FINANCIAL ADVISOR
FA **2016 Classified Rates**

Financial Advisor is a "pure play" on the financial advisor market, targeting independent broker-dealer affiliated financial planners and registered investment advisors. Our current circulation of over 108,000* subscribers consists of over 50,000 CFPs and 19,000 RIAs and investment advisor representatives, 90% of whom are in some way fee-compensated. Our circulation includes virtually the entire membership of the FPA, NAPFA, AICPA Personal Financial Planning, IMCA and ICIMC. 100% of our circulation is requested.

Frequency	1x	3x	6x	12x
1 Column	$ 395	$ 375	$ 350	$ 325
2 Column	775	750	725	650
3 Column	1,150	1,100	1,050	975
4 Column	1,500	1,450	1,400	1,300
6 Column	2,275	2,225	2,175	2,100
9 Column	3,395	3,325	3,250	3,150

Color Rates
2 Color = $300 • 3 Color = $400 • 4 Color = $500

Broker/Dealer Recruitment Center
3½ x 2 inch listing in the *Financial Advisor* Recruitment Center, complete with company description, contact info and logo.

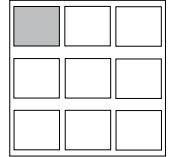| Frequency	1x	3x	6x	12x
	$ 400	$ 375	$ 350	$ 325

Digital Specifications
Media (Macintosh or PC formatted): E-mail (maximum file size 5 MB), Zip disk or CD-Rom
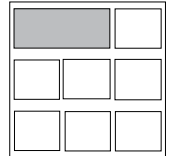Please label disks/e-mail with name of advertiser and issue date.

Acceptable formats:
- PDF files (preferred):
  - Files should be 100% complete with all hi-resolution images and fonts embedded.
  - Color files must be CMYK format.
  - Files must be created exactly one inch larger than the height and the width of the trim size of the book (PDF doc. size = 9.12" x 11.88"). Offset registration marks at 12 points from trim.
  - PDF documents must be created with Acrobat Distiller—documents created with PDFwriter are not supported and cannot be processed.
  - PDF documents must contain Type 1 postscript fonts. Truetype, Multiple Master, Type 3 and Compact fonts are not supported.

- Native application files (disks should include):
  - Original QuarkXpress (v6.0), InDesign (CS3), Illustrator (CS3) or Photoshop (CS3) document. Documents should be supplied as single independent pages. Color files must be CMYK format (no RGB, Index or Lab colors. Spot colors will be converted to process unless indicated otherwise).
  - Logos and high-resolution files (300 dpi). High-res files should be placed in original layout documents–no FPO images. Graphics should be TIFF or EPS format (no JPEGs, PICTs, RIFFs or GIFs).
  - All screen and printer fonts used in page layout documents and within EPS supplied artwork files. Documents must contain Type 1 postscript fonts. Truetype, Multiple Master, Type 3 and Compact fonts are not supported. Do not use menu style fonts.

- Proofs: Proof required (for color and content)–Kodak Approval, Iris, Rainbow or Velox (B&W) are all acceptable.
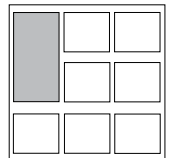
For More Information Contact: Kevin Robinson
Classified Advertising Director
732.450.8866 ext. 37 • kevin@fa-mag.com • www.fa-mag.com
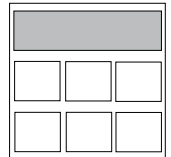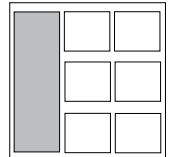

One Column
2¼" x 2½"

Two Column
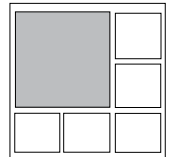4¾" x 2½"
Horizontal

Two Column
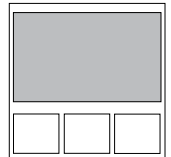2¼" x 5⁹⁄₁₆"
Vertical

Three Column
7¼" x 2½"
Horizontal

Three Column
2¼" x 8¹¹⁄₁₆"
Vertical

Four Column
4¾" x 5⁹⁄₁₆"

Six Column
7¼" x 5⁹⁄₁₆"
Horizontal

Six Column
4¾" x 8¹¹⁄₁₆"
Vertical

Nine Column
7¼" x 8¹¹⁄₁₆"

BPA
WORLDWIDE

* Publisher's own data