

The Planner - Regional Newsletter

Mailed monthly to over 1,300 financial professionals in the San Francisco, East Bay, Silicon Valley, Monterey Bay, and the San Joaquin Valley Chapters of the Financial Planning Association

AND posted to each chapter's website in PDF format.

Submission deadline is the **8th** of every month at 4 pm.*
The newsletter is mailed near the **22nd** of every month.

Advertising Rates

<u>Page Size (Camera Ready)</u>	<u>Once</u>	<u>Six Months Prepaid</u>	<u>Eleven Months Prepaid (no August issue)</u>
Full Page: Width = 7.5", Height = 9"	\$600	\$550 x 6 = \$3,300	\$500 x 11 = \$5,500
Half Page: Width = 7.5", Height = 4.5"	\$350	\$310 x 6 = \$1,860	\$275 x 11 = \$3,025
Quarter Page: Width = 3.75", Height = 4.5"	\$200	\$175 x 6 = \$1,050	\$150 x 11 = \$1,650
Business Card - <i>actual business card needed</i>	\$125	\$100 x 6 = \$ 600	\$ 75 x 11 = \$ 825
FPA Members only: 25-word Classified	\$ 50		

- Camera-ready art (in the proper dimensions noted above) and the payment are both due by the 8th of each month. **Ads can be accepted in EPS or TIF electronic format with 100 to 120 line screen or in PDF.** Submit ads via email to Brenda@FPANorCal.org. Thank you for understanding that hard copy advertisements cannot be accepted.
- Please make checks payable to FPA Regional and mail to: FPA Regional, 3130 Alpine Road, Suite 288, Portola Valley 94028. Thanks for understanding that credit cards are not accepted.
- Advertisers will receive a copy of each issue. For more information, contact Brenda Herrington at Brenda@FPANorCal.org.

BENEFITS OF ADVERTISING IN THE FPA PLANNER NEWSLETTER

- ✓ Reaches over 1,300 of the top planners in Northern California (*San Francisco, East Bay, Silicon Valley, & Central California Chapters*)
- ✓ Your target audience - no waste
- ✓ The Planner contains key program information ensuring high readership levels
- ✓ Limited advertising in each issue to ensure maximum impact
- ✓ This is the first step for organizations wanting to work more closely with the bay area FPA chapters

* If the 8th falls on a weekend, the deadline is the previous Friday.