

ABOUT FINANCIAL ADVISOR IQ

Financial Advisor IQ (FA-IQ) is one of the fastest-growing practice management news services and resources for U.S.-based financial advisors. Every day it informs, educates and connects advisors with daily industry news, a dynamic database of research and white papers, and a unique continuing education offering. 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.

OUR AUDIENCE

Financial Advisor IQ is read by U.S.-based financial advisors from wirehouses, regional and independent broker-dealers, and registered investment advisors (RIAs).



150,000
FA subscribers

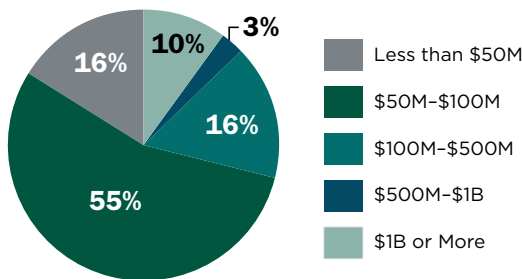


Over **600,000**
monthly pageviews

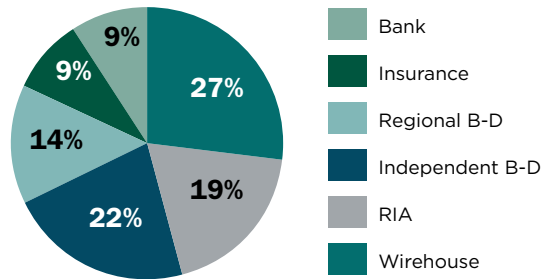


90,000 readers opted
in for partner messaging

Readers by AUM



Readers by Firm Type



SPONSORED CONTENT OPPORTUNITIES — Position Yourself as a Thought Leader

Custom Webcast: Work with us to develop a timely topic to be discussed on a live audio webcast. Our team assembles a panel, handles all the technical/operational details, and markets the webcast to *FA-IQ* readers. The webcast is archived on *FA-IQ*'s website for 12 months. *\$15,000*

Paid Post: Publish your firm's original content on *FA-IQ* for one week. Promote 3-5 individual pieces of newly written or repurposed content. Your articles will be seen each day on the website and in that morning's eNewsletter. *\$23,000*

Custom Event: Host a live networking event focused on a timely industry topic. Our team will work with you to plan a panel discussion and market the event to *FA-IQ* readers. *Please inquire for rates.*

Special Report: Sponsor a week-long, single-topic editorial series, written by *FA-IQ* journalists. ROS ads appear on each of the report's five articles, and a dedicated email blast is sent to readers with your ad unit and sponsorship at the top of the email. *\$40,000*

Sponsored Custom Email: Customize your firm's message to directly reach our readers with thought leadership assets or new promotions. *\$8,000*

Sponsored Article/Video: Collaborate with *FA-IQ* on a topic to produce original, thought leadership content, including reported articles, interviews, infographics, video interviews and more. *Please inquire for rates.*

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.

DIGITAL DISPLAY ADVERTISING RATES

	CPM for spend level \$0 - \$100K	CPM for spend level \$100K+
Desktop includes all ad sizes: 728x90, 300x250 and 300x600, 970x250	Rate: \$110	Rate: \$100
Exclusive eNewsletter sponsorship: 728x90	Flat rate: \$3,500 per insertion (per day) for 100% SOV sponsorship	

AD SPECS

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
Billboard	970w x 250h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Exclusive Email Leaderboard Position	728w x 90h	50k	JPEG	NA

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

IMPORTANT NOTES:

- We gladly accept all major third-party tags for site placement.
- No blocking tags.
- Ad serving results reports are available upon request.

The image displays several digital advertising formats overlaid on a screenshot of the Financial Advisor IQ website. The formats include:

- Article 300x250:** A vertical mobile article layout on the left side.
- Email Banner 728x90:** A horizontal banner at the top of an email client.
- Billboard 970x250:** A large horizontal banner at the top of the desktop website.
- Leaderboard 728x90:** A horizontal banner below the billboard on the desktop website.
- Medium Rectangle 300x250:** A vertical rectangular ad in the middle of the desktop website.
- Half-Page MPU 300x600:** A large vertical ad on the right side of the desktop website.

eNewsletter Example and Article Page Example