

MAXIMUM EXPOSURE. EXCEPTIONAL RESULTS.

Keeping your company and products top-of-mind in today's competitive arena is challenging. To guarantee your product ads reach who you want, you need to place your ads where they will be read. *Financial Planning* magazine and *Financial-Planning.com* team up to deliver continuous visibility, putting you in front of 183,700* independent advisors interested in your products and/or services.

MARKETPLACE

Financial Planning Marketplace is an ideal environment for direct response advertisers to showcase their products and services to a qualified print audience of 115,100** independent advisors. With ads placed under distinctive headings and categories, this is the place to reach product specifiers making purchasing decisions.

NET RATES (4-Color, Per Issue)

SIZE	OPEN	3X	6X	12X
2.2" x 2.6"	\$350	\$335	\$325	\$300
3.4" x 2.15"	\$400	\$385	\$375	\$350
4.52" x 2.15"	\$500	\$485	\$470	\$435
Special Recruitment Section				
3.4" x 4.3"	\$700	\$675	\$650	\$610
4.5" x 4.5"	\$1,000	\$970	\$940	\$875

Financial Planning marketplace

For more information, contact Nina Barba at 212.803.8548

Exceptional Financial Planning Software at an exceptional price
Designed with 20 years of experience in creating the most powerful and reliable tools of today's financial planning.

MACULAR DEGENERATION
AMDF
MACULAR ONSET - 40% RISK - 10% RISK - 5% RISK - 2% RISK - 1% RISK - 0% RISK

Managed Money Solicitor
Financially managed solutions
Payroll \$100,000 per year
Call Rick Francisco (CFA) in confidence
1-800-552-6010

BANK INVESTMENT CONSULTANT
5500 TRIAL PACKAGE
\$99.95/365

BEACON HILL FINANCIAL EDUCATORS
Beacon Hill Financial Educators is a registered provider of CFP®, CPA, and other financial planning education courses consisting of seminars, webinars, and live seminars for the CFP Board, State Boards of Accountancy, and the SEC (Practical Agreement). Courses are available in print or downloaded PDF with video lecture for hands-on training.

WINTER SALE
Start PLANNING 2011 with the recruitment panel in the recruitment center!
Nina Barba, Classified Sales
212.803.8548
Nina.barba@sourcemedia.com

MARKETPLACE MESSAGE CENTER

The Marketplace Message Center is a strategically placed, highly visible section located on the homepage and throughout *Financial-Planning.com* where it will be seen and acted on by 111,000* advisors who are looking for solutions.

Marketplace Message Center

A SUPPLEMENT TO Financial Planning
SPONSORED BY Fidelity Investments, Harbor Funds, Inside Information, John Hancock, Pershing, and T3 Conference

WHY did Bill Gates put the internet explorer icon on customer desktops?
Link'Em gives you that edge

TURN AUDIO ON
CLICK TO LEARN MORE
SagePoint Financial
Member RUBIS/FC

Financial Planning

SEARCH

HOME ABOUT CONTACT US SERVICES FOR ADVISORS FOR FINANCIAL PLANNING MAGAZINE FOR FINANCIAL PLANNING MAGAZINE

ADVISOR TV
A new way to learn from the experts

ADVISOR FORUM
A place to ask questions and get answers

ADVISOR BLOG
A place to read the latest news and insights

ADVISOR NEWS
A place to stay up to date on the latest industry news

ADVISOR EVENTS
A place to find out about upcoming industry events

ADVISOR RESOURCES
A place to find helpful resources and tools

ADVISOR CONTACT
A place to get in touch with us

NET RATES (Per Month)

MESSAGE CENTER OPTIONS	OPEN	3X	6X	12X
Headline, text and logo	\$800	\$780	\$750	\$700
Creative (220x200 PDF, JPG, GIF)	\$1,200	\$1,160	\$1,130	\$1,060

SPECIFICATIONS

SPECS	HEADLINE / TEXT / LOGO
Headline max	2 lines (50-60 characters)
Body text	10 pixels (170-200 characters)
Company logo	88x31 pixels

CONTACT YOUR SALE REPRESENTATIVE TO GET STARTED TODAY.

Nina Barba | Classified Sales Manager | 212.803.8548 | nina.barba@sourcemedia.com

* Source: Publisher's Own Data, December 2010 **Source: December 2009 BPA Circulation Statement