



## Sponsorship Opportunities

*The CFA Society of Minnesota is a vital part of the Minnesota investment community, with nearly 1,300 members from every segment of our industry. Sponsoring CFA Minnesota allows your company to reach this highly desirable group of CFA Charterholders and their colleagues. With a regular distribution of more than 3,500 financial industry professionals from Minnesota, North & South Dakota, Iowa and Wisconsin, our electronic correspondence is an excellent way to reach your target audience.*

### **Opportunity Details:**

#### **Job-Board Spotlight with hotlink**

Seeking the best candidates for a job opening in your firm? Then showcase the position by sharing it with your colleagues. We are looking to feature open positions in our monthly e-newsletter feature “Job-Board Spotlight.” In addition to this great exposure, your position also will be featured on our homepage and posted on our highly viewed Job-Board. Use this unique opportunity to access high-quality candidates and raise brand awareness with your local area colleagues. If your firm would like to be featured, please participate by posting a position on our job board and contacting Maren Amdal to schedule e-newsletter inclusion. A nominal fee will be charged – a great value! See previous e-newsletters for examples.

*Newsletters are distributed on the first of each month. Submission deadlines are the 25<sup>th</sup> of each month.*

### **E-Newsletter Sponsorship Opportunities:**

<b>Inclusion</b>	<b>Investment</b>
Banner Ad on CFA MN Website	\$50/mo.
Ad in e-newsletter	\$50/mo.
Job-board Spotlight inclusion*	\$100/mo.
Article with logo and hotlink in e-newsletter**	\$250/mo.
Firm Spotlight ***	\$250/mo.

\*Each monthly e-newsletter will spotlight one of the jobs posted on our job board and this position will also be featured on the homepage of our website.

\*\*A member firm who has recently written a newsletter article or market commentary can have it featured in the section entitled “Monthly Member Missives”.

\*\*\*A member firm who would like to be spotlighted in our e-newsletter will be showcased each month, much like our “Board Member Spotlight”.

### **Statistics and Feedback:**

*(Analytics for each e-newsletter issue are available to participating firms upon request)*

- Distribution list of nearly 3,500
- Average of 775 open and thoroughly read each issue
- Hotlink click-throughs average 100 per newsletter

*“Your newsletter was/is a good distribution source for us as you reach a rather sophisticated set of investors.”*

- MPMG, LLC

*“We have found the CFA Society’s newsletter and sponsorship opportunities an excellent value for building brand awareness.”*

- Disciplined Growth Investors

### **Contact:**

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*Additional Sponsorship Opportunities Available. Contact Maren Amdal for more details!*

