

**The Georgia Society**  
*of CPAs*

## **2019 ADVERTISING OPPORTUNITIES**

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**Emily Becker, Assistant Manager, Strategic Relationships**

The Georgia Society of CPAs

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# Electronic Newsletters

## *The Voice*

This monthly, HTML-based, email newsletter is designed to be a brief and current resource for GSCPA members. Topics are selected to provide over 10,000 members and subscribers with current trends in the accounting industry as well as GSCPA news and events. The newsletter is sent on the first Monday of each month.

Advertising space is on a first come, first served basis. Only one advertiser per issue. Ad will be linked to advertiser's website. Ads appear between the newsletter masthead and content. Artwork must be submitted in completed form.

**Ad size:** 680 x 50 pixels; Flash and animation is not accepted.

**Deadline for materials:** One week prior to the issue date

**Sponsorship Rate:** \$500 per issue

## GSCPA Interest Communities

GSCPA recently introduced the newest way for our members to participate in their professional association and add value to their membership: GSCPA Interest Communities. Each community represents a specialty or segment of the CPA profession.

Communities offer a unique professional development experience by providing the latest news and information in the specific practice areas that are most important to you and your firm.

- Accounting & Auditing
- Business & Industry
- Estate & Financial Planning
- Fraud & Forensic Services
- Health Care
- Information Technology
- Management of an Accounting Practice
- Real Estate
- Taxation
- Young CPAs

These targeted e-newsletters offer you an opportunity to strategically sponsor up to 10 community newsletters and engage our members in a unique way. Our members voluntarily sign up for these newsletters as a way to stay current with trends and topics in their field.

### Communities Facts:

- Around 5,000 unique members signed up
- Readership increased by 300% in the first year
- 36% of all GSCPA members are receiving at least one newsletter a month

Pricing includes full analytics to identify opens, click-throughs, etc. every two months. Ad artwork and link may be changed once every two months.

**Deadline for materials:** One week prior to the issue date

**Sponsorship Rate:**

<b>3 Month Sponsorship</b>	<b>6 Month Sponsorship</b>	<b>12 Month Sponsorship</b>
\$300 - 1 community	\$600 - 1 community	\$1,200 - 1 community
\$1,500 - 5 communities	\$3,000 - 5 communities	\$3,000 - 5 communities
<del>\$3,000</del> - 10 communities	<del>\$6,000</del> - 10 communities	<del>\$12,000</del> - 10 communities
<b>\$2,500 - BEST VALUE!</b>	<b>\$5,000 - BEST VALUE!</b>	<b>\$10,000 - BEST VALUE!</b>

# GSCPA Website

## Display Ads

Take advantage of the opportunity to get your name in front of the Internet business community by advertising on the GSCPA website - [www.gscpa.org](http://www.gscpa.org). Ads are placed on the home page of the website. Each display ad includes a link to the advertiser's website. Ad space is sold in 90-day increments. Flash and animation is not accepted.

**Ad Size:** 150 x 150 pixels

**Rate:** \$650 for 30 days

## Classified Ads

Classified ads are available through the GSCPA website. These copy-only ads run in 30-day increments and are priced based on character count. Upload and pay directly on the website. Advertisers have the opportunity to edit ads while posted on the web site, and email reminders are sent when ads are about to expire, should you want to extend the ad run. To view current ads, or to post an ad, please visit the website: [www.gscpa.org/classifieds/public/search.aspx](http://www.gscpa.org/classifieds/public/search.aspx)

<b>Ad Rates</b>	<b>Members</b>	<b>Nonmembers</b>
280 characters or less	\$85	\$105
281-540 characters	\$120	\$140
540-800 characters	\$185	\$205

# Credits CPE Catalog

*Credits* CPE Catalog is GSCPA's continuing education catalog. *Credits* is published in April and is distributed to over 14,000 CPAs around Georgia and neighboring states. It is a complete catalog of seminars, conferences, webinars and self-study that GSCPA offers throughout the year.

## Display Ad Rates & Size Specifications

Back cover	7.5" x 5"	\$2450
Inside front cover	7.5" x 10"	\$2050
Inside back cover	7.5" x 10"	\$1850
Full page	7.5" x 10"	\$1500
Half page	7.5" x 5"	\$1100
Quarter page	3.5" x 5"	\$950

## Deadline for insertion order and artwork: March 1

Resolution: 300 dpi or higher  
File format: PDF or EPS

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# Credits CPE Tabloid

*Credits* CPE Tabloid is published three times a year in August (Summer), September (Fall), and October (Winter). It is distributed to over 13,000 CPAs around Georgia and neighboring states. It is a complete catalog of seminars, conferences, webinars and self-study that GSCPA offers throughout the year.

## Display Ad Rates & Size Specifications

Back cover	10" x 7.25"	\$2000
Half page	10" x 7.25"	\$1600
Quarter page	4.75" x 7.25"	\$1200

## Deadline for insertion order and artwork

August issue June 1  
September issue July 1  
October issue August 1

Resolution: 300 dpi or higher  
File format: PDF or EPS

# Current Accounts

*Current Accounts*, The Georgia Society of CPAs magazine, is distributed six times each year to 14,000 CPAs, prospective members, subscribers and advertisers. The publication reaches readers the first week of the first month of the issue (i.e. January 1-7 for January/February issue).

## Display Ad Rates & Size Specifications

Back cover	7.5" x 5"	\$2000
Inside covers	7.5" x 10"	\$1850
Full page	7.5" x 10"	\$1700
Half page	7.5" x 5"	\$1200
Quarter page	3.5" x 5"	\$800

## Deadline for insertion order and artwork

January/February issue	December 1	July/August issue	June 1
March/April issue	February 1	September/October issue	August 1
May/June issue	April 1	November/December issue	October 1

Resolution: 300 dpi or higher  
File format: PDF or EPS

## Classified Ad Rates

50 words or less	\$85
51-100 words	\$120
101-150 words	\$185
Confidential file box	Additional \$5

# Terms & Conditions

### Placement:

- Position in the publication is not guaranteed except for cover positions. Ads are placed according to the layout of the material. The advertiser of a cover position has the first right of refusal for space in the next scheduled issue.
- Ads will not be placed on pages facing other ads. Competing advertisers will not be placed on the same page.

### Credit Terms:

- No cash or multiple insertion discounts are given.
- All accounts are due and payable within 30 days of invoice date and receipt of publication.
- All classified ads must be paid upon insertion. All major credit cards are accepted over the phone or a check may be mailed.

### Restrictions:

- Advertising is restricted to companies selling products or services specific to the accounting industry.
- No advertiser may advertise any service or product in direct competition with a GSCPA service or product (i.e. CPE conferences and seminars)
- Ad content is subject to approval by the editor who reserves the right to reject misleading advertisements.
- Any cancellations by advertiser must be received by GSCPA in writing before the deadline for the issue in which the applicable advertisement is scheduled to appear (see below). If GSCPA does not receive a written cancellation by the applicable deadline, then the advertiser shall remain obligated to pay GSCPA the full amount for the applicable advertisement.

### Artwork:

- There are no bleeds on printed advertisements.
- All artwork must be submitted in completed form.

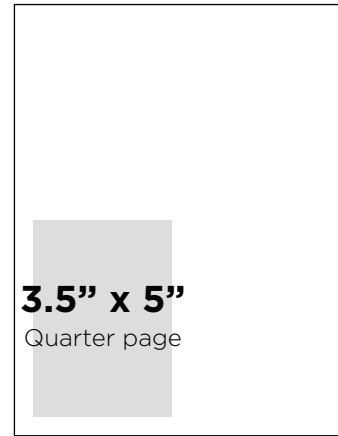
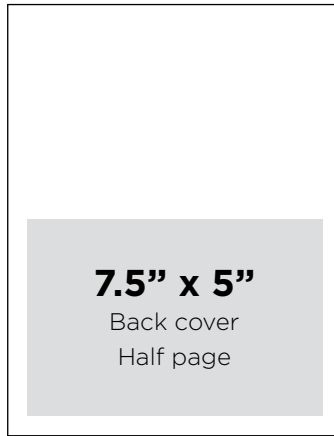
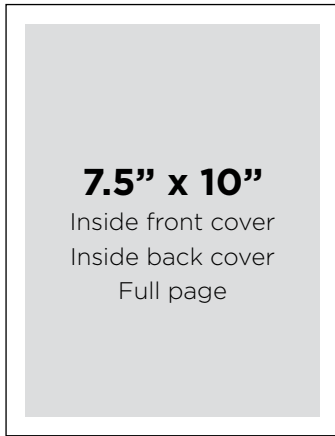
# Advertisement Rate Card

## Credits CPE Catalog Display Ad

<input type="checkbox"/> Back cover	\$2450	7.5" x 5"
<input type="checkbox"/> Inside front cover	\$2050	7.5" x 10"
<input type="checkbox"/> Inside back cover	\$1850	7.5" x 10"
<input type="checkbox"/> Full page	\$1500	7.5" x 10"
<input type="checkbox"/> Half page	\$1100	7.5" x 5"
<input type="checkbox"/> Quarter page	\$950	3.5" x 5"

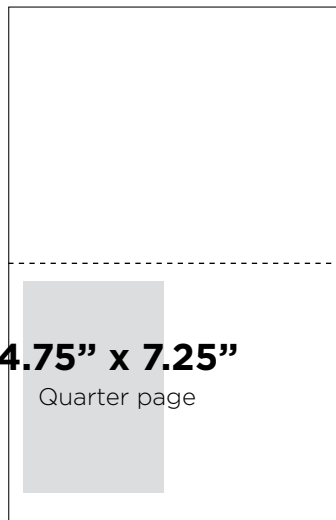
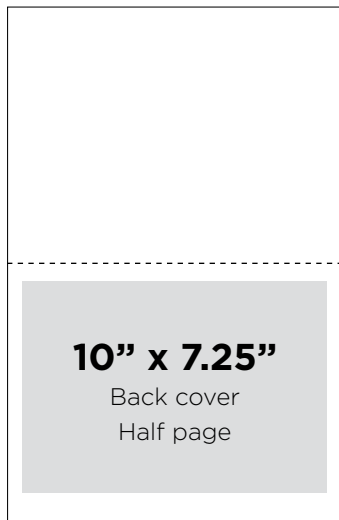
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<input type="checkbox"/> Back cover	\$2000	7.5" x 5"
<input type="checkbox"/> Inside covers	\$1850	7.5" x 10"
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## Credits CPE Tabloid

<input type="checkbox"/> Back cover	\$2000	10" x 7.25"
<input type="checkbox"/> Half page	\$1600	10" x 7.25"
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## Current Accounts Classified Ad

<input type="checkbox"/> 50 words or less	\$85
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<input type="checkbox"/> 101-150 words	\$185
<input type="checkbox"/> Confidential file box	Additional \$5

## Website Classified Ad

	Member	Nonmember
280 characters or less	<input type="checkbox"/> \$85	<input type="checkbox"/> \$105
281-540 characters	<input type="checkbox"/> \$120	<input type="checkbox"/> \$140
540-800 characters	<input type="checkbox"/> \$185	<input type="checkbox"/> \$205

## Digital Advertising

<input type="checkbox"/> <i>The Voice</i> e-newsletter	\$500	550 x 50px
<input type="checkbox"/> <i>Stepping Stones</i> e-newsletter	\$200	550 x 50px
<input type="checkbox"/> Website display ad	\$650/30 days	150px x 150px

# The Georgia Society of CPAs

## ADVERTISING INSERTION ORDER

### CONTACT AND COMPANY INFORMATION

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Billing Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### PAYMENT INFORMATION

Check enclosed payable to The Georgia Society of CPAs

Visa    MasterCard    AmEx    Discover    Personal Card OR  Company Card

Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

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#### Artwork:

- There are no bleeds on printed advertisements.
- All artwork must be submitted in completed form.

*Your signature below indicates that you understand and agree to the terms. Space will not be reserved without signature.*

\_\_\_\_\_  
Company Representative's Signature

\_\_\_\_\_  
Date

**Please complete application and fax or mail with payment to:**

Emily Becker, Assistant Manager, Strategic Relationships

The Georgia Society of CPAs, Six Concourse Parkway, Suite 800 | Atlanta, GA 30328

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