

Financial Advisor IQ (FA-IQ) has quickly become the most respected practice management news service for financial advisors. It is produced by a team of dedicated, in-house journalists who've reported on the advisory industry for many years.

Personality-infused articles relay tips and strategies from successful advisors for managing client relationships, structuring advisory teams, and running the logistics of an advisory practice.

FA-IQ content is enhanced by participation from top advisors named in the FT financial advisor rankings. Members of this elite group generally advise on over \$1.94 billion of client assets and have proven themselves as leaders in the industry.

Content Areas

- High-net-worth investor trends
- Business development techniques
- Fees and compensation
- Staffing
- Technology and operations
- Practice management
- Legal and compliance challenges

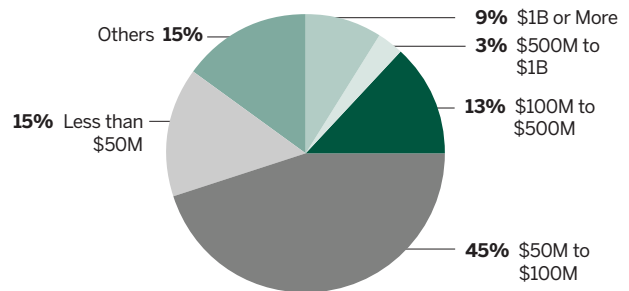
FA-IQ is published every business morning at 8:30 a.m. ET and delivered digitally to our readers.

Our Audience

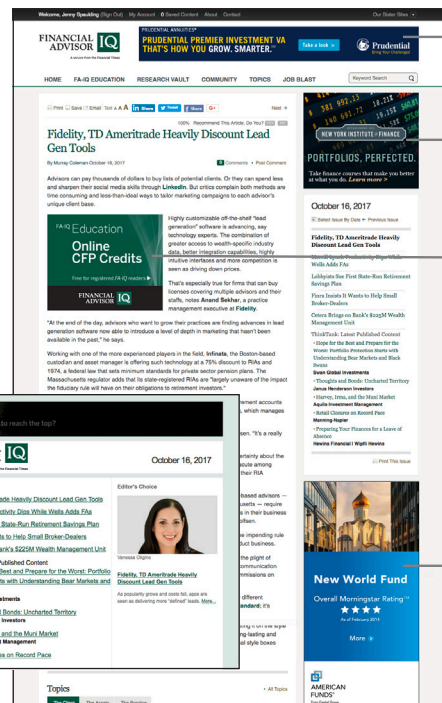
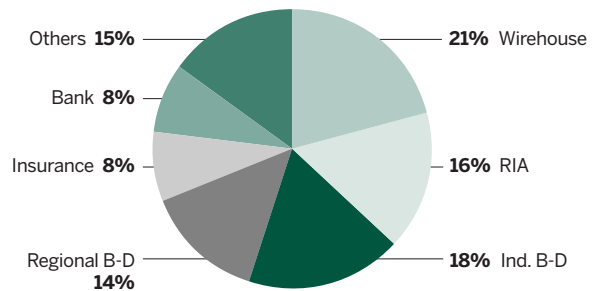
- Wirehouse Advisors
- Regional Broker-Dealers
- Independent Advisors
- Registered Investment Advisors (RIAs)

Since its launch in April 2013, FA-IQ has accumulated an average monthly readership of 273,000 unique visitors and over 135,000 1st-party verified registered readers with unlimited site access. FA-IQ has AUM and firm-type information for all of its registrants and, in many cases, product usage info.

FA-IQ Readers by AUM



FA-IQ Readers by Firm Type



Leaderboard
728x90

Medium Rectangle
300x250

Medium Rectangle (in article)
300x250

Half-Page MPU
300x600

eNewsletter Example and Article Page Example

Rates and Audience Targeting

Desktop includes all ad sizes: 728x90, 300x250 and 300x600	CPM for spend level \$0 – \$100K Rate: \$110	CPM for spend level \$100K+ Rate: \$100
Exclusive eNewsletter sponsorship: 728x90	Flat rate: \$3,500 per insertion (per day) for 100% SOV sponsorship	
Video pre-roll and companion units: 592x333 (15-sec spot) and 728x90, 300x250, 300x600	100% SOV sponsorship: Flat rate: \$5,000 per month	
Mobile and tablet sponsorships (ad specs below)	Mobile and tablet will be served in rotation with desktop as part of digital display unless otherwise specified.	

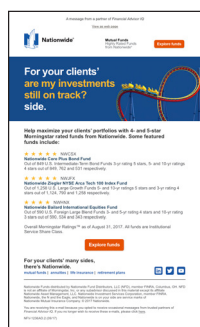
Site Advertising Specifications

Unit	Dimensions	File Size	Formats	Duration**
Leaderboard	728w x 90h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Medium Rectangle	300w x 250h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Half-Page MPU	300w x 600h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
E-mail Newsletter	728w x 90h	50k	JPEG, GIF	NA

* HTML5 must be served via 3rd-party tag.

** Animation and looping must cease at 12 seconds.

Sponsored Custom E-mail



Sponsored e-mails are a targeted and measurable way to reach the *Financial Advisor IQ* audience. Customize your firm's message to directly reach our readers with thought leadership assets or new promotions.

Note that *FA-IQ* sends only one sponsored e-mail per week, which keeps reader engagement high. **\$8,000 per day**

Sponsored Content Campaigns*

Use the following building blocks to create a custom campaign:

- **Ask the Manager:** A manager answers reader questions
- **Manager-Advisor Video:** Brief video interview with an asset manager and top-ranked FA
- **Webcast:** Timely topic discussed live online between a moderator, advisors, and a manager
- **Video Roundtable:** Highlight clips from a roundtable on a timely topic are published online
- **One-on-One:** A published Q&A-style interview between a reporter and a designated person from the sponsor, offering the firm an opportunity to discuss the firm or its products

**FA-IQ* places limits on the frequency of sponsored content to keep reader engagement high. Bookings are offered on a first-come, first-served basis. Please inquire for rates.