

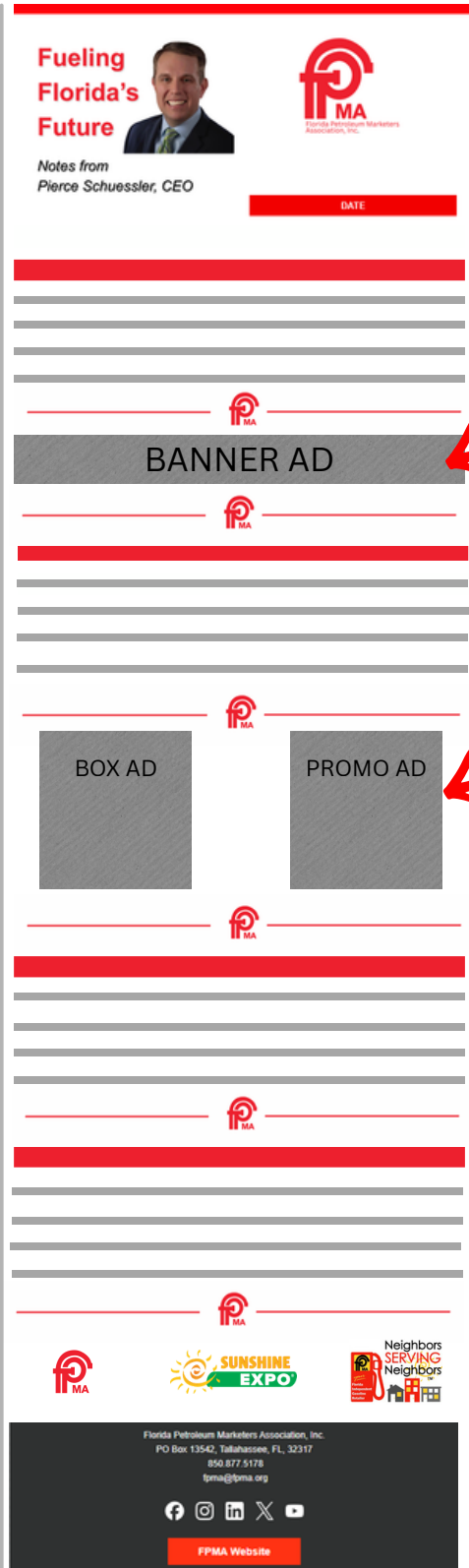


# Fuel the Future of Your Brand

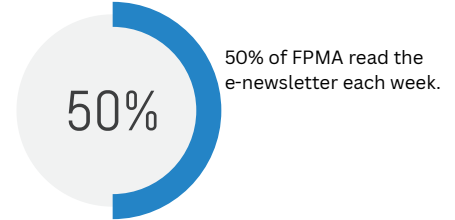
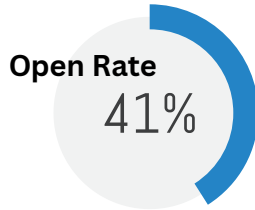
**PREMIUM ADVERTISING OPPORTUNITIES**  
STRATEGIC VISIBILITY ACROSS  
FPMA'S PRINT, DIGITAL, AND EVENT PLATFORMS



## E-NEWSLETTER



Sent to all members of the association once a week.



50% of FPMA read the e-newsletter each week.

### BANNER AD

Limited to 1 placement.  
Placed in the middle of the e-newsletter.  
Includes hyperlink if provided.  
Frequency: Quarterly  
Dimensions: 600 x 150 pixels  
Cost: \$1,500 per quarter

### BOX AD / PROMO AD

**May also include: WEBINAR / EMPLOYMENT / PRODUCT ADS**  
Limited to 2 placements per newsletter each week.  
Placed in the middle of the e-newsletter.  
Includes hyperlink if provided with a short description (40-80 words).  
Frequency: Quarterly or Weekly  
Dimensions: 200 x 200 pixels  
Cost: \$1,500 per quarter (37.5% discount)  
Per week rate: \$200  
*Hourly rates will be charged for ad creation or extra time assisting with graphic design need.*

### FILE REQUIREMENTS

Minimum Resolutions: 72 DPI  
File Types: PNG, JPEG or PDF  
Artwork Due: All artwork is due on the 15<sup>th</sup> of the month before the quarterly advertising terms begin. Ad artwork runs as pickup for three-month term.

Send to: Shane Schaefer, Director of Marketing and Membership  
shane@fpma.org