

2020 JOURNAL OF CORPORATE RENEWAL

JOURNAL OF CORPORATE RENEWAL

The *Journal of Corporate Renewal* (JCR) is the leading publication devoted exclusively to professionals in the corporate renewal industry.

The JCR is delivered to 6,300+ North American readers nine times a year, and the digital JCR extends the magazine's reach around the globe through free apps for Apple and Android smartphones and tablets, and its online presence at turnaround.org/jcr. Additional distributions of the magazine also occur at TMA's two global conferences and eight North American TMA chapter sponsored regional conferences held annually, and at various other industry-related conferences throughout the year.

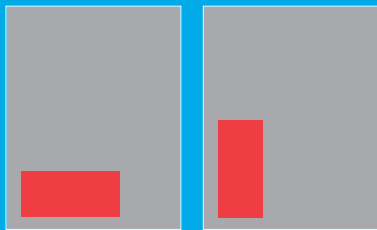
Experts in the field deliver enlightening feature-length articles on important issues and developments in the turnaround management, corporate restructuring, and distressed investing industry in eye-catching, easy-to-read presentations. The JCR showcases informative practice strategies and keeps readers up-to-date on trends involving current legal issues and economic perspectives in the corporate renewal industry. Through "Snapshots," a member Q&A, industry stalwarts and rising stars explain in their own words what inspires them, personally and professionally. Monthly departments provide news for and about TMA members and their chapters, as well as areas of special interest.

WANT TO MAKE A SPLASH? HERE ARE ADDITIONAL ADVERTISING OPPORTUNITIES:

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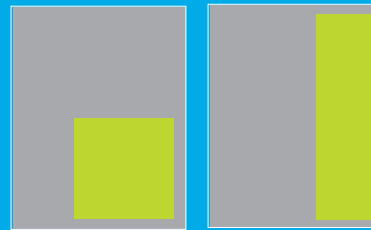
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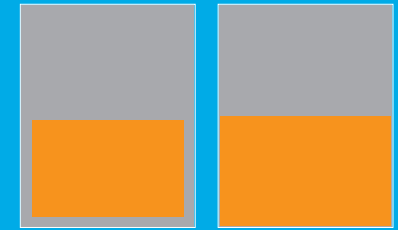
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Full Bleed

*Bleeds: Add 1/8" bleed to all sides and export PDF with crop marks outside of bleed area.



2020 TMA PARTNERSHIP PROSPECTUS

If interested in becoming a TMA partner, please contact **Scott Zeller**, Director, Sponsorship & Business Development, at 312-578-2047 or szeller@turnaround.org.

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PREMIUM POSITION RATES (ONLY AVAILABLE FOR THE FULL YEAR)

	9x
Back Cover	\$3,250
Inside Front Cover	\$3,100
Inside Back Cover	\$3,050

2019 ADVERTISING RATES - STANDARD COLOR RATES

AD SIZE	1x	3x	6x	9x
Two Page Spread	\$4,945	\$4,730	\$4,400	\$4,200
Full Page	\$3,010	\$2,795	\$2,635	\$2,475
1/2 Page Spread	\$3,010	\$2,795	\$2,690	\$2,550
1/2 Page	\$1,825	\$1,665	\$1,500	\$1,400
1/3 Page Vertical	\$1,450	\$1,290	\$1,235	\$1,130
1/3 Page Square	\$1,290	\$1,130	\$1,100	\$1,075
1/6 Page	\$950	\$915	\$890	\$800

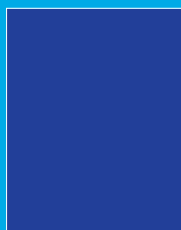
AD DIMENSIONS

AD SIZE	WIDTH	X	HEIGHT
Two Page Spread Full Bleed*	17"	x	10.875"
Full Page Bleed*	8.5"	x	10.875"
Full Page	8.0"	x	10.375"
1/2 Page Spread Full Bleed*	17"	x	5.3125"
1/2 Page Full Bleed*	8.5"	x	5.3125"
1/2 Page	7.125"	x	5.0625"
1/3 Page Vertical	2.7917"	x	10.375"
1/3 Page Square	4.71"	x	5.0625"
1/6 Page (Horizontal)	4.7083"	x	2.5275"
1/6 Page (Vertical)	2.2917"	x	5.0625"
Publication trim size:	8.5"	x	10.875"

* Full Bleed: Add 1/8" bleed to all sides and export with crop marks. (Sizes listed above do not include bleed.) Please keep all text elements at least 3/8" inside edges. Ex: Full page - 8.75" x 11.125" Live area is 7.5" x 10.125"



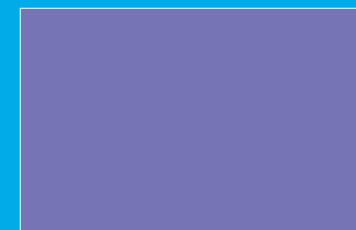
Full Page



Full Page Bleed



1/2 Page Spread Full Bleed



Two Page Spread Full Bleed



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2020 EDITORIAL CALENDAR, BONUS DISTRIBUTION, AND AD DEADLINES



ISSUE	THEME	BONUS DISTRIBUTION	AD DEADLINE
JAN/FEB	DISTRESSED INVESTING	TMA DISTRESSED INVESTING CONFERENCE February 5-7 Las Vegas, Nevada	December 13
MARCH	INDUSTRIALS/ MANUFACTURING		February 10
APRIL	RETAIL	TMA MidAmerica Regional Conference	March 10
MAY	AGRICULTURE OR TRANSPORTATION		April 7
JUNE	INTERNATIONAL	TMA Mid-Atlantic Regional Symposium	May 5
JUL/AUG	TECHNOLOGY		July 2
SEPTEMBER	HEALTHCARE/ PHARMACEUTICALS	THE 2020 TMA ANNUAL September 30 - October 2 Boston, Mass.	August 5
OCTOBER	MIDDLE MARKET LENDING		September 3
NOV/DEC	BANKRUPTCY		October 30



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