



2012 Connecticut CPA Display Ad Rates/Specs

Connecticut CPA is published bi-monthly and updates the almost 6,000 CSCPA members on timely professional issues and member news.

Color is Coming!

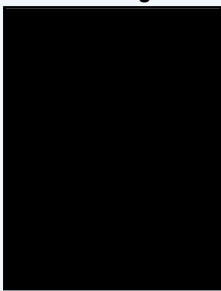
As part of a Society-wide rebranding, we'll be producing the magazine in full color beginning with the May/June 2012 issue. For the first time, any ad throughout the publication can be produced in eye-catching full color!

Interior Ad Rates

Size	1x	3x	6x	Add Color
Full Page	\$782	\$660	\$625	+\$300/issue
2/3 Page	\$660	\$561	\$528	+\$250/issue
Half Page	\$486	\$417	\$389	+\$200/issue
1/3 Page	\$383	\$324	\$305	+\$150/issue
1/2 Double Column	\$342	\$290	\$273	+\$150/issue
1/2 Single Column	\$226	\$191	\$181	+\$100/issue

All rates are per issue, net. Full-color additional rates are per issue. Specific positioning for interior ads is not available.

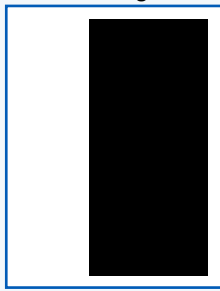
Full Page



8.5" x 11"

For bleeds, please allow a minimum of 1/4" trim.

2/3 Page



4.75" x 10"

Half Page



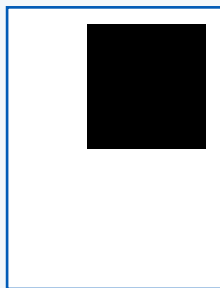
7.5" x 4.75"

1/3 Page



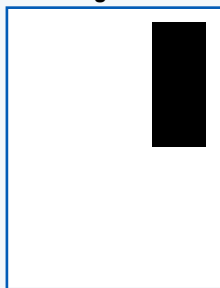
2.5" x 10"

1/2 Double Column



4.75" x 4.75"

1/2 Single Column



2.5" x 4.75"

Premium Placement Rates

Inside Front Cover (full-page color with bleeds) – \$1,300

Inside Back Cover (full-page color with bleeds) – \$1,200

No frequency discounts available on premium placement ads. Please call Kirsten at 860-258-0231 to confirm availability.

Premium Placement Full Page

(premium placement, inside front & inside back covers)



8.5" x 11"

For bleeds, please allow a minimum of 1/4" trim.

Specifications

- Advertisements should be submitted as electronic files – high-resolution PDF, TIFF, or EPS are preferred.
- The publication is printed with 4/4 process on 80# white offset. Color advertisements should be submitted using CMYK colors.
- Bleeds are available for full-page advertisements only.
- Please email files to Kirsten Piechota at kirstenp@cscpa.org.
- All space reservations and advertising copy must be received by the 10th of the month preceding that of publication – i.e., December 10 for the January/February issue.
- CSCPA reserves the right to reject any advertisement.

Questions? Call Kirsten Piechota at 860-258-0231 or email kirstenp@cscpa.org.



The Connecticut Society of CPAs, Inc.
716 Brook Street, Suite 100, Rocky Hill, CT 06067-3433
Phone: 860-258-4800 • Fax: 860-258-4859
www.cscpa.org



Connecticut CPA Display Ad Insertion Order

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Color is Coming!

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Size of Advertisement

Interior:

- Full Page
- 2/3 Page
- Half Page
- 1/3 Page
- 1/2 Double Column
- 1/2 Single Column

Add Color:

- +\$300
- +\$250
- +\$200
- +\$150
- +\$150
- +\$100

Premium Placement:

- Inside Front Cover (full-page color with bleeds)
- Inside Back Cover (full-page color with bleeds)

Issue(s) for Placement

- January/February (December 10 placement deadline)
- March/April (February 10 placement deadline)
- May/June (April 10 placement deadline)
- July/August (June 10 placement deadline)
- September/October (August 10 placement deadline)
- November/December (October 10 placement deadline)

Cost Calculation

$$\frac{\text{cost per issue}}{\text{number of issues}} \times \text{number of issues} = \text{total cost}$$

All rates are net.

Notes

- Email ad materials to Kirsten Piechota at kirstenp@cscpa.org. See the enclosed rates/specs sheet for details.
- Please call to confirm availability for premium placement advertisements.
- Specific positioning for interior advertising is not available.
- CSCPA reserves the right to reject any advertisement.

Payment Information

Company Name _____ Contact Person _____

Phone _____ Fax _____ Email _____

Amount Due \$ _____ Check payable to CSCPA Visa MasterCard AmEx

Card# _____ Exp Date _____ CVV Code _____

Cardholder's Name _____ Cardholder's Signature _____

Billing Address Street _____ City, State, Zip _____

Please fax this form to 860-258-4859 and email electronic files to Kirsten Piechota at kirstenp@cscpa.org. Questions? Call Kirsten at 860-258-0231.



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