



THE FINANCIAL PLANNING ASSOCIATION
P.O. BOX 948
CLAYTON, CA 94517



The Planner - Regional Newsletter

Mailed four times per year to over 1,200 financial professionals in the San Francisco, East Bay, Silicon Valley, and the San Joaquin Valley chapters of the Financial Planning Association and posted to each chapter's website in PDF format.

The Planner is published in early January, April, September, and November.

Submission deadline is the 1st of the month before publication at 4 pm.

If the 1st falls on a weekend, the deadline is the previous Friday.

Advertising Rates

| Page Size (Camera Ready) | Once | Two Issues Prepaid | Four Issues Prepaid |
|--|-------|---------------------|---------------------|
| Full Page: 7.71" wide x 10.21" Tall | \$600 | \$550 x 2 = \$1,100 | \$500 x 4 = \$2,000 |
| Half Page: 7.71" wide x 5.0" Tall | \$350 | \$310 x 2 = \$620 | \$275 x 4 = \$1,100 |
| Quarter Page: 3.75" wide x 5.0" Tall | \$200 | \$175 x 2 = \$350 | \$150 x 4 = \$600 |
| Business Card (actual business card needed) | \$125 | \$100 x 2 = \$200 | \$ 75 x 4 = \$300 |
| FPA Members only: 25-word Classified | \$50 | | |
| FPA Sponsors only: 25% off of published rates above | | | |

Technical Ad Specifications for Submission

Full Page

Full color 300dpi CMYK or 300dpi black & white
Size: 7.71" wide x 10.21" tall (Metric size: 195.9mm wide x 259.4mm tall)
Bleed: None

Half page

Full color 300dpi CMYK or 300dpi black & white
Size: 7.71" wide x 5.0" tall (Metric size: 195.9mm wide x 127.2mm tall)
Bleed: None

Quarter Page Vertical

Full color 300dpi CMYK or 300dpi black & white
Size: 3.75" wide x 5.0" tall (Metric size: 95.25mm wide x 127.2mm tall)
Bleed: None

Acceptable File Types and Technical specs

Full color ads:

- High Resolution 300dpi CMYK PDFs (with all fonts embedded or all fonts outlined)
- or Adobe Indesign CS5 files (packaged with all support of images and fonts included)
- or 300dpi CMYK EPS, PSD or TIFF files.

Black and white ads:

- High Resolution 300dpi Greyscale PDFs (with all fonts embedded or all fonts outlined)
- or Adobe Indesign CS5 files (packaged with all support of images and fonts included)
- or 300dpi CMYK EPS, PSD or TIFF files.



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Unacceptable File Types

We cannot accept ANY Microsoft Word or JPG files for advertising.

We cannot accept files created in RGB color space, these should be converted to CMYK for full color ads or greyscale for black & white ads.

We cannot accept any hard copy advertisements.

Sponsor Logo Requirements

If you are submitting your logo to use as a sponsor in the FPA Newsletter this needs to be in the following format:

- Vector based (Adobe Illustrator .ai or .eps) only
- 300dpi (high) resolution
- CMYK color format
- Note: we **cannot** use a screen grab, website resolution, or low resolution RGB format for the printed newsletter.
- We cannot use PNG or GIF formats for logos to be printed as these are screen resolution format only.
- We may be able to use your logo in JPG format but it will need to be high resolution (at least 300dpi) and in CMYK color format (not RGB or screen resolution).

Deadline and Payment details

Camera-ready art and the payment are both due by the 1st of the month prior to printing.

Submit ads via email to Hannah Pirone at pirones@sbcglobal.net.

Thank you for understanding that hard copy advertisements cannot be accepted.

Please make checks payable to FPA NorCal and mail to:

Hannah Pirone

64 Corliss Drive, Moraga, CA 94556

Thanks for understanding that credit cards are not accepted.

Advertisers receive a copy of each issue.

For more information, contact Hannah Pirone.

Benefits of Advertising in *The Planner* Newsletter

- **Reaches over 1,200 of the top planners in Northern California (San Francisco, East Bay, Silicon Valley, and San Joaquin 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**