JOURNAL OF FINANCIAL PLANNING ADVERTISING

2013 Rate Sheet

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	$6,983	$6,680	$6,327	$6,198	$6,081	$5,865	$5,565
2/3 Page	$6,103	$5,704	$5,531	$5,344	$5,197	$5,944	$4,885
1/2 Page Island	$5,502	$5,140	$4,941	$4,950	$4,755	$4,647	$4,462
1/2 Page Horizontal	$5,048	$4,715	$4,502	$4,480	$4,398	$4,247	$4,110
1/3 Page	$3,783	$3,596	$3,532	$3,528	$3,416	$3,292	$3,269
1/6 Page	$3,140	$2,991	$2,916	$2,873	$2,783	$2,745	$2,727
Back Cover			$10,371		$9,746		
Inside Front Cover			$9,636		$9,060		
Inside Back Cover		$8,838		$8,219			

Display Advertising Rates

Full page	
Bleed size	8 5/8 x 11 1/8
Trim size	8 3/8 x 10 7/8
1 page—live area	7 3/8 x 9 7/8
2/3 page	4 1/2 x 9
1/2 page island	4 1/2 x 7
1/2 page horizontal	7 x 4 1/2
1/3 page vertical	2 1/8 x 9
1/3 page square	4 1/2 x 4 1/2
2 page spread	
Bleed size	17 x 11 1/8
Trim size	16 3/4 x 10 7/8
Live area	16 1/4 x 9 7/8

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.

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

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