



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. A digital edition was launched in 2010 to go along with the print version.

re:Source

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

2012 Advertising Rates

Ad Size	Member Color	Nonmember Color
Back Cover	\$1,705 (\$150)	\$2,385 (\$210)
Full pg.	\$1,520 (\$125)	\$2,125 (\$175)
1/2 pg.	\$1,065 (\$100)	\$1,490 (\$140)
1/4 pg.	\$695 (\$75)	\$970 (\$105)
1/8 pg.	\$430 (\$50)	\$600 (\$80)

Amount in parenthesis is additional cost for link in digital edition.

Classified: 40 word limit	\$100	\$140
»price per word over 40	\$1.30	\$1.55

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 12	Feb. 15	March 15	May 15
Summer 12	May 7	June 7	Aug. 7
Fall 12	Aug. 13	Sept. 13	Nov. 13
Winter 13	Oct. 8	Nov. 8	Jan. 8, 2013
re:Source 12-13	Jan. 27	Feb. 10	April 20

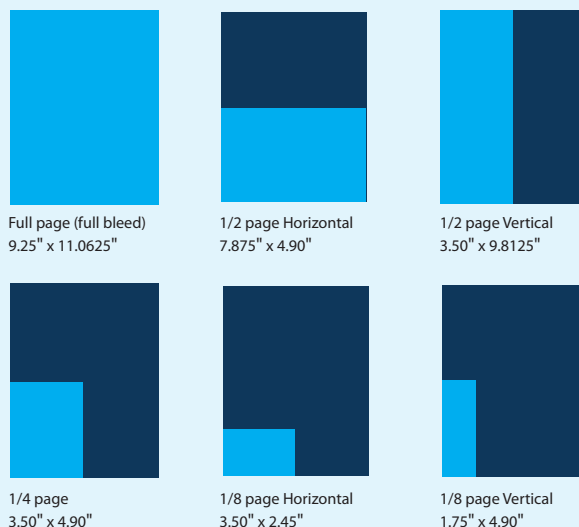
re:Source Focus Published 3 times annually (1/8 page horizontal ad only)

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 Specifications

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



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 banner ad (per issue)	\$365	\$510
<i>Published biweekly; size is 585w x 50h pixels.</i>		
incpas.org display ad (90 days)	\$410	\$575
<i>Size is 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.

Insertion Order – CPA INPerspective, re:Source Catalog

COMPANY: _____ TELEPHONE: _____ FAX: _____

CONTACT NAME: _____ E-MAIL: _____

ADDRESS: _____ SIGNATURE: _____ DATE: _____

CITY: _____

STATE: _____ ZIP CODE: _____

ISSUE: Spring Summer Fall Winter
 re:Source Focus Web e-news

RATE: Member Nonmember AD SIZE: _____

LINK IN DIGITAL EDITION: Yes No

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