Reach engaged finance students with FMA’s eNewsletter

Throughout the academic year, the Financial Management Association International (FMA) distributes six eNewsletters (three per semester) to more than 2,000 undergraduate student members who participate in the association’s 175+ international student chapters. Each eNewsletter contains industry-specific information, news and career resources tailored for students.

With an average open rate of 36% (more than the industry average), the FMA Student eNewsletter offers prime advertising real estate to drive students interested in pursuing graduate level training to your program’s website.

Ads may be 50 – 75 words and include the school/organization logo and one link. FMA restricts placements to one per issue, and an advertiser may only purchase up to two placements per year.

Pricing

- Ad in one issue: $500 USD
- Ads in two issues: $900 USD (based on availability)

Ad Close Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close Date</th>
<th>Materials Due</th>
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<tr>
<td>Fall 1</td>
<td>19 August</td>
<td>26 August</td>
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<tr>
<td>Fall 2</td>
<td>16 September</td>
<td>23 September</td>
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<td>Fall 3</td>
<td>21 October</td>
<td>28 October</td>
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<td>Spring 1</td>
<td>24 January</td>
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<td>Spring 2</td>
<td>21 February</td>
<td>2 March</td>
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<tr>
<td>Spring 3</td>
<td>23 March</td>
<td>1 April</td>
</tr>
</tbody>
</table>

Example

ADVERTISEMENT

Muma MBA: Ranked #1 in Bloomberg Business Week among FL State Universities

- Develop analytical skills and creative abilities while promoting collaboration with experienced and diverse classmates.
- Learn from world-class faculty as well as guest speakers and industry leaders who bring classroom lessons to life with case studies and discussions about real-world application.

For more information, contact Shannon Tompkins at +1.813.974.2084 or swtompkins@usf.edu.

www.FMA.org/Exhibits-and-Sponsorships