

## Why advertise in FlashFlood NEWS?

FlashFlood NEWS is a semi-annual online 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, FlashFlood includes reports from North Carolina regional representatives, offers educational opportunities and membership information, and includes 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.

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

### Publication Dates

NCAFP publishes two issues per year. The issues are typically published a month after each of the NCAFP conferences – the annual conference in the spring and the Fall Floodplain Institute in the fall. The issues are published on the FlashFlood page of the NCAFP website, [ncafp.org/flashflood.html](http://ncafp.org/flashflood.html), and an email is sent to our membership and to the national organization, ASFPM, to alert them of the posting.

## Advertising Sizes and Rates

### Advertisements/Sponsorships

FlashFlood NEWS offers two basic ad sizes: full page and 1/2 page. Please create your ads at the size shown in the table below.

### Rates

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

Ad Size	Dimensions (h x w)	Per Issue	Per Year
Full Page	10" x 7.5"	\$300	\$500
Half Page	5" x 7.5"	\$200	\$325

## 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.

### 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 [sgf@comporium.net](mailto:sgf@comporium.net).

### Reservations

To reserve your space, contact [Susan Frady at sgf@comporium.net](mailto:sgf@comporium.net). Indicate your requested size, so that we can reserve your space in our next issue.

## Thanks for Sponsoring FlashFlood!

### Payments

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

NCAFPM  
330 Hart Road  
Pisgah Forest,  
NC 28768.