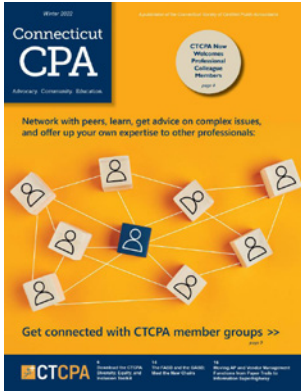




# Connecticut CPA Magazine Advertising Specifications



Connecticut CPA magazine, published quarterly, is the CTCPA’s flagship publication, updating nearly 6,000 CTCPA members on timely professional issues and member news.

## Interior Ad Rates/Sizes

Size	1 Issue	3 Issues	4 Issues	Dimensions
Full Page	\$1,082	\$960	\$925	7.5" x 10"
2/3 Page	\$910	\$811	\$778	4.75" x 10"
Half Page	\$686	\$617	\$589	7.5" x 4.75"
1/3 Page	\$533	\$474	\$455	2.5" x 10"
1/2 Double Column	\$492	\$440	\$423	4.75" x 4.75"
1/2 Single Column	\$326	\$291	\$281	2.5" x 4.75"

Specific positioning for interior advertisements is not available. All ads appear in CMYK color. Rates are per issue, net. CTCPA reserves the right to refuse any advertisement.

## Premium Placement Ad Rates/Sizes

**Outside Back Cover** (partial page, 7.5" x 5.5") – \$1,400 per issue

**Inside Front Cover** (full page, 7.5" x 10") – \$1,300 per issue

**Inside Back Cover** (full page, 7.5" x 10") – \$1,200 per issue

\*Full-page ads with bleeds may be 8.5" x 11" plus 1/4" bleeds.

\*\*Outside back cover ad with bleeds may be 8.5" x 6" plus 1/4" bleeds.

Please contact Kirsten Piechota at [kirstenp@ctcpas.org](mailto:kirstenp@ctcpas.org) or 860-258-0231 to confirm availability for premium placement advertisements.

**Full Page**  
7.5" x 10"

Ads with bleeds may be 8.5" x 11" plus 1/4" bleeds.

**Half Page**  
7.5" x 4.75"

**1/2 Double Column**  
4.75" x 4.75"

**1/2 Single Col.**  
2.5" x 4.75"

**2/3 Page**  
4.75" x 10"

**1/3 Page**  
2.5" x 10"

**Outside Back Cover**  
7.5" x 5.5"

Ads with bleeds may be 8.5" x 6" plus 1/4" bleeds.



# Connecticut CPA Magazine Advertising Insertion Order

Reach a diverse group of financial professionals across Connecticut and beyond. *Connecticut CPA* covers hot topics including technology, HR issues, advocacy updates, member news, and more.

## I. Choose your advertisement options:

Please contact Kirsten Piechota at [kirstenp@ctcpas.org](mailto:kirstenp@ctcpas.org) or 860-258-0231 to confirm availability for premium placement advertisements.

### Size of Advertisement

#### Interior

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

#### Premium Placement

- Outside Back Cover (partial page)
- Inside Front Cover (full page)
- Inside Back Cover (full page)

### Issue(s) for Placement

#### Issue

- Winter
- Spring
- Summer
- Fall

#### Deadline

- December 1
- March 1
- June 1
- September 1

### Cost Calculation

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

## 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 high-resolution PDF materials to Kirsten at [kirstenp@ctcpas.org](mailto:kirstenp@ctcpas.org).

## Return this form to Kirsten Piechota at [kirstenp@ctcpas.org](mailto:kirstenp@ctcpas.org).

Please mail payments by check to CTCPA, 716 Brook Street, Rocky Hill, CT 06067, Attention Kirsten Piechota. Questions? Contact Kirsten at 860-258-0231 or [kirstenp@ctcpas.org](mailto:kirstenp@ctcpas.org).