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# Advertise in CDFA's Development Finance Perspectives

CDFA's *Development Finance Perspectives* magazine is the only industry publication reaching thousands of development finance agencies and public issuers across the United States. Submit your ad today to reach this unique and engaged audience. Discounts available for multiple ads.

*Perspectives* reaches 15,500+ readers with every edition. Published three times per year, the magazine is a full color, 20+ page publication. Topics covered include:

- Development Finance** – bonds, tax increment finance, tax credits, access to capital, revolving loan funds, innovation finance, capital markets, public-private partnerships, federal programming
- Industry News** – advocacy, resources, education offerings, innovative approaches

Reach 15,500+ Readers

Read by every major representative in the development finance industry, you will find *Perspectives* on the desk of leading organizations such as:

- Public Sector** – public finance agencies, state and local economic development leaders, bond issuers, community development corporations, industrial development agencies, redevelopment authorities, port authorities, administrative offices in cities and counties of all sizes
- Private Sector** – municipal securities firms, economic development consulting firms, bond counsel firms, banks and underwriters, venture and seed capital funds, syndicators, site selectors

Placing an ad in *Perspectives* is easy. Several ad formats are available to meet your needs and budget. When you commit to advertise in three or more editions, you will save with special bulk rates. Select an ad format and then contact CDFA to secure your place in the next edition.

Ad Type	Size	1 Ad	3+ Ads
Standard Quarter Page Ad <i>No bleeds</i>	3.5"x4.5"	\$300	\$250 each
Standard Half Page Ad <i>No bleeds</i>	8"x5"	\$600	\$500 each
Half Page Ad, Back Cover <i>Exclusive: only 1 per edition; bleeds allowed; contact CDFA for specific dimensions</i>	8.25"x5.25"	\$1,000	\$850 each
Standard Full Page Ad <i>Bleeds allowed; contact CDFA for specific dimensions</i>	8.25"x10.75"	\$1,200	\$1,000 each
Full Page Ad, Inside Front Cover <i>Exclusive: only 1 per edition; bleeds allowed; contact CDFA for specific dimensions</i>	8.25"x10.75"	\$1,500	\$1,200 each

