



## CPA INPerspective

CPA IN Perspective is a professional color magazine sent to over 8,000 INCPAS members four times a year. It contains news and updates on events, activities and important developments impacting the CPA profession.

## re:Source

The society's annual CPE course catalog, re:Source, is mailed in April to over 8,000 INCPAS members.

## 2010 Advertising Rates/Specifications

Ad Size	Member Color	Nonmember Color
Back Cover	\$1,550	\$2,170
Full pg.	\$1,350	\$1,890
1/2 pg.	\$965	\$1,350
1/4 pg.	\$635	\$890
1/8 pg.	\$390	\$545
<hr/>		
Classified: 40 word limit	\$100	\$140
»price per word over 40	\$1.30	\$1.55

## Advertising Discount Opportunity

Four or more display ads in CPA IN Perspective and/or re:Source qualifies for a 15 percent discount.

## Publication and Closing Dates

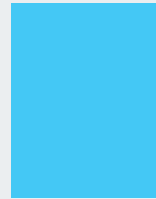
Issue	Insertion Order	Materials	Mail Date
Spring 10	Feb. 26	April 9	May 7
Summer 10	May 28	July 9	Aug. 6
Fall 10	Sept. 3	Oct. 15	Nov. 12
Winter 11	Oct. 29	Dec. 10	Jan. 7, 2011
re:Source 10-11	Jan. 29	March 12	April 9
re:Source Focus	Published 2 times annually (1/8 page horizontal ad only)		

## Printing Specifications

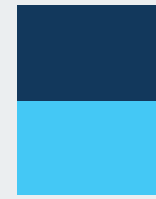
Printing.....	Offset
Line Screen.....	Up to 175 line
Trim Size.....	9" x 10.8125"
Body Stock.....	80# Text Matte
Cover Stock.....	80# Cover Matte
Binding.....	Saddle stitch

## Advertising Sizes

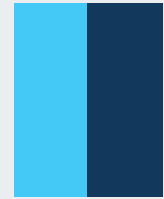
Full, half, quarter and eighth page spaces are available in the CPA IN Perspective and re:Source as shown below:



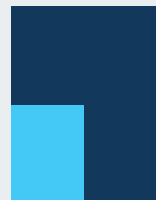
Full page (full bleed)  
9.25" x 11.0625"



1/2 page Horizontal  
7.875" x 4.90"



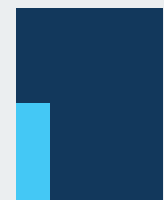
1/2 page Vertical  
3.50" x 9.8125"



1/4 page  
3.50" x 4.90"



1/8 page Horizontal  
3.50" x 2.45"



1/8 page Vertical  
1.75" x 4.90"

## Advertising Guidelines

Artwork is to be provided as high-resolution (300 dpi) PDFs. Contact the Society if artwork cannot be provided as stated. Copy and artwork are subject to approval. The Society accepts or declines advertising based on content appropriateness or space availability.

## Electronic

Type	Member	Nonmember
e-news text ad	\$350	\$500
<i>75-word limit, may include web site and/or email link and logo.</i>		
incpas.org display ad	\$390	\$545
<i>Size must be no larger than 120w x 60h pixels</i>		

## Contact Information

For more information on advertising, contact Vice President — Communications Dave Shatkowski at: (317) 726-5022 or [dshatkowski@incpas.org](mailto:dshatkowski@incpas.org).

## Insertion Order – CPA INPerspective, re:Source Catalog

COMPANY: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_ RATE:  Member  Nonmember AD SIZE: \_\_\_\_\_

Spring     Summer     Fall     Winter  
 re:Source     re:Source Focus

Complete insertion order and return to Dave Shatkowski at [dshatkowski@incpas.org](mailto:dshatkowski@incpas.org) or fax (317) 726-5005.