ONLINE ADVERTISING OPPORTUNITIES

FPAnet.org/Journal Online Advertising

FPAnet.org/Journal is the online home for the award-winning *Journal of Financial Planning*. The site provides current and archived issues of the *Journal*, additional content and insightful industry news.

Available Inventory

- **Side banner:** (200 x 200) $1,500/mo
- **Bottom banner:** (468 x 60) $1,000/mo

Due to site updates, banner ad spaces and sizes are subject to change. Contact corporate sales for up-to-date rates and specifications.

FPAnet.org/Professionals Website Advertising

Over the course of a month, FPA's professional website is visited by tens of thousands of financial planners representing FPA members and other financial advisers seeking up-to-date information, resources and advice. Once purchased, banner ads run consistently and frequently for a full month throughout the website.

Available Inventory

- **Side banner:** (300 x 250) $2,000/mo
- **Bottom banner:** (468 x 60) $1,500/mo

Due to site updates, banner ad spaces and sizes are subject to change. Contact corporate sales for up-to-date rates and specifications.

Sponsored E-mail Blasts *(Limited inventory)*

Sponsored e-mails are the perfect way to reach FPA's targeted member audience with a highly controlled and effective message. Simply provide approved creative content and FPA will distribute it to its engaged member community.

Sponsored E-mail Blast $10,000/ e-mail (Institutional Member price)

Benefits:

- Sponsored messages have an average open rate of 27% or more compared to the industry average of 20%
- Sponsored message inventory is very limited, giving your message more exposure and visibility
- Creative content is generated solely by your organization

Please note that FPA must approve all content before sending and reserves the right to refuse any e-mail message that does not adhere to FPA guidelines and best practices. Contact corporate sales for more information.