

2023 Digital Ad Specs

Webcast Program



Financial Advisor magazine's General Policy includes:

- All assets are due 8-6 weeks prior to live event for *Financial Advisor* to create full promotional package
- All content is subject to approval by *Financial Advisor*
- All assets within the promotional package are submitted for approval prior to launch
- All traffic drivers are limited to clicking through to the event registration page
- 3rd Party Tags or Tracking Pixels are not accepted
- Contact information or promotional items that would counteract the program are not permitted
- Webcast topic and title should be exclusive to Financial Advisor and not on any other online destination

PACKAGE COMPONENT	REQUIRED	DESCRIPTION	FILE SIZE & TYPE	GUIDELINES
Registration Page & Event Listing	Title	Full title (specifically for CE submission)	NA	Topical and relevant content that is not showcased and/or gated on another online destination
	Description	Full title	NA	Suggested length is 8 words; relevant and outline the learning topic
	Speakers	Name, title, company, bios & headshots for all speakers	NA	NA
	Logo(s)	High-res logo(s)	Vector EPS is preferred, Minimum 200 pixels wide PNG, JPEG	NA
	Disclosures	Disclosure language to appear on the registration page and eBlast	NA	NA
Registration Page Form Questions	Standard form questions supplied by <i>Financial Advisor</i>	First Name, Last Name, Personal E-mail, Firm Name, Advisor Type, Job Title, State, Assets Under Management, and Phone	NA	Additional questions may be added. Limited to one additional question to appear on the registration page.
Email Promotions	eBlast	Email promoting the live event; consists of registration page text	Dedicated eBlast to <i>Financial Advisor</i> audience	Appears at the discretion of <i>Financial Advisor</i> magazine
	Newsletters	Banner and/or text insert	Half Page Static 300x600 and/or text insert of 8 words or less	Appears at the discretion of <i>Financial Advisor</i> magazine
ROS Banners	Traffic Drivers	A full set of promotion banners is submitted for approval prior to the launch	728x90, 970x250, 300x600, 160x600, 300x250, 640x480	Appears at the discretion of <i>Financial Advisor</i> magazine

For help or more information, contact digitalops@fa-mag.com