

FSP NEWSBRIEF

REACH

40,300

FINANCIAL SERVICE PROFESSIONALS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

This message contains images. If you don't see images, click here to view. [Click here to advertise in this issue brief.](#)

Mobile version RSS Subscribe Unsubscribe June 10, 2010

A **FSPNewsBrief** A news magazine from the Society of Financial Service Professionals

Home Member Access Chapter Leaders Corporate Visitors Content

CPS Investment Advisors Steady as You Grow If investing is entertaining, if you're having fun, you're probably not making any money. Good investing is boring. -George Soros

Longevity, your clients and you Investment Advisor When Ben Bernanke steps outside the realm of fiscal and monetary policy, it's sensible to take notice. On April 7, the Federal Reserve chairman warned a Chamber of Commerce audience that the aging of the nation's population poses a serious challenge to the economy. Mr. Bernanke cautioned that the U.S. "must begin now to prepare for this coming demographic transition." [MORE](#)

Industry News

AVIVA What Life Insurance is Right for You?

Two health care adversaries find a need to collaborate The New York Times After squaring off as political foes for more than a year, the Obama administration and the health insurance industry have suddenly discovered that they need each other. Both have huge stakes in the success of the new health care law. The political fortunes of President Obama and Congressional Democrats depend on their ability to translate its promise into reality for voters, by reining in health costs and making insurance available to everyone at an affordable price. [MORE](#)

Prudential defends AIA bid, backs managers amid investor fury Bloomberg Businessweek Prudential P/C Chairman Harvey McGrath defended the British insurer's failed \$35.5 billion takeover of AIA Group Ltd. after investors called for him and Chief Executive Officer Tidiane Thiam to quit. Prudential is "convinced" that the attempted purchase of AIA was the right strategy and that it was "in the best interests of investors," the chairman told shareholders at the company's annual general meeting. [MORE](#)

Regulatory and Legislative News

US Department of Health & Human Services announces availability of \$60 million in Affordable Care Act grants to help people navigate their health and long-term care options Insurance Broker/Retailing U.S. Department of Human & Health Services Secretary Kathleen Sebelius announced the availability of \$60 million in Affordable Care Act grants to states and communities to help individuals and their caregivers better understand and navigate their health and long-term care options. [MORE](#)

Cobra payment aid appears likely to end Marketwatch via Insurance News Just a few months after passing comprehensive health reform, U.S. lawmakers appear willing to risk a short-term backslide in the push to reduce the number of uninsured Americans until the overhaul's major provisions take effect in 2014. Unless Congress passes an extension retroactively, people who lose their jobs on or after June 1 no longer will receive government financial help to cover 85 percent of their premium costs for Cobra health coverage, which lets them continue on their former employer's group health plan. [MORE](#)

PRODUCT SHOWCASES

D **Managing Retirement Income** Our Reason For Being NAEP

E **Practice Management**

Survey: It's a riskier world CFO Interest rate risk tops "finance executives' list of concerns in a new global survey of risk-management practices, followed by foreign-exchange risk and credit risk. Threats from all of these areas, as well as geopolitical, commodity, and energy risks, have increased in recent years, say finance chiefs. [MORE](#)

Customer service as a growth engine The Wall Street Journal Executives are paying more attention to customer service in an effort to increase sales and gain market share in the economic recovery. Just over a quarter of the 1,400 companies surveyed by Accenture said customer service would be the first area they'd increase funding for as the economy recovers. Some companies have begun that practice this year. [MORE](#)

Society News and Programs

C1 **Lincoln** Be built to improve the lives of your clients and your future 100 years from now.

FSP University Partners Program The 2010 FSP Forum on October 8-10, in Orlando, Fla., will again host students and professors from prominent colleges and universities that are part of the Society's University Partners Program. Attendees will examine case studies and present/discuss papers on applied financial topics of current interest to financial practitioners. For Forum program information go to [FSP Forum](#).

E **Brentmark** Brentmark® Software provides personal financial planning products and services for professionals and consumers: estate, financial, and retirement planning software. [MORE](#)

FSP NewsBrief James DeRisi, Director of Advertising Sales, 409.420.2418 Download media kit. Browse by Advertiser, Content Editor, 409.420.2411. Contact Us. This edition of the FSP NewsBrief was sent to [afm@fspa.org](#). To unsubscribe, [click here](#). Did someone forward this edition to you? [Subscribe here](#) - it's free!

Powered by **MULTIPLANET** 7701 Lee Collins Pkwy, Ste. 400, Irving, TX 75063

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 40,300 Financial Service Professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper/Half Skyscraper
\$3000/\$2500

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
150k
75k



Product Showcase
\$2500

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad
\$2000

Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$1500

Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et. [More](#)

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

CONTACT US

COLBY HORTON
DIRECTOR OF MEDIA AND CONTENT
469.420.2601
chorton@multibriefs.com

BEN MAITLAND
DIRECTOR OF ADVERTISING SALES
972.402.7025
bmaitland@multibriefs.com

FSP NEWSBRIEF, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO FINANCIAL SERVICE PROFESSIONALS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications and is delivered to the inboxes of financial service professionals - the top-tier people in the industry.

FSP NEWSBRIEF
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN FSP NEWSBRIEF:



CREDIBLE SOURCE

For over 80 years, our members have turned to the association as the informational authority of the industry. Advertising in FSP NewsBrief solidifies your place among weekly information provided to SFSP members.



TARGETED DISTRIBUTION

Advertising in FSP NewsBrief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to FSP NewsBrief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, FSP NewsBrief ensures your ad will be seen every week by our 40,300 subscribers.



AFFORDABLE

Advertising in FSP NewsBrief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of FSP NewsBrief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in FSP NewsBrief.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.