

**FA-mag.com** provides advertisers with an excellent way to reach the advisor audience in the financial industry. Advertising placements are available throughout the site in various positions and topic specific sponsorship opportunities can help diversify and enhance your campaign more effectively.

Ad Unit	Monthly 1x Rate		
Top Leaderboard	\$3,675	Exclusive News Sponsor	\$1,750
Sponsored Channel Sections	\$3,500	Button Box	\$1,500
Skyscraper	\$3,150	Bottom Leaderboard	\$1,375
Article Box	\$3,150	Quick Poll Sponsor	\$1,000
Text Link	\$2,100		

Frequency rates available upon request. All online rates are net. A short rate will be applied to any advertiser who does not fulfill contracted frequency.

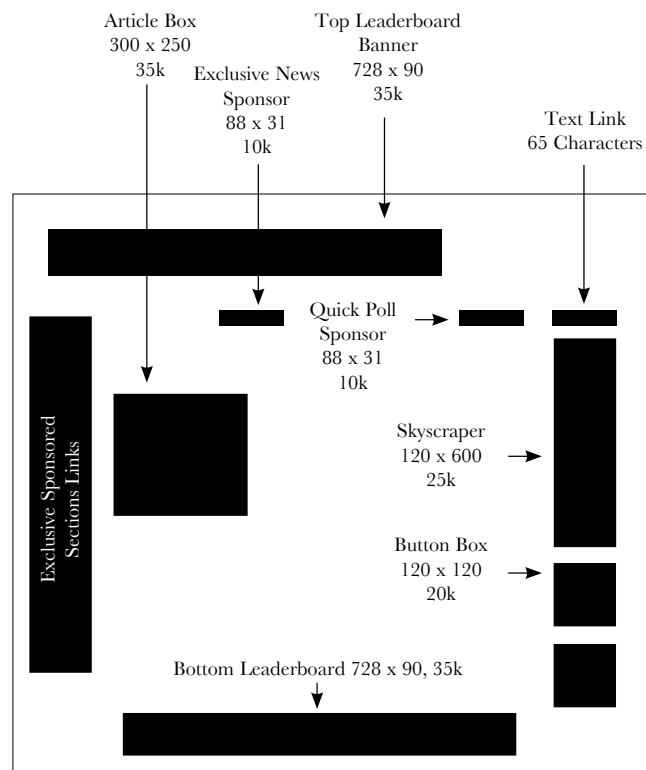
## Exclusive sponsored channel sections

Monthly channel sponsorship includes:

- Top Leaderboard
- Article Box
- Bottom Leaderboard
- Skyscraper

### Available channels:

401(k) Plans / Alternative Investments  
 Annuities / Analysis / Broker-Dealers  
 Compliance / Custodians/Fee-Only  
 Economy / Education/529 / Estate Planning  
 ETFs / Fixed Income Insurance  
 International Funds / Practice Management  
 Retirement Income Retirement Planning  
 Real Estate / REITs Tax Planning  
 Technology / U.S. Equity Funds  
 Women in Planning.



## Format and additional information

- **File format** - GIF/Animated gif, JPEG, Rich Media, or HTML code (with approval) accepted. URL address required for click-through
- **Text link** - Must be text characters accompanied by Click URL. Tags are not accepted.
- **Flash** - Flash banners should use the "clickTAG" variable for click through tracking, also you may use the 'clickTARGET' variable inside Flash and we will be able to assign a click target (URL).
- **Animation** - 3 loops maximum.
- **Alternative text** - May be up to 10 words.

**Delivery Schedule** – Within 5 business days of flight date. Some rich media formats require 7 business days for testing.

**New Creative** – Option to change creative content of any advertising space once per month.

**Creative Submission** - Contact: Keith Hurryk • Email: [khurryk@fa-mag.com](mailto:khurryk@fa-mag.com) • 732.450.8866 x20

# 2010 online advertising

**E-directs.** A customized marketing message sent to our list of approximately 60,000 online subscribers. HTML and text versions are permitted, and *Financial Advisor* will track the success of the e-direct by providing a status report one week after the e-direct has been emailed.

**Rate: \$7,500 net**

**Specs:**

- HTML not to exceed 600 pixels across the content area, mapping in the html code is not recommended, embedded images, cannot accept Word files converted to HTML. (Please take in account Microsoft Outlook 2007 limitations when building html files for email distribution. Financial Advisor magazine will not alter HTML code to render in Outlook 2007.)
- E-direct file size should not exceed 60k.
- There is a 150,000 character limit to custom HTML/XHTML emails.

- HTML and text files to be received 5 business days prior to flight date.

**Styling:**

- Direct element HTML styling is needed for elements that do not fall under the global style or inline styling that is different from controlled content.
- Any href's that have different styling than the global style will not hold inline styling. Styling for href's needs to be coded as standard HTML Font styling. I.e... `<font color="#999999"><font style="strong">` etc

*Securities America has had exceptional results utilizing Financial Advisor's E-Directs to get out our message and reach our target audience. In addition, our experience in presenting a webinar using Financial Advisor's webcast services was just as rewarding*

—Mary Wierzbicki, Senior Marketing Specialist, Securities America, Inc.

**FA News.** *Financial Advisor* magazine's electronic newsletter sent to approximately 75,000 online subscribers on Tuesdays and Fridays. FA News is the source of breaking news and events that directly impact financial advisors and the companies that provide products and services to the advisor marketplace. Three banner placements are available and inventory is based on availability.

**Banner rates:** Top Leaderboard 728 x 90  
Article Box 1 300 x 250  
Article Box 2 300 x 250

**\$3,500**  
**\$3,000**  
**\$2,500**

**Specs:**

- File Format - GIF/Animated gif, JPEG (Requires URL Click-thru)
- Animation - 3 loops maximum.
- Alternative Text - May be up to 10 words.
- Delivery Schedule - Within 5 business days of flight date.

**Custom webinars.** *Financial Advisor* magazine offers a unique combination of marketing and editorial expertise to produce well-attended and sought-after events with our leading all-star columnists. CE Credits may be obtained from the CFP Board upon webinar content review.

**Rates: \$15,000 to \$20,000 net** based on customization level.

**Media partnership webinar program.** Partner with *Financial Advisor* to give your planned webinar greater exposure to the advisor community and increase awareness and attendance of your event. Our media partnership webinar program includes both online and print components.

**Rate: \$12,995**

**White papers or industry related knowledge.** Advertisers have the opportunity to post industry related white papers or thought leader information in a dedicated section on [www.fa-mag.com](http://www.fa-mag.com).

**Rate: \$5,000 net** for a year; **\$3,000 net** for six months and **\$500 net** for one month.

**Specs:** Word document, URL links permitted.

**Online advertising questions? Call Karen Burke at 732.450.8866, ext. 19 or email [kburke@fa-mag.com](mailto:kburke@fa-mag.com).**

**FA green:** *Strategies For Sustainable, Responsible Investing And Giving* is a quarterly section of *Financial Advisor* for financial professionals who want to consider green investment approaches for their clients. *FA green* brings readers insightful commentary from experts on sustainable investments and from advisors who have already utilized green investment strategies.

Four-Color	1x	2x	3x
Full Page	\$7,450	\$6,595	\$5,995
Spread	13,175	11,895	10,550
<b>Black &amp; White</b>			
Full Page	\$6,525	\$5,775	\$5,151
Spread	18,795	18,095	17,095

FA green will appear in the March, June, September and December issues.

**FA-mag.com/green** is a dedicated part of fa-mag.com and an extension of the special *FA green* section in *Financial Advisor* magazine. This dedicated area on our website will help advisors stay informed about the latest opportunities and investments in green investing.

<b>Banner rates:</b>	Top Leaderboard	<b>\$3,675</b>
	Skyscraper	<b>\$3,150</b>
	Article Box	<b>\$3,150</b>
	Text Link	<b>\$2,100</b>
	Exclusive News Sponsor	<b>\$1,750</b>
	Button Box	<b>\$1,500</b>
	Bottom Leaderboard	<b>\$1,375</b>
	Quick Poll Sponsor	<b>\$1,000</b>

Frequency rates available upon request. All online rates are net. A short rate will be applied to any advertiser who does not fulfill contracted frequency.

**Exclusive sponsored channel sections:** \$3,500 per month  
**Includes top leaderboard, article box, bottom leaderboard and skyscraper**

Alternative Energy / Community Reinvesting / ETFs  
 Indexes / Mutual Funds / Philanthropy / Practice Management  
 Research / Shareholder Advocacy / Sustainable Investing

**FA green News.** *Financial Advisor* magazine's electronic Green eNewsletter sent to approximately 75,000 online subscribers. *FA green* News is the source of breaking news and events that effect Green Investing. *FA green* News is sent out to our online subscribers on the first Wednesday of every month.

<b>Banner rates:</b>	Top Leaderboard 728 x 90	<b>\$3,500</b>
	Article Box 300 x 250	<b>\$3,000</b>

For FA-Mag/Green.com and FA green News specifications, please see pages seven and eight.

