

# Financial Planning Digest

## ADVERTISING & RATES



### What is Financial Planning Digest?

- Financial Planning Digest offers monthly news, tools and ideas for CPA personal financial planners
- An opt-in publication, Financial Planning Digest reaches over 32,000 AICPA members monthly

### Sponsorship Position Details

- "Leaderboard" and "News Section Sponsorship" ads are purchased on a per-issue basis
- 12 issues are available for purchase per year

### Guidelines

- All rates listed are net rates
- You may run your ad in consecutive issues or spread the campaign over several months
- Recognized agencies should gross up 15% for agency commissions

Banners and Section Sponsorships				
	1-3 issues	4-6 issues	7-9 issues	10-12 issues
"Leaderboard" Banner Ad	\$1,000/issue	\$950/issue	\$900/issue	\$850/issue
"Industry News & Trends" Section Sponsorship	\$900/issue	\$850/issue	\$800/issue	\$750/issue
"Investment Management" Section Sponsorship	\$900/issue	\$850/issue	\$800/issue	\$750/issue
"Regulatory Roundup" Section Sponsorship	\$900/issue	\$850/issue	\$800/issue	\$750/issue
"Market Update" Section Sponsorship	\$825/issue	\$775/issue	\$725/issue	\$675/issue
"You and Your Practice" Section Sponsorship	\$825/issue	\$775/issue	\$725/issue	\$675/issue
"AICPA PFP News" Section Sponsorship	\$800/issue	\$750/issue	\$700/issue	\$650/issue

Text Ads	1-3 issues	4-6 issues	7+ issues
"The Buzz" Text Ads	\$400/issue	\$350/issue	\$300/issue



For more information call 1-800-873-1677  
or e-mail [aicpamedia@aicpa.org](mailto:aicpamedia@aicpa.org)

