



THE FINANCIAL PLANNING ASSOCIATION

### The Planner - Regional Newsletter

Mailed monthly to over 1,500 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.

Deadline for submission is 4 p.m. on the 8<sup>th</sup> of every month.\*  
The Newsletter is mailed on the 22<sup>nd</sup> of every month.

#### Advertising Rates

PageSize (Camera Ready)	Once	Six Months	Eleven Months (no August issue)
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 - actual business card needed	\$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 8<sup>th</sup> of each month. **Ads can be accepted in EPS or TIF electronic format with 100 to 120 line screen only.** Submit ads via email to [Brenda@GreatOrgs.com](mailto:Brenda@GreatOrgs.com). 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. **Sorry, no credit cards.** The check must arrive by the 8<sup>th</sup>.
- Advertisers will receive a copy of each issue in which they advertise. For more information, contact Brenda Herrington at [Brenda@GreatOrgs.com](mailto:Brenda@GreatOrgs.com).

#### ***BENEFITS OF ADVERTISING IN THE FPA PLANNER NEWSLETTER***

- ✓ Reaches over 1,500 of the top planners in Northern California (San Francisco, East Bay, Silicon Valley, Monterey, & Central California).
- ✓ No waste.
- ✓ The Planner contains key program information ensuring high readership levels.
- ✓ Limited advertising in each issue to ensure maximum impact.
- ✓ First step for organizations wanting to work more closely with their local FPA.

\*If the 8<sup>th</sup> falls on a weekend, the deadline is the previous Friday.