



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.

2013 Advertising Rates

Ad Size	Member Color	Nonmember Color
Back Cover	\$1,790 (\$150)	\$2,500 (\$210)
Full pg.	\$1,595 (\$125)	\$2,230 (\$175)
1/2 pg.	\$1,115 (\$100)	\$1,565 (\$140)
1/4 pg.	\$730 (\$75)	\$1,020 (\$105)
1/8 pg.	\$450 (\$50)	\$630 (\$80)

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

Classified: 40 word limit	\$105	\$145
»price per word over 40	\$1.35	\$1.60

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 13	March 1	April 15	May 22
Summer 13	May 17	June 21	Aug. 14
Fall 13	Aug. 23	Sept. 27	Nov. 20
Winter 14	Oct. 18	Nov. 20	Jan. 15, 2014
re:Source 13-14	Jan. 25	Feb. 22	April 23

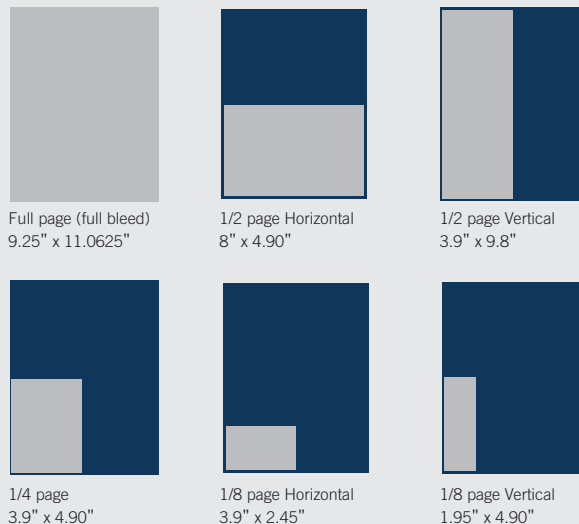
re:Source Focus Published 3 times annually (1/8 page horizontal ad only)

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)	\$385	\$535
<i>Published biweekly; size is 585w x 50h pixels.</i>		
incpas.org display ad (90 days)	\$430	\$605
<i>Size is 180w x 150h 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