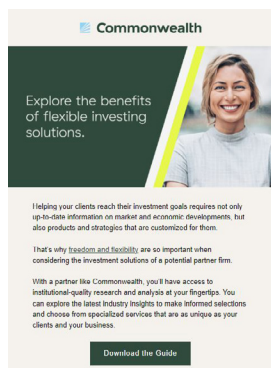


Email Marketing



Dedicated Email

\$8,000

This dedicated email provides an efficient and effective way to place your brand, product, or content in front of FPA members. Book early, limited inventory means this opportunity sells out fast!

- Includes header graphic, logo placement, subject line and message, disclaimer/fine print text, call to action, and link to additional information
- Use FPA's template or send your HTML
- Sent weekly on Fridays
- Average reach 14,843, opens 20.54%, clicks 6.22%*

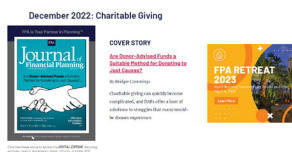


Weekly Wrap e-Newsletter Insertion

\$3,500

Place your content within FPA's all-member email newsletter, the FPA Weekly Wrap. This native content format provides you the opportunity to share information without reader fatigue. Members engage most with thought leadership content and industry insights.

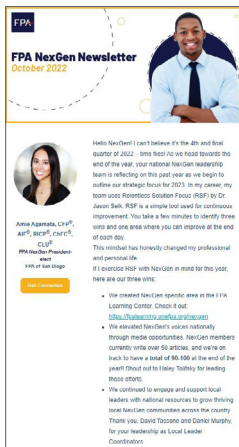
- Includes a title and 30-word description, call to action and link to your content
- Sent weekly on Mondays
- Average reach 15,680, opens 21.73%, clicks 8.35%*



Bonus! Cross Promote a Weekly Wrap insertion in the Journal of Financial Planning

\$1,500

Reach additional FPA members by posting your Weekly Wrap content in the online version of the Journal's table of contents. In addition to the content insertion, you can place one 300 x 250 ad on the same webpage. Available to one company per month.



NexGen e-Newsletter Article

\$2,500

This monthly e-newsletter supports and engages the FPA NexGen community, members with eight or less years of experience. Connect with new financial planners by offering information and guidance in a native content format.

- Includes a title and 30-word description, call to action and link to additional content on your website
- Sent first week of every month 6x year
- Average reach 1,500, opens 24%, clicks 8%*



FPA Chapter Leaders e-Newsletter Insertion

\$2,500

Connect with FPA chapter leaders to share information and new content. Use this space to announce an educational series, regional engagements, or opportunities to connect in person.

- Includes a title and 30-word description, call to action and link to additional content on your website
- Sent on the 15th of each month
- Average reach 700, opens 30%, clicks 11%*

Additional FPA Marketing Channels

FPA Marketplace Free!

Boost awareness through an FPA Marketplace listing. This centralized benefits hub offers exclusive discounts and access to members. Boost your FPA Marketplace listing with email insertions or *Journal of Financial Planning* ads.

FPA Business Hub

The ultimate lead gen solution for B2B marketers, FPA Business Hub is an interactive resource library that provides members with partner-supplied content. Post your thought leadership content and receive qualified leads.

Contact:

Tyler Gilham, Director of Sales, Lead Marvels

tgilham@leadmarvels.com

USPS Mailer

\$400 per 1,000 records

Share information in a tangible way. Mail postcards or other information to members using a bonded mail house. Purchase the list from FPA and fulfill through Dimaco.

Contact:

Aaron Berg, President, Dimaco

aaron@directmailcompany.com

FPA SmartBrief

Leverage this twice-weekly newsletter to maintain brand awareness, showcase thought leadership, and generate qualified leads.

Contact:

Kayla Mancusi, Senior Account Director, SmartBrief

kayla.mancusi@futurenet.com

FPA Job Board

FPA can help your organization with your hiring needs. Find your next great employee on a leading niche career center for financial planning professionals.

Contact:

David Butler, Senior Director, Business Development, Naylor Association Solutions

david.butler@naylor.com
