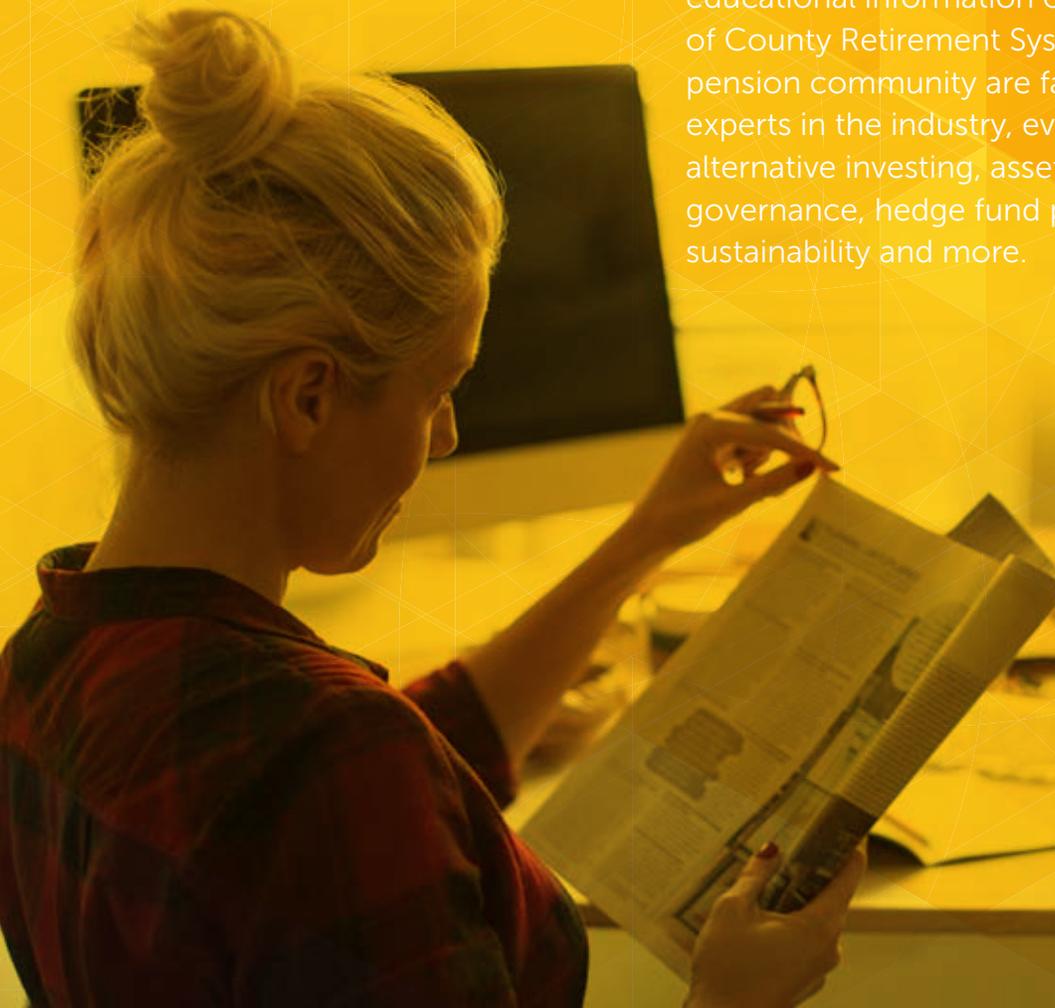


# OUR READERS ARE ALL WITHIN REACH

**SACRS magazine** provides readers with timely educational information on the issues State Association of County Retirement Systems (SACRS) and our pension community are facing today. Written by experts in the industry, every issue offers insight into alternative investing, asset management, corporate governance, hedge fund performance, risk strategy, sustainability and more.



Here is your opportunity to engage with our national and international readership.

Contact Sulema H. Peterson, SACRS Administrator at (916) 701-5158 or [sulema@sacrs.org](mailto:sulema@sacrs.org) for advertising rates and opportunities.

Providing insight. Fostering oversight. | [SACRS.org](http://SACRS.org)



## POLICIES & ADVERTISEMENT SPECS

### Editorial Policy

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The purpose of this document is to outline the principles, practices and policies that both SACRS & SP&A upholds in meeting the highest standards of editorial integrity for the SACRS magazine to our members. As an editorial content provider, we recognize, respect and adhere to the ethical conduct acknowledged by both our pension industry and the publishing industry. SACRS & SP&A strives to achieve and support the high standards of journalism today through good judgment and a commitment to our editorial principles, practices and process.

Topics of interest to SACRS magazine would include the following: Alternative Investing, Asset Servicing, Defined Benefit Plans, Defined Contribution, Governance, Hedge Funds, International, Investment Strategy, Investment Technology, Money Managers, Mutual Funds, Private Equity, Real Estate, Regulation & Legislation, Trading & Research and Venture Capital.

### Our Principles

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We adhere to a common set of professional journalistic principles that guide our staff, our processes and our operations. Those editorial principles are truthfulness, accuracy, objectivity, impartiality, fairness and accountability. We maintain an individual and collective responsibility to uphold these principles throughout our organization and in particular when producing the SACRS magazine.

### Responsibility

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We believe that educational articles are a vital form of communication and should be held to a high level of accountability, responsibility and integrity. Articles must illustrate and reflect the events in our business community today and therefore have a responsibility to be delivered to the membership with accuracy and impartiality.

### Independence

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Only our editorial staff will have control over the articles publishing process — from assignment to delivery. At no time do we permit non-editorial individuals or groups to have influence over our editorial coverage or workflow. Our editorial coverage is free of obligation and has no conflict of interest in its creation or production process.

### Integrity

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Integrity is the driving force behind all that we do and it is a founding principle that unites the SP&A and SACRS organizations. We maintain the balance of an individual's right to privacy with our obligation to cover the story. Our commitment to integrity is reflected throughout our editorial workflow and our fair and unbiased coverage of the events and stories of today.

### Our Practices

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We have instituted what we believe to be clear and non-ambiguous practices to uphold our core principles. These practices comprise our code of conduct that is expected of all levels of editorial staff, contributors and partners of SACRS & SP&A.

1. SP&A and staff maintain complete control over the gathering and distribution of articles and editorials placed in the SACRS magazine.
2. SP&A will not accept special editorial access or privileges by virtue of SP&A business relationships.
3. No editorial staff member will operate in a self-serving manner. No staff member shall let their personal opinions influence the coverage of stories or events, nor shall a third party be allowed to dictate or influence our editorial process.
4. We will never censor our editorial coverage. If there are editorial concerns, SP&A will work with the author to clarify the proposed article on the principles established within this policy.
5. All articles will be credited to reflect the source.

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## Submission Policy

The editor solicits articles appearing in *SACRS* magazine, proposals for topics and authors should be directed to [sulema@sacrs.org](mailto:sulema@sacrs.org).

When submitting the first draft of an article to *SACRS* magazine, the author should send an electronic version of the paper, written in Word, to [sulema@sacrs.org](mailto:sulema@sacrs.org).

Please submit articles double-spaced, printing only on one side of the paper. Number the pages, so we don't assume that a missing page is just a jump in syntax. Also, number tables and charts, and put them on separate pages. Footnotes and references should be double-spaced at the end of the article. If you have no diagrams, graphs, or tables in your article, consider the possibility of adding one. If you have eight or ten exhibits already attached to your article, consider the possibility that you have gotten carried away with your graphics software.

We hope that most articles will offer a kind of intellectual arbitrage that will be useful for every member. For some, it will be a look into the insights and issues in a specialty or discipline in which they do not specialize. For specialists, the articles will lead to thoughts about the questions underlying their research, which directions have been most productive, and what the key questions are. Since most of us are sometimes a specialist, sometimes a non-specialist, sometimes teacher, sometimes student, good articles will speak to each of us in different ways.

## Advertising

SACRS will consider accepting paid advertisements from its affiliate and system members. SACRS has implemented this allowance for advertisements in the *SACRS* magazine as a way to help offset the production costs for the magazine. Advertisement locations will be limited to the last page (front and back) and the inside covers, for a total of four pages. The editor reserves the right to re-locate advertisement placement due to space/design/best fit/competing subject matter. The editor also reserves the right to reject any advertisements that do not meet the guiding principles of the organization. Advertisements will only be modified by mutual agreement between the editor and the advertiser.

## Advertising Rates

Inside pages and inside cover positions:

Size	1x	2x or more
Full page	\$2,290	\$1,850
2/3 page	\$2,340	\$1,575
1/2 page	\$1,895	\$1,200
1/3 page	\$1,320	\$835
1/4 page	\$950	\$645

### Classified Advertising Rates

\$15/line - 42 characters per line

## Print-Ready AD Specifications

Our preferred advertising specifications are as follows:

- Please submit a high-resolution PDF (PDF/X1-a) with embedded fonts. If registration or trim marks are used, offsets should equal 12 pt. or .1667" to ensure trim marks are not in the bleed area.
- PDF files must be print-optimized, CMYK with fonts embedded.
- Photos and graphics should be 300 dpi, CMYK or grayscale, .eps or tif.
- Convert all spot colors to process.
- Distinguish your file with advertiser's name.
- SACRS assumes no responsibility for the quality or accuracy of print-ready advertisements or ad components that do not comply with our specifications.
- SACRS reserves the right to add a .5 point key-line to any advertisement.
- SACRS reserves the right to add the word "ADVERTISEMENT" to any advertisement.
- Rush fees will apply to clients who send any advertisements or ad components after the stated monthly deadline.
- Payment is due 30 days upon receipt of invoice. A 1.5% finance charge may be assessed on overdue balances.
- If the contract is canceled prematurely and the client has received a discount based on frequency, the client is responsible to pay the unearned discount.

## Ad Sizes

### A. Full Page

Trim Area	8.25" x 10.5"
Bleed Area	8.5" x 10.75"
Non-bleed	7.25" x 9.25"

### B. 2/3 Vertical Page

Trim Area	5.25" x 10.5"
Bleed Area	5.375" x 10.75"
Non-bleed	4.75" x 9.25"

### C. 1/2 Horizontal Page

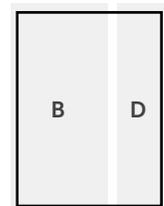
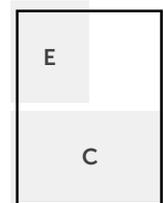
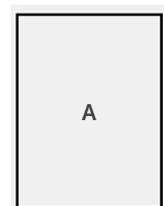
Trim Area	8.25" x 5.1255"
Bleed Area	8.5" x 5.25"
Non-bleed	7.25" x 4.5"

### D. 1/3 Vertical Page

Trim Area	2.75" x 10.5"
Bleed Area	2.875" x 10.75"
Non-bleed	2.25" x 9.25"

### E. 1/4 Vertical Page

Trim Area	4.125" x 5.125"
Bleed Area	4.25" x 5.25"
Non-bleed	3.625" x 4.5"



## Delivery Instructions

Please submit print-ready ads or ad components electronically. Files smaller 5MB should be emailed to [sulema@sacrs.org](mailto:sulema@sacrs.org)