



The CFA Society of Minnesota is a vital part of the Minnesota investment community, with nearly 1,200 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 5,000 financial industry professionals from Minnesota, North & South Dakota, Iowa and Wisconsin, our electronic correspondence is an excellent way to reach your target audience.

Opportunities

Ad with hotlink

Is your firm working a branding campaign? Use this unique opportunity to raise brand awareness with your local area colleagues! It's simple: Send us your logo and the url of your choice, and we'll include it in an upcoming e-newsletter.

Job-Board Spotlight with hotlink

Our newsletter provides an excellent opportunity to access high-quality candidates and raise brand awareness. We have the capability to feature open positions in our monthly e-newsletter "Job-Board Spotlight area" as well as on our homepage and our highly viewed Job-Board.

Article with logo and hotlink

Showcase your firm's most recent newsletter or market commentary in our newsletter. We accept high quality, relevant investment-related content that has been researched, written and published by local members who hold the CFA designation. Use this unique opportunity to communicate your message to your local colleagues. Qualified articles will be included in our monthly email broadcasts. All content will be reviewed before distribution.

Firm Spotlight with logo and hotlink

Highlight your firm's upcoming events and successes with a firm spotlight, logo and hotlink in our e-newsletter. We feature member firms in our monthly e-newsletter, with a write-up of your firm along with your logo and a link to your website. All content will be reviewed before distribution. Use this unique opportunity to create brand awareness with your local area colleagues.

Newsletters are distributed on the first of each month. Submission deadlines are the 25th of each month.

Sponsorship Fees

Inclusion	Investment
Ad with hotlink	\$50/mo.
Job-board Spotlight inclusion	\$100/mo.
Article with logo and hotlink in e-newsletter	\$250/mo.
Firm Spotlight	\$250/mo.

Statistics and Feedback

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

- Distribution list of more than 5,000
- More than 1,000 opens per newsletter
- Average of 175 click-throughs per newsletter

Contact

Mark Salter, Executive Director
CFA Society of Minnesota
(612)317-2888
executivedirector@cfamn.org



*"Your newsletter 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*