



## 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

Issue	Ad Close Date	Materials Due
Fall 1	19 August	26 August
Fall 2	16 September	23 September
Fall 3	21 October	28 October
Spring 1	24 January	31 January
Spring 2	21 February	2 March
Spring 3	23 March	1 April

For more information, contact Shannon Tompkins at +1.813.974.2084 or [swtompkins@usf.edu](mailto:swtompkins@usf.edu).

### Example

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- leaders who bring classroom lessons to life with case studies and
- discussions about real-world application.

For more information, visit [www.usf.edu/business/graduate/mba/](http://www.usf.edu/business/graduate/mba/).