

### Webinar

**\$8,000/each; \$15,000/for two; \$20,000/for three**

Share your dynamic presentations with FPA members. Each 60-minute live webinar includes 50 minutes of presentation and 10 minutes of Q&A. The partner is responsible for developing content, inviting speakers, and identifying learning objectives. FPA is responsible for creation of the registration link, hosting the live program, post-production, and securing and reporting CE credit. The webinar may also be posted on the FPA Learning Center as an on-demand product. FPA will market to members; the partner is encouraged to share the registration link through its marketing channels.

#### Marketing includes:

- Up to two announcements in Weekly Wrap emails
- Placement as available in FPA SmartBrief
- FPA Learning Center banner ad and social posts available to partners hosting three webinars

**Average registrants January–September 2022: 85**

**Average attendance January–September 2022: 45**

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### Content Hub

**\$5,000**

Make it easy for members to find your content! Build a dedicated page within the FPA Learning Center highlighting your webinars, videos, and resources. Included in the package are four Weekly Wrap insertions and two Learning Center banner ads (monthly placement) within a 12-month period.

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### Case Study

**\$4,500**

Show members how to address specific planning or business challenges by using your product. More than a list of features, Case Studies provide the opportunity to demonstrate a specific workflow or planning scenario. This 30-minute session will be recorded and posted for on-demand access on the FPA Learning Center. Marketing includes:

- One announcement in Weekly Wrap emails
- Placement as available in FPA SmartBrief

The partner is encouraged to share the content link through its marketing channels.

## FPA Learning Center Banner Ad

\$1,500 promotion of content housed on FPA Learning Center

\$3,500 promotion of content housed elsewhere

Place a banner ad promoting your educational programs within FPA's Learning Center platform. Live for one month, the banner ad can link to content housed within the FPA Learning Center or elsewhere.

Reach: 5,000

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## Certificate Program

Contact FPA for pricing

Partner with FPA to develop an educational program that will provide advanced level learning and/or a certificate upon completion. These long-form content courses can focus on industry trends, emerging technologies, or best practices. FPA will provide program management and marketing to suit partners' needs.

Reach: Up to 700 annually

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## Educational Bundles

Take advantage of multiple opportunities and save! Ask FPA about discounts.

