



Email Advertising Specifications and Insertion Order

Get your message and web link in front of your target audience with our popular electronic publications. Your leaderboard banner advertisement (600 pixels wide x 150 pixels high) will be prominently featured on the top of the page top.



Professional Development & Events

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 Liz Frazza at lizf@ctcpas.org or Jennifer Cooley-Brewer at jenniferco@ctcpas.org to confirm availability. All rates are net.

Placement

- Professional Development & Events
- Student CONNecTion

Cost Calculation

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

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 Liz Frazza at lizf@ctcpas.org or Jennifer Cooley-Brewer at jenniferco@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 Liz Frazza at lizf@ctcpas.org or Jennifer Cooley-Brewer at jenniferco@ctcpas.org.

Please mail payments by check to CTCPA, 716 Brook Street, Rocky Hill, CT 06067.

Questions? Contact Liz at 860-258-0220 or Jennifer at 860-258-0221.



CTCPA Connect Online Community Advertising Specifications and Insertion Order



Reach an active community of finance professionals through our vibrant members-only online community, CTCPA Connect. Featuring more than two dozen topic-specific groups, our state and federal tax discussion groups are especially popular. Your banner advertisement (960 pixels wide x 125 pixels high) with web link will be prominently featured on the top of the community discussion pages and in each discussion notification email sent.

I. Choose your advertisement options:

Please contact Liz Frazza at lizf@ctcpas.org or Jennifer Cooley-Brewer at jenniferc@ctcpas.org to confirm availability. All rates are net.

Placement

- Three Months
- Six Months
- One Year

Cost Calculation

$$\frac{\text{cost per month}}{\text{cost per month}} \times \frac{\text{\# of months}}{\text{\# of months}} = \frac{\text{total cost}}{\text{total cost}}$$

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 Liz Frazza at lizf@ctcpas.org or Jennifer Cooley-Brewer at jenniferc@ctcpas.org at least two weeks prior to post date. Banners are 960 pixels wide x 125 pixels high and include a link to your website.

Return this form to Liz Frazza at lizf@ctcpas.org or Jennifer Cooley-Brewer at jenniferc@ctcpas.org.

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