

2012 CFP Board Advertising Schedule

Week of Monday	January					February				March				April					May				June					July					August					September					October				November				December				
	26	2	9	16	23	30	6	13	20	27	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24		
NATIONAL CABLE																																																							
CNN, Fox News/Fox Business, History, MSNBC, AMC, HGTV, Travel																																																							
NETWORK RADIO																																																							
NPR																																																							
ONLINE DISPLAY																																																							
Mass Affluent Initiator Target																																																							
Life Event Targets																																																							
SEARCH																																																							
Mass Affluent/Life Event Targets (Google, Yahoo/Bing, Marchex)																																																							
PRINT																																																							
SmartMoney:																																																							
FP4C																																																							
FP + Advertorial																																																							
FP + 1/3																																																							
Kiplinger's																																																							
FP4C																																																							
Money																																																							
FP4C																																																							
FP + Advertorial																																																							
Wall Street Journal																																																							
1/4PG 4C, Weekend Investor																																																							
Parenting																																																							
FP4C																																																							
FP4C + Advertorial																																																							