

Reach Thousands of Top Financial Planners

*By Advertising to Local Chapters of
the Financial Planning Association*

*We are currently preparing directories
in the following regions:*

- ◆ Long Island
- ◆ New Jersey
- ◆ New York City
- ◆ Hudson Valley (NY/CT)
- ◆ Society of Financial Service Professionals

**These Annual
Directories
Go to All
Members of the
Financial
Planning
Association in
these Regions**

FPA
THE FINANCIAL
PLANNING
ASSOCIATION

2010
Annual Journal & Directory

631-661-2727
www.spcnetwork.com/fpa

ANNUAL JOURNAL & DIRECTORY

Financial Planning Association Chapters

P.O. Box 221 ♦ Brightwaters, NY 11718 ♦ 631-661-2727

The Region's Top Financial Planning Firms Use these Annual Directories on a Daily Basis!

"An Indispensable
Day-to-Day
Tool Used
Throughout
The Year
By The
Entire Financial
Planning
Industry"

-- Jim Meyer
Executive Director,
FPA Long Island
Chapter

Partial Contents:

- Complete Listings of Financial Planning Executives and Firms in the Local Chapter Region!
- Complete Symposium and Product Exhibition schedules and seminar plans!
- Detailed Information on the Goods and Services Offered by Directory Advertisers!
- A Unique Company and Executive Cross Reference Section so Industry Members can network to improve their businesses!
- Detailed Listings of Member and Members Firm's by Areas of Expertise!

If Your Company Offers Goods or Services to this Vital Industry, You MUST be Part of these Powerful Directories!

Call Now: 631-661-2727

www.spcnetwork.com/fpa

Official Directories of the Financial Planning Association Chapters



FPA Journal/Directories are distributed to over 3950 of the nation's premier financial planning firms and professionals in the New York City, Long Island, New Jersey, Hudson Valley & Connecticut Regions.

These **highly respected directories** are the official publications of the of the Financial Planning Association (FPA).

For an entire year, readers of these directories are exposed to the most comprehen-

sive listings of key industry personnel as well as ads from key industry suppliers.

The Board of Directors, members and associate members include the nation's most successful and forward-thinking minds in the financial planning industry.

CIRCULATION:

New York City	900
LI - FPA	800
NJ - FPA	950
GHV - FPA	700
SFSP - NJ	600
TOTAL	3950*

Your company is **invited to advertise its services to these executives** over the next year with ads ranging from one-half to full-page sized ads. Call now for best positions.

* Note: Hundreds of additional books are distributed at chapter events and to prospective new members throughout the year.

***Don't Miss the 2010 Editions!
Special Positions are Going Fast***

Call Now for Best Ad Position:

631-661-2727

RATE CARD: 2010 EDITIONS

The following rates are for the 2010 Annual Directories of the Financial Planning Association. **NOTE: These are per-issue rates:**

SPACE (B&W)	GHV/ SFSP	LI/NJ/ NYC
Center Spread	\$2175	\$2615
Back Cover	\$1855	\$2225
Inside Front Cover	\$1585	\$1905
Inside Back Cover	\$1325	\$1595
Page 1	\$1295	\$1550
Full Page Ads	\$925	\$1100
One-Half Page Ads	\$650	\$780
Color Charges (additional):		
Spot Color (each)	\$250	\$275
Full 4-Color	\$800	\$1200

Note: Ads non-commissionable; net cash. All advertisers get one copy free. Regular members receive a 10% discount on display rates (excluding special positions). Payment due upon confirmation of ad reservation.

Non-typesetting-production and/or creative charges: 10% of ad cost.

Ad dimensions: Full page 6" wide x 7-1/2 deep; Half Page 6"x 3-3/4deep.

SPACE RESERVATION FORM

Please reserve my ad in the following Annual Directories:

We will take: (___) Full or (___) Half page ads in:

- (___) New York City FPA Chapter Annual Directory
- (___) Long Island FPA Chapter Annual Directory
- (___) New Jersey FPA Chapter Annual Directory
- (___) Greater Hudson Valley (Westchester/Rockland-NY, Fairfield-CT)
- (___) SFSP North Jersey Annual Directory

Please contact my office upon receipt of this form to coordinate the production of my ad. Check for \$___ enclosed. (Visa/MC accepted)

NOTE: ALL Payments Must Be Made to "Stevens Publishing Co."

SIGNED: _____

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

Please mail or fax this form to:

Stevens Publishing Company, P.O. Box 221, Brightwaters, NY 11718

Fax: 631-661-2727 ♦ Phone: 631-661-2226