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FPAnet.org/Professionals Website Advertising

FPA's professional website is visited by tens of thousands of financial planners each month representing both FPA members and other financial advisers seeking up-to-date information, resources and advice. Once purchased, banner ads run consistently and frequently for an entire 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 your relationship manager for up-to-date rates and specifications.

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 your relationship manager for up-to-date rates and specifications.

Sponsored E-mail Blasts *(Limited inventory)*

FPA 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 FPA's engaged member community.

Sponsored E-mail Blasts *(Limited inventory)*	**$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 your relationship manager for more information.

FPA SmartBrief E-Newsletter Sponsorship *(Limit one)*

FPA SmartBrief reaches more than 18,000 impressions each week of both FPA members and non-members. This e-newsletter is growing in circulation at a rapid pace since the launch in the spring of 2010. FPA provides a single opportunity to sponsor FPA SmartBrief. Providing aggregated content from the industry's top news sources, FPA SmartBrief is one of the most usable and popular e-newsletters in the financial planning profession.

SmartBrief E-Newsletter Sponsorship *(Limit one)*	**$125,000/year** *Institutional Member price (Quarterly buy optional)*

Single Sponsor Benefits:

- Leaderboard banner ad (728 x 90)
- Ad rectangle (12 x 110)
- Sponsor logo placement (160 x 45)
- Newsletter copy placement (300 character maximum)

Other ad and copy packages may be available. Contact your relationship manager for more information.

Journal of Financial Planning: Between the Issues E-Newsletter Advertising

(Limit three per issue)

This e-mail supplement to the *Journal of Financial Planning* is opened by 17,000 or more FPA members each month and boasts an extremely high click through rate. If you are looking for exposure and results, FPA's *Journal of Financial Planning:* Between the Issues is a perfect advertising opportunity.

Available Inventory	
Top leaderboard (468 x 60)	$1,575/mo
Middle leaderboard (468 x 60)	$1,050/mo
Bottom leaderboard (468 x 60)	$525/mo