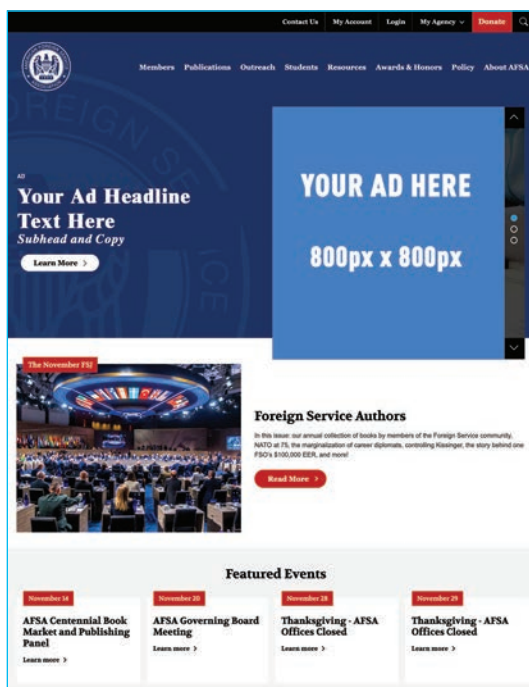


We encourage you to bundle these great opportunities with print advertising in the *Journal* for maximum impact.

Bringing more opportunity to extend your brand in AFSA's vibrant online community hub.

AFSA WEBSITE OPPORTUNITIES

AFSA HOMEPAGE



AFSA.ORG

Homepage Carousel Slider

Leaderboard Size: 800px W x 800px H (static).

Cost: \$2,500/monthly.

Supply: URL; header, subhead, and 30-40 words descriptive copy.

Side Web Banner

Size: 202px W x 85px H.

Cost: \$500/monthly (min. 3 months).

Choose your placement:

AFSA Marketplace:

www.afsa.org/afsa-marketplace

AFSA National High School Essay Contest:

www.afsa.org/essay-contest

Retirement Services:

www.afsa.org/retirement-services

AFSA MARKETPLACE RESOURCE LISTINGS

www.afsa.org/afsa-marketplace

Cost: \$35 per month (min. 6 months).

Choose your category:

Extended Stay Housing, Property Management, Real Estate, Legal, Taxes & Financial, Insurance, Automobiles.

WEB GUIDELINES and VISITOR VIEWS

Featuring an average of
58,502 visitors each month.

DIGITAL AD FILE SUBMISSION

Acceptable file formats: GIF, PNG, JPG/JPEG

Contact Molly Long, AFSA's advertising manager, at (202) 338-4045 x706 or long@afsa.org.

DISCOVER NEW PERSPECTIVES

AFSA DIGITAL



Offering an unparalleled way to reach the inboxes of more than 15,000 diplomats.

We encourage you to bundle these great opportunities with print advertising in the *Journal* for maximum impact.

AFSA DIGITAL SPONSORSHIP OPPORTUNITIES

AFSA Media Digest

Interested in being an exclusive sponsor for this daily news collection of articles related to diplomacy? The Digest is a popular member benefit, published Monday through Friday.

Choose your sponsored clickable message by the week:

Text Ad: 50 words of descriptive content.

Cost: \$2,000 net (includes one link).

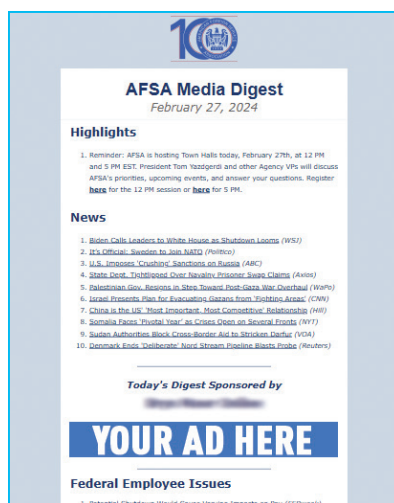
Image Banner Ads: Horizontal

(468px W x 60px H).

Cost: \$2,500 net (includes one link).

Average Open Rate: 35.4%

Average Click-Through Rate: 8.22%



AFSA DIGITAL SPONSORSHIP OPPORTUNITIES

AFSA Retirement eNewsletter

This bimonthly e-newsletter provides information on retirement benefits issues and activities and programs geared toward those approaching retirement and in retirement.

Schedule: February, April, June, August, October & December. Relevance to the Foreign Service is necessary for approval.

Sponsored Clickable Message:

Text Ad: 50 words of descriptive content.

Cost: \$1,500 per issue (includes link).

Average Open Rate: 33%

*An additional cost may be applied for any approved customization and for non-FSJ advertisers.

**Approval is needed on all ad copy.

Contact Advertising Manager Molly Long at (202) 338-4045 x706 or long@afsa.org.

YOUR INVESTMENT COUNTS

TERMS & CONDITIONS

Publication of Advertisement

- o All advertising content is subject to AFSA's approval.
- o Acceptance of the advertisement by AFSA shall in no way constitute endorsement of or recommendation by AFSA or FSJ for the content of the advertisement or the product advertised.
- o AFSA reserves the right to reject or cancel any advertising, insertion order, space reservation, or position commitment at any time, regardless of whether such advertising was previously acknowledged, accepted, or published.
- o AFSA reserves the right to give 24-hour notice prior to pausing a campaign if the relevant specifications and guidelines detailed on page 8 of this media kit are not met.
- o AFSA will not accept from any organization or individual advertising of materials that may, directly or indirectly, relate to matters of official USG concern.
- o All advertising that may be mistaken for an article, commentary, or other non-advertising material must be clearly marked "PAID ADVERTISEMENT." AFSA reserves the right to include such a mark on all ad materials.

Rate Card

- o It is assumed that advertisers and/or their agents have reviewed the conditions set forth in the rate card and agree to such conditions without any further notice or contact.
- o All advertising rates and Editorial Calendar on the rate card are subject to change without notice.

Payment

- o Payment for advertising is due within 30 days of the invoice date.
- o Online payments are preferred, please contact the advertising manager for login credentials.
- o Payment by check should include invoice number in the memo area and be mailed to: AFSA, Publications/Advertising Department, 2101 E St. NW, Washington DC 20037
- o Advertiser and its agents will be held jointly and severally liable for all monies due and payable to the AFSA for published advertising that the advertiser and/or its agents ordered.

Modifications and Cancellations

- o Requests for modifications and changes to original layout and copy and/or overall number of insertions may result in additional charges. All additional charges will be based on composition rates at the time of the request.
- o Cancellation must be received in writing 45 days prior to publication date.
- o Any cancellations before the contract expiration date will result in a cancellation fee not exceeding the rate of the last insertion.

Liability Notice

- o Advertisers and advertising agencies assume full liability for the content of their published advertisements.
- o Advertisers and advertising agencies assume full responsibility for any and all claims made against the AFSA arising from their published advertisements.
- o Advertisers and advertising agencies release AFSA from any and all liability for publisher's failure, for any cause, to publish an advertisement.

Agency Commission

- o AFSA does not offer a commission to advertising agencies.
- o Ad rates are NET. Recognized ad agencies should make necessary adjustments unique to their customers when advertising in the FSJ.

EXTEND YOUR **BRAND REACH**

THE FOREIGN SERVICE JOURNAL

PUBLISHED BY THE AMERICAN FOREIGN SERVICE ASSOCIATION



ACHIEVE EXCELLENCE

LOYAL READERS AROUND THE WORLD

