



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

Placement

- Three Months
- Six Months
- One Year

Cost Calculation

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

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 jenniferfc@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 jenniferfc@ctcpas.org.

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