Einstein's equation for the photoelectric of the external effect:

$$\varepsilon = A + \frac{mV2max}{2}$$

$$A = \varepsilon - \frac{mV2max}{2}$$

$$\varepsilon = h\frac{c}{\lambda}$$

$$A = \varepsilon - W_{max} = h\frac{c}{\lambda} - \frac{mV2max}{2} = 3.4 \cdot 10^{-34}\frac{J}{mol}$$

The ionisation energy of rubidium per atom is $3.4 \cdot 10^{-34}\frac{J}{mol}$