# Get Connected...

## FPAnet.org—A Key Resource

FPAnet.org has been featured as a key resource on CNN/Money, *USA Today*, Fool.com and other high-profile Web sites.

### Web Site Statistics—Who's Coming, Who's Staying and What They Say About FPAnet.org

More than 700 sites link to FPAnet.org as a key resource for financial planning including Wikipedia, Yahoo! Finance/Business, *USA TODAY*, CNN/Money, *Business-Week* and Fool.com. In addition, FPA's Web site is frequently profiled in articles from *MONEY*, *USA TODAY* and other leading personal financial publications.

## 2009 FPA Online Opportunities

FPA members get connected and stay connected to the profession by using the web-site to gather information on items such as FPA membership, local chapters, live conferences, government and regulatory issues, practice management, and career development opportunities, The dynamic information that FPA provides keeps members coming back to stay fully engaged with the constant changes in the profession. Discover what many corporate clients already know, that this audience is a great way to multiply your product and services through their vast network of clients. Consumers are relying on our planners to guide them through the maze of financial offerings, make sure your offerings are represented!

Our online demographic is highly targeted. Visitors are serious practitioners who use our tools and resources to advance their practice. Of **Journal** *of* **FINANCIAL PLANNING** readers with AUM of more than $200 million, 82.6 percent access the site and 80 percent state the information on the **Journal** site is useful *(Source: Stratton Readership Survey 2007)*.

### Banner Advertising Benefits

**Exclusive Placement—**We offer a limited number of banners on any page. Your banner will receive maximum exposure since you are not competing with several other advertisers for attention.

**Consistency—**We keep your banner in full rotation in the position you bought for the entire month. This consistency provides recognition to the site audience.

**Banner Grouping—**When you buy a banner page you actually receive a grouping of pages (with the exception of the FPA Home Page). In other words, you retain excellent frequency and exposure to all visitors of that Web section.

# Stay Connected

## Banner Ad Specs

- 200 × 200 pixels (w × h) or 468 × 60 (w × h), depending on placement
- Maximum file size: 70 kb
- Maximum animation: 3 frames
- File Formats: GIF, JPEG/JPG preferred; TIF and EPS permitted

Flash Requirements:

- A defined clickable area (target must open in a new browser window).
- Maximum run time of 60 seconds.
- No sound or expanding on mouseover.

## Electronic Newsletters

Some of the most targeted advertising opportunities offered by FPA are the electronic newsletters. These newsletters are sent directly to the inbox of approximately 23,000 FPA members.

### FPA News Brief

- This monthly e-newsletter includes key industry news, association news and resources.
- Three banner positions are available per issue (see specs).

### Between the Issues

Bonus Online Content from the *Journal of* FINANCIAL PLANNING

- This e-newsletter is a monthly supplement to the **Journal** *of* FINANCIAL PLANNING. It includes full-length articles, resources and a monthly book review.
- Three banner positions are available per issue (see specs).

**Specs:** Top Horizontal, First Break and Second Break Banner

- 468 × 60 pixels (w × h)
- File size limitation: 30 kb (30,000 bytes)
- Animation limitations: 3 frames
- File Formats: GIF, JPEG/JPG preferred; TIF and EPS permitted

**2009 Online Advertising Rates (net)**

| Banner Rates | 1–5 months | 6+ months | Banner Rates | 1–5 months | 6+ months |
|---|---|---|---|---|---|
| FPA Home Page | $2,195/month | $1,865/month | Practice Center | $550/month | $495/month |
| *JFP* Home Page | $1,750/month | $1,485/month | Meetings | $500/month | $450/month |
| *Journal* Articles | $2,500/month | $2,250/month | Chapters | $330/month | $300/month |

| E-Newsletter Rates | Top Position | Center Position | Bottom Position |
|---|---|---|---|
| FPA News Brief | $2,000/month | $1,500/month | $1,000/month |
| JFP Between the Issues | $1,500/month | $1,000/month | $500/month |
| New member | $1,500/month | | |

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