

Financial-Planning.com ▶ THE ONLINE COMMUNITY FOR INDEPENDENT FINANCIAL ADVISORS

BANNER SPONSORSHIPS

UNIT	SPECIFICATIONS	NET RATE
LEADERBOARD	728 x 90, max file size 30k	\$4,247
RECTANGLE	300 x 250, max file size 30k	\$4,247
SKYSCRAPER	120 x 600, max file size 30k	\$3,811
BUTTON	120 x 90, max file size 10k	\$2,552

NEWSLETTER SPONSORSHIPS

NEWSLETTER	FREQUENCY	DELIVERY	NET RATE*
PLANNERS WEEKLY • 728 x 90 OR 300 x 250	Monday	60,000	\$3,035
FP DAILY • 728 x 90 OR 300 x 250	Tuesday-Friday	60,000	\$1,000
RETIREMENT PLANNING • 728 x 90 OR 300 x 250	Twice Monthly	40,000	\$5,255
WEALTH ADVISOR • 728 x 90 OR 300 x 250	Monthly	45,000	\$5,255
FP ONLINE • 728 x 90 OR 300 x 250	Monthly	10,000	\$1,575
NEW PRACTICE MANAGEMENT • 728 x 90 or 300 x 250	Monthly	20,000	\$1,575

*Price is per e-newsletter per banner unit. Text ad pricing available upon request.

CHANNEL SPONSORSHIPS

CHANNELS	INCLUDES	RATE
Choose your Channel:	<ul style="list-style-type: none"> Exclusive 300x250 and 728x90 units on the channel of your choice Company name on top of channel page Up to five links to white papers or other content on your website Dedicated email to 60,000 opt-in subscribers 	\$3,150 per month/ 6 month minimum per channel
<ul style="list-style-type: none"> 401(k) Annuities Economy ETFs Guides/Supplements Life Insurance Practice Management Real Estate/REITs Regulation/Compliance Retirement RIA Software/Technology Tax Wealth Management 		

E-ADVERTORIALS (YOUR HTML CONTENT)	
OPT-IN AUDIENCE	RATE
60,000*	\$350 per 1,000 with \$5,000 minimum

*Source: Financial Planning's opt-in print and web users

QUICK POLL SPONSORSHIPS	
PRICE PER MONTH	INCLUDES
\$2,000	Your logo prominently displayed on home page next to question

CUSTOM ENEWSLETTERS
Work with an experienced editor to create an original e-newsletter article on the subject of your choice. From "Retirement Planning" to "The Best Overseas Investments", customized e-newsletters cover a variety of topics and can be sent to 60,000 Financial Planning readers. Call for pricing.

COACHING SESSIONS ▶ 400-700 REGISTRANTS PER SESSION!	
NET RATE	INCLUDES
\$10,000 per session	Your logo featured on all marketing emails promoting the event, 20 second pre-roll, 120x600 banner unit and registration lists.

DISCUSSION BOARD SPONSORSHIP	
NET RATE	INCLUDES
\$5,000 per month/ 6 month minimum	120x600 and 468x60 static banner on the discussion board pages

CUSTOM E-MEDIA	
SOLUTION	NET RATE
Web Seminar	\$25,000 per event
Podcast	\$16,000 per event
Video Streaming	Call for pricing

For all other custom marketing solutions, contact your account sales manager for pricing. Solutions include: Custom Surveys & Research, Digital Show Dailies, Microsites and Virtual Roundtables.

ALL ONLINE AND NEWSLETTER RATES ARE NET.

ACCEPTED FORMATS
SourceMedia uses DART for Publishers. DART for Advertisers clients are encouraged to submit Internal Redirects. Other accepted formats are Static GIF, Animated GIF, JPEG, Flash and a variety of DART approved third-party Rich Media Agencies such as Atlas, Mediaplex, Point Roll, EyeBlaster, etc.

FOR MORE INFORMATION, CONTACT YOUR ACCOUNT MANAGER OR:
Betty Lai
Digital Ad Coordinator
Betty.Lai@sourcemedia.com
212.803.8586

Financial-Planning.com AVERAGE MONTHLY METRICS-AT-A-GLANCE

▶ Page Views: 245,734 ▶ Visits: 103,812 ▶ Unique Visitors: 60,228 ▶ Time Spent: 5:63

Source: 2009 Hitbox Report—July–September Average



BANNER SPONSORSHIPS

AD SIZE (SEE DIAGRAM)	DIMENSIONS (PIXELS)	MAX FILE SIZE (:15 SECOND ANIMATION)*
A. LEADERBOARD	728 x 90	30k, GIF, JPG, Flash
B. SKYSCRAPER	120 x 600	30k, GIF, JPG, Flash
C. RECTANGLE	300 x 250	30k, GIF, JPG, Flash
D. BUTTON	120 x 90	10k, GIF, JPG, Flash *:15 animation includes multiple loops

ONLINE SPECIFICATIONS

ACCEPTED BANNER FORMATS:

- Static GIF
- Animated GIF
- JPEG
- Flash (see instructions below)

SOURCEMEDIA ALSO ACCEPTS REDIRECTS FROM A VARIETY OF DART APPROVED THIRD-PARTY RICH MEDIA AGENCIES SUCH AS ATLAS, MEDIAPLEX, POINT ROLL, EYEBLASTER, ETC.:

- All files must be 30K or less
- Max looping: indefinite
- Max animation: :15
- Max frame rate for flash : 18fps
- Audio must be user initiated

NOTE: For e-Newsletters we cannot serve any rich media redirect tags or Flash files. Also, while we accept animated .gif files for newsletters users of Outlook '07 will not be able to view them correctly. We recommend using static images for newsletters.

ADOBE FLASH: (WE SUPPORT UP TO FLASH VERSION 10)

PLEASE INCLUDE THE FOLLOWING:

- Compressed Flash file (*.swf)
- A backup GIF or JPEG image file

COMPILING YOUR *.FLA FILE INTO A *.SWF FILE.

- Create the Flash ad in the form of a button. In the button object Action (TOP LAYER):
 - Use clickTag command as part of the getURL and check the URL Expression box. The clickTag variable means that you do not need to hard code a click through URL or click command into the .swf file. The clickTag variable is given a value in the Rich Media code in DART, which is passed into the clickTag variable in the .swf file once the ad is clicked on.
 - Set the target Window as _blank. Do not check the Window Expression box.
 - Set the Variables as "Don't Send."
- Use a single click-through URL for your campaign. Button Object Action get URL example:


```
on (release) {
    getURL (_level0.clickTag, "_blank");
}
```
- All files should begin with the same file name and may not exceed 12 characters excluding the extension name. (for example, abc468x60 fla, abc.468x60.swf, and abc468x60.gif)
- In order to preview the background color of your .swf file in DART for Publishers, ensure it is not set in Flash. Instead, set the bottom/last layer to have a graphic that spans the complete movie, so no matter what the background color is set to, the user will always see the background color.

NOTE: When submitting a Macromedia Flash banner(s), you must supply a compiled .swf file and a standard GIF or JPEG image file used as backup for non-Rich Media enabled browsers. Please Include the URL for each ad campaign.

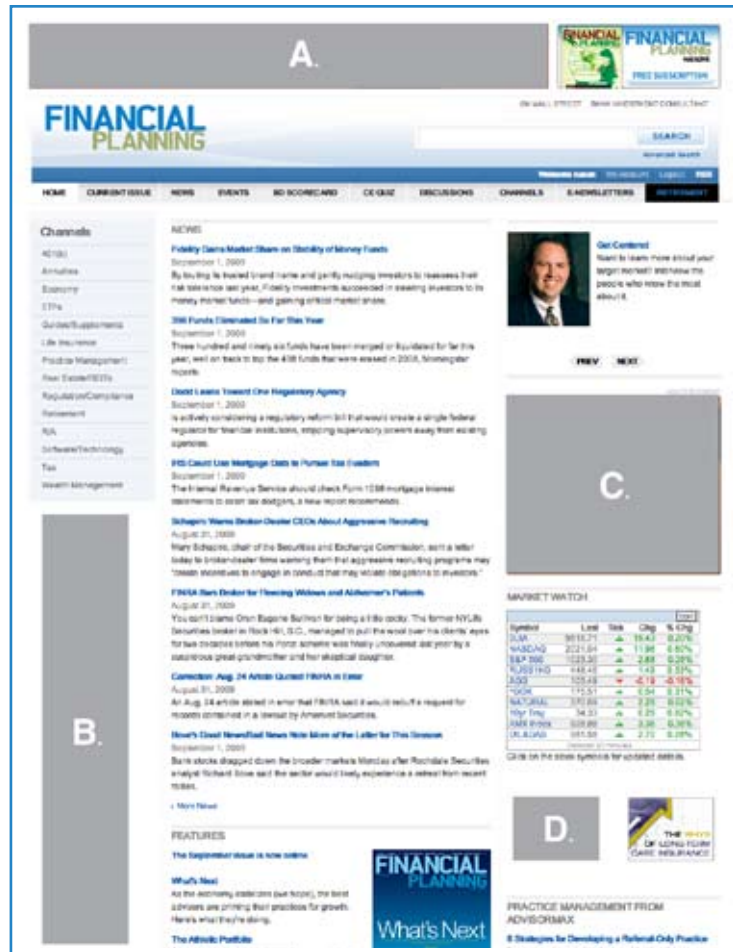
SUBMISSION INFORMATION

ONE-PIXEL BORDER:

SourceMedia highly recommends inserting a one-pixel border around the ads that have a white background so the user may be able to distinguish it from white background areas of the site.

REFERRING URL/LINK AND TRACKING:

SourceMedia will not schedule any campaigns with inactive referring URL/link (destination page/site) or 1x1 tracking pixels.



Above reflects ad size not actual position. For more information on banner ad position please visit www.Financial-Planning.com.

FTP INFORMATION

EMAIL OR FTP INFORMATION:

Send materials and files using the following FTP. Please use the name of the folder or the subject line of the email to specify the name of the product where your ad will run.

Email materials/notification to your Digital Ad Coordinator at betty.lai@sourcemedia.com

FTP Site Address: <ftpfiles.sourcemedia.com>

Username: aduser

Password: fulcrum29

FOR MORE INFORMATION, CONTACT:

Betty Lai
Digital Ad Coordinator
betty.lai@sourcemedia.com
212.803.8586

ADVERTISING PACKAGES

E-NEWSLETTERS

FP Daily, Planners Weekly, Retirement Planning, Wealth Advisor, FP Online, Practice Management

- 728x90 leaderboard or 300x250 rectangle, 30K max. GIF or JPG
- **15 Seconds Max Animation, looping restriction – 30K**

CHANNELS

Exclusive 300x250 rectangle and 728x90 leaderboard, 30K max. **15 Seconds Max Animation, looping restriction – 30K**

- Company name & logo – 88x31, 10K max.
- Up to 5 hyperlinks to white papers or other content on your website – **Text title 90 Character Max**
- It will take 5 to 10 business days to set-up your Channel
- You can change your ad creative and hyperlinks once a month (Allow 3 to 5 business days to implement any updates)

DISCUSSION BOARDS

- 120x600 and 468x60 full banner positioned at top of Discussion Board page, **30K max. 15 Seconds Max Animation, looping restriction 30K**

E-ADVERTORIAL

- Your message (HTML) will be sent out under the *Financial Planning* brand, highlighting your association with our publication
- Files must be submitted in text and HTML format, 25K max.
- Includes links to your website

In accordance with CAN-SPAM law and SourceMedia policy, clients must supply opt-out link and suppression file. Below is our Checklist for email campaigns

Client Email Checklist

Please send the following materials to michael.streeter@sourcemedia.com

- ✓ HTML file, including an opt-out link at the bottom
- ✓ TXT version of the mailing (optional but recommended)
- ✓ Suppression file (can be .txt, .xls or .csv format, and must contain all e-mail addresses of individuals who have opted out of past mailings)
- ✓ A completed Checklist

QUICK POLL SPONSORSHIPS

- Quick Poll with “brought to you by sponsor” branding spot (sponsor logo)
- 88 x 31 clickable Logo, 15k max.

CUSTOM E-NEWSLETTERS

- Includes your HTML Logo 250x90, 5k max. jpeg, .gif only
- Written and produced by our special projects department on the topic of your choice, up to 750 words
- Ad Unit 120 x 600 skyscraper 25k max. jpeg, .gif only
- No looping restrictions, Flash files not accepted
- 3rd Party Tracking.* Fully working URL Standard ad tags URL for creative images
- Must be provided by client/agency
- Can be sent to 60,000 *Financial Planning* readers
- Includes 500 reprints

* SourceMedia does not provide click-through reports when 3rd-party tracking is implemented. (Client/agency is exclusively responsible for generating post-launch metrics.)

COACHING SESSION

- Sponsor acknowledgement and logo on web page created exclusively for the event
- Logo should be a .gif or .jpg, sized to a maximum of 200px x 200px
- 20 second pre-roll promoting sponsor's products and services
 - The pre-roll should be provided as an mp3 audio file
 - Or a script can be provided and SourceMedia will record a 20 second message
- 120x600 Skyscraper, 30K max. **15 Seconds Max Animation, looping restriction 30K**

WEB SEMINARS

- Logo and acknowledgement of sponsorship on all marketing promotions, EPS or JPEG format (for registration page and email message)
- 728x90, 300x250, 30K max. banners for promotion on website and e-newsletters.
- Turnkey event management provided by a dedicated project manager (event registration, speaker support, telemarketing, production and execution of live event and deliverables)

Client deliverable Checklist:

- ✓ Title and Content brief: Copy for marketing materials
- ✓ Speakers Names (optional): To include in the registration page and email campaign
- ✓ Qualifying Questions (optional): 1 to 3 for registration page
- ✓ Seeded questions: 3 to 5 questions for Q&A session
- ✓ Polling questions (optional): 1 to 3 questions)
- ✓ Presentation: Final version, in PowerPoint
- Detailed reports providing valuable information gathered through the registration process or from audience interaction during the live event
- Archiving of the event on *Financial-Planning.com* for three months with link to the registration page

PODCASTS

- Acknowledged as sponsor on webpage created exclusively for the podcast series
- Prominently displayed linked logo on podcast homepage
- Five additional links on relevant material on you're website
- 20-second pre-roll and 10-second closing message
- Logo and acknowledgement of sponsorship on all marketing promotions including print, online and email elements to drive traffic to your podcast
 - Full-page, 4-color print ad
 - Email marketing campaign
 - 728x90, 300x250, 30K max. banners promoting podcast on financial-planning.com and e-newsletters
 - 728x90, 300x250, 30K max ads on the our site for three months
- Polling to all registered participants
- Lead generation capabilities

VIDEO STREAMING

- Custom-branded content video recording, editing and development with original or repurposed materials
- Online video hosting, streaming or downloadable video formats provided
- Inclusion of pre-roll sponsorship logo or message for added brand exposure
- Fully comprehensive audience development including dedicated emails, ROS ad banners, and promotion in daily e-newsletters
 - 728x90, 300x250, 30K max. banners promoting video on financial-planning.com and e-newsletters