



Email Advertising Specifications and Insertion Order

Get your message and web link in front of your target audience with our popular electronic publications. Each issue features a single banner advertisement (600 pixels wide x 150 pixels high) prominently featured on the top of the page top.



Member eNews

Updates CTCPA members on breaking professional and regulatory developments, legislative issues, events, member news, and more.

Frequency: Every two weeks
Circulation: 6,500
Cost per insertion: \$750



Online Learning

Alerts CPAs and accounting professionals to upcoming continuing professional education conferences, livestream programs, and webinars.

Frequency: Weekly except during busy season
Circulation: 7,000
Cost per insertion: \$500



Student CONNection

Keeps CTCPA student members – undergraduate and graduate accounting majors – in-the-know with career development advice and more.

Frequency: Monthly
Circulation: 1,500
Cost per insertion: \$500

I. Choose your advertisement options:

Please contact Cindy Panioto at cindyp@ctcpas.org or 860-258-0213 to confirm availability. All rates are net.

Placement

- Member eNews
- Online Learning
- Student CONNection

Cost Calculation

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

2. Supply your company information:

Company name: _____

Contact person: _____

Phone: _____ Email: _____

Total amount due: \$ _____ Check to CTCPA Request an electronic invoice

3. Submit your advertising creative:

Email banner ad (GIF, PNG, or JPEG) to Cindy Panioto at cindyp@ctcpas.org at least two weeks prior to email send date. Advertisements are 600 pixels wide x 150 pixels high and include a link to your website.

Return this form to Cindy Panioto at cindyp@ctcpas.org.

Please mail payments by check to CTCPA, 716 Brook Street, Rocky Hill, CT 06067, Attention Cindy Panioto. Questions? Contact Cindy at 860-258-0213 or cindyp@ctcpas.org.