Journal of Financial Planning's **2012 RATE SHEET**

On average, *Journal of Financial Planning* readers have **19 years of experience** in financial services

59% of *Journal of Financial Planning* **readers are key decision makers**—they hold a CEO/Partner/President/Sole Proprietor title.

Journal of Financial Planning readers are actively **working with nearly 9 million consumers!**

On average, *Journal of Financial Planning* readers have **$77 million in assets under management**.

On average, readers **hold 4 licenses and/or designations.**

Top Licenses/ Designations

- CFP
- Series 7
- Life/Health
- Series 63
- Series 65
- Variable Life

Data Source: *2011 Readership Study conducted by Readex Research on behalf of the Financial Plannning Association*

Display Advertising Rates *(gross)*

Published monthly, 12 times per year. Frequency rate based on concurrent runs.

Ad Size—Color	1x	3x	6x	9x	12x	18x	24x
Full Page B&W	$8,215	$7,858	$7,443	$7,291	$7,154	$6,900	$6,547
2/3 Page B&W	$7,179	$6,710	$6,506	$6,286	$6,113	$6,040	$5,746
1/2 Page Island B&W	$6,472	$6,047	$5,812	$5,823	$5,593	$5,467	$5,249
1/2 Page B&W (horizontal)	$5,938	$5,546	$5,296	$5,270	$5,173	$4,996	$4,835
1/3 Page B&W	$4,550	$4,230	$4,155	$4,150	$4,018	$3,872	$3,845
1/6 Page B&W	$3,693	$3,518	$3,430	$3,380	$3,273	$3,238	$3,208
Back Cover			$12,201		$11,465		
Inside Front Cover			$11,336		$10,605		
Inside Back Cover			$10,397		$9,669		

Display Advertising Specs

Full page	
Bleed size	8⅝ x 11⅛
Trim size	8⅜ x 10⅞
1 page—live area	7⅜ x 9⅞
⅔ page	4½ x 9
½ page island	4½ x 7
½ page horizontal	7 x 4½
⅓ page vertical	2⅛ x 9
⅓ page square	4½ x 4½
2 page spread	
Bleed size	17 x 11⅛
Trim size	16¾ x 10⅞
Live area	16¼ x 9⅞

Classified Advertising Rates

Ad Size—B&W	1–5x	6–11x	12+x
1" x 1 column	$309	$281	$257
2" x 1 column	$596	$541	$501
3" x 1 column	$878	$815	$733

Color Rates | **4 Color**–$110 | **2 Color**–$83

Classified Specifications

Classified page format is 3 columns x 9 inches deep.
1 column width = 2.25"
Frequency rates based on concurrent runs.
4 color included on all classified insertions of 6x's or more.
Classified spec sheet available on request.

Binding: Perfect Bound

Shipping Instructions—Files may be sent via CD-ROM, DVD or electronically, as long as hardcopy proofs are also shipped. For electronic data transfer, contact the advertising coordinator for login details at Advertising@FPAnet.org when files are ready to be uploaded. Ship Material to: ***Journal of Financial Planning,*** Attn: Art Director, 7535 E. Hampden Avenue, Suite 600, Denver, 80231. 800.322.4237, ext. 7309

Online Advertising Rates *(net)*

Banner Rates	Rate
FPANet.org/Professionals Side Banner (300 x 250)	$2,000/month
FPANet.org/Professionals Bottom Banner (468 x 60)	$1,500/month
FPANet.org/Journal Side Banner (200 x 200)	$1,500/month
FPANet.org/Journal Bottom Banner (468 x 60)	$1,000/month

E-Newsletter Rates	Top Position	Center Position	Bottom Position
JFP Between the Issues	$1,575/month	$1,050/month	$525/month

Career Center Rates	Member	Nonmember
Unlimited Posts & Résumé Access	$2,000/month	$2,500/month

FPA Institutional Members get a 10% discount on advertising rates in the *Journal of Financial Planning.*