



2022 Finseca Advertising Opportunities

Learn more: Finseca.org/Advertising

V: 5.10.22





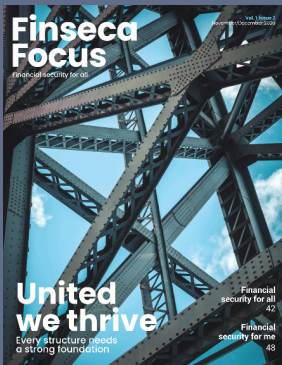
2022 Finseca Advertising Opportunities

With nearly 6,000 members, Finseca represents and serves the entire financial security profession, regardless of role, marketplace, or experience. Finseca members provide life insurance and retirement planning solutions that protect the dreams and promote the prosperity of the American people.

Together, we are Finseca.

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Finseca Focus Magazine

Digital Circulation = Estimated 6,000

Frequency = 4 editions per year on quarterly basis

Ad Size 1 Edition 2 Editions 3 Editions 4 Editions

Two-Page Spread	\$8,900	\$8,600	\$8,450	\$8,300
Full-Page Ad	\$4,500	\$4,250	\$4,120	\$4,000
Half-Page Ad	\$3,000	\$2,800	\$2,700	\$2,600

Advertising Deadlines

subject to change

Edition	Ad Reservation	Ad Submission
January/February/March	December 17, 2021	January 4, 2022
April/May/June	March 23, 2022	April 6, 2022
July/August/September	June 29, 2022	July 13, 2022
October/November/December	September 16, 2022	September 30, 2022

Artwork Specifications

Two-Page Spread	Full-Page Ad	Half-Page Ad
Trim Size = 17"W x 10.875"H	Trim Size = 8.5"W x 10.875"H	Trim Size = 7.375"W x 4.75"H
Bleed Size = 17.25"W x 11.125"H	Bleed Size = 8.75"W x 11.125"H	Bleed Size = Same as Trim

- Print-ready PDF must be submitted in 300-ppi resolution
- Fonts must be embedded and images in CMYK
- Use a minimum rule weight of .25 point
- All type should be at least 1/4" from edge of the trim size
- Please submit print-ready artwork to partnerships@finseca.org



Finseca eNewsletters

Finseca CEO eNewsletter

Circulation: Estimated 6,000; includes all Finseca Members

Frequency: Weekly

Price: \$1,000 per edition; limited space available

Finseca CEO Marc Cadin shares his insights on current Finseca and industry events with the Finseca membership through a weekly email communication and video.

Finseca Policy eNewsletter

Circulation: Estimated 6,000; includes all Finseca Members

Frequency: Bi-weekly

Price: \$1,000 per edition; limited space available

Updates on legislative and political happenings at both the national and state level. Be informed and prepared to act on behalf of the profession.

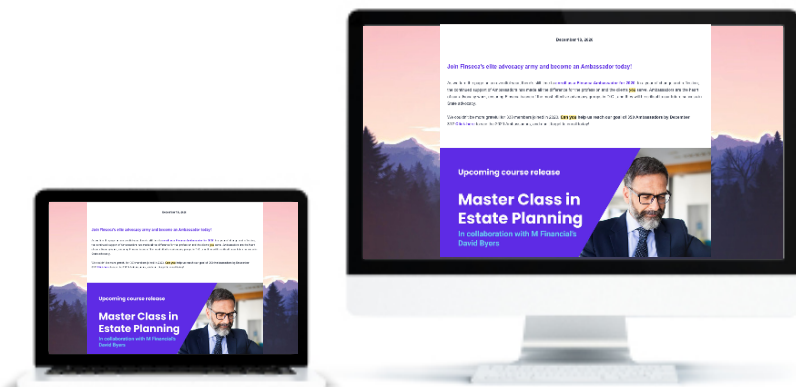
Finseca Advanced Markets eNewsletter

Circulation: Estimated 3,500; includes all Influencer Members

Frequency: Bi-weekly

Price: \$1,000 per edition; limited space available

Analysis of products and services advisors need to be familiar with to better serve clients and grow business. Formerly Washington Report Marketplace.

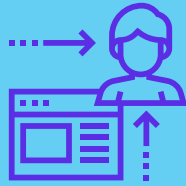


Artwork Specifications

- JPG or PNG file
- Minimum 96 dpi resolution
- Please submit digital-ready artwork to partnerships@finseca.org

728 x 200 px

Finseca.org Website



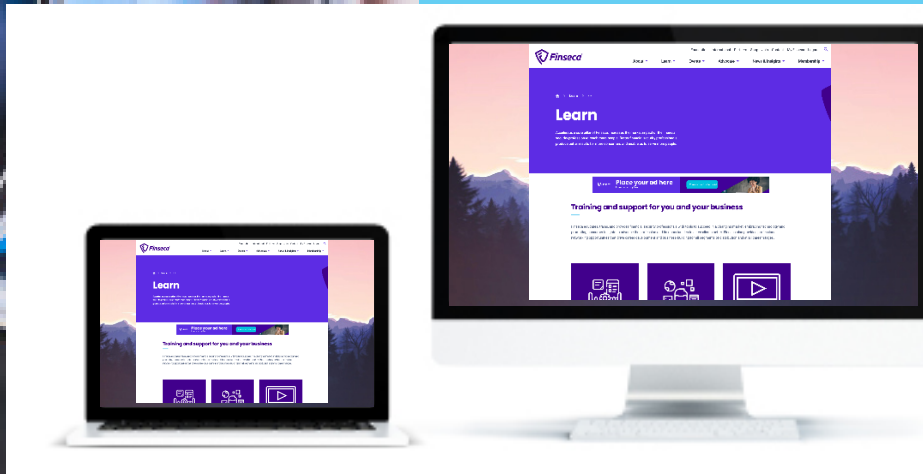
7,449 Monthly
Visitors



10,187 Monthly
Sessions



21,370 Monthly
Page Views



Advertising Rate and Placement

Placement: Banner ad will be placed within the About, Learn, News & Insights, and Membership sections of website

- The same banner ad will appear once within each of the four sections
- Final placement on Finseca.org at discretion of Finseca

Frequency: All banner ad placements will run for one full month

Price: \$2,500 per month; Limited space available

Artwork Specifications

- JPG or PNG file
- Minimum 96 dpi resolution
- Please submit digital-ready artwork to partnerships@finseca.org

970 x 90px



Engage, connect, and grow on the new virtual community platform by Finseca.

Learn more



Your membership
Your content
Your way

A virtual platform for

- 2020 Election analyses
- The Finseca Marketplace
- Webinars
- On-demand content
- More

Learn more



Are you accessing all of your Finseca benefits?

The new Finseca 360 gives you members-only access to

- 2020 Election analyses
- The Finseca Marketplace
- Webinars
- On-demand content
- More

Learn more



The new virtual community platform by Finseca

Engage
Connect
Grow

Your membership
Your content
Your way

Explore the new Finseca 360 virtual platform.

Learn more

Own your
Finseca
membership

Explore our new virtual platform

- 2020 Election analyses
- The Finseca Marketplace
- Webinars
- On-demand content
- More

Learn more



Elevate. Accelerate. Advocate. Educate.

Advocacy and leadership development for the financial security profession.

Join today



NEW!

Ad Retargeting Opportunity

Ad Retargeting Opportunity

Expand your brand with retargeting! Finseca now offers industry the ability to use retargeting to expand your brand awareness and reach Finseca members on consumer websites. This opportunity increases your brand exposure and adds additional influence to your online marketing efforts.

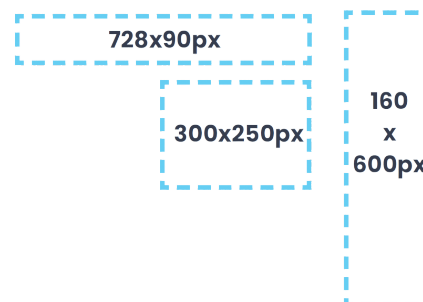


Retargeting Packages	Impressions (# of ad views)	Duration	Price
Silver	50,000	1 Month	\$4,800
Gold	100,000	2 Month	\$8,000
Diamond	200,000	4 Month	\$14,400
Platinum	300,000	6 Month	\$19,200

Ad Specifications

All packages include each below placement

- Static JPG or GIF file; no flash ads
- Minimum 96 dpi resolution
- Please submit digital-ready artwork to partnerships@finseca.org



Sizes include:

Leaderboard

728 pixels wide x 90 pixels high

Wide Skyscraper

160 pixels wide x 600 pixels high

Square Pop-Up

300 pixels wide x 250 pixels high



Learn more: Finseca.org/Advertising

