



2012 MARKETING OPPORTUNITIES

THE GEORGIA SOCIETY OF CPAS



MARKETING OPPORTUNITIES 2012

The Georgia Society of CPAs (GSCPA) is your connection to 11,000 financial professionals throughout Georgia and the surrounding states. Whether you place an ad in one of our publications or make face-to-face contact by exhibiting at one of our events, you are guaranteed an audience of specialized professionals.

The GSCPA has a long-standing relationship with Georgia's top CFOs, financial managers, controllers and primary purchasers of financial services. CPAs from the state's best firms look to the GSCPA for advice and guidance.

Join forces with the GSCPA and together we can grow your business.

Prices listed are valid January 1 - December 31, 2012

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CONTACTS

Conference Sponsorships and Exhibit Space

Elizabeth Kistler
404-504-2941
800-330-8889 Ext. 2941
ekistler@gscpa.org

Publication and Web Site Advertising

Jamie Etzbach
404-504-2933
800-330-8889 Ext. 2933
jetzbach@gscpa.org

WWW.GSCPA.ORG



CONFERENCE SPONSORSHIPS/EXHIBITORS

Conferences provide a unique and exciting opportunity to network with your target market, herald your name and interests and explain your products and services in a one-on-one atmosphere. Gold sponsorship at conferences denotes highest billing and prestige. Silver sponsorship packages expose your company at a valued cost. Multiple gold and silver sponsors will be accepted, with the exception of the Southeastern Accounting Show (SEAS). However, at this level, sponsors will be limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.).

Gold Sponsorship

Limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Entire exhibitor package (see page 5)
- Premier signage with logo at event
- Company logo on cover of the printed conference brochure, as well as a link to company web site from the digital brochure (when payment is received prior to publication deadline)
- One page of company literature included in conference attendee manual (with the exception of SEAS)
- List of attendees. Labels are available upon request for a one time mailing.
- Option to attend conference at half the price of an early member registration (Full time employees of the sponsor; lunch included; must register employees separately with the GSCPA CPE Department at 404-504-2985. Limit 2.)

Silver Sponsorship

limited to one per business type (i.e. one consulting firm, one CPA firm, one placement firm, etc.)

- Option to purchase exhibitor package at half price (see page 5)
- Signage at event
- Company listing in printed conference brochure, as well as a link to company web site from the digital brochure (when payment is received prior to publication deadline)
- Company listing in conference marketing material and/or handouts
- List of attendees. Labels are available upon request for a one time mailing.
- Option to attend conference at half the price of an early member registration (Full time employees of the sponsor; lunch included; must register employees separately with the GSCPA CPE Department at 404-504-2985. Limit 1.)

Other Sponsorships

Other sponsorship opportunities, such as continental breakfasts, coffee breaks, lunches and nationally recognized speakers, are available at various conferences.

**Don't be left out. Your competition will be there!
The GSCPA wants you to reach your selling potential. Register today!**

Contact: Elizabeth Kistler • 404-504-2941 • ekistler@gscpa.org

Sponsor/Exhibitor Application: pages 10-11

CONFERENCE SPONSORSHIPS/EXHIBITORS

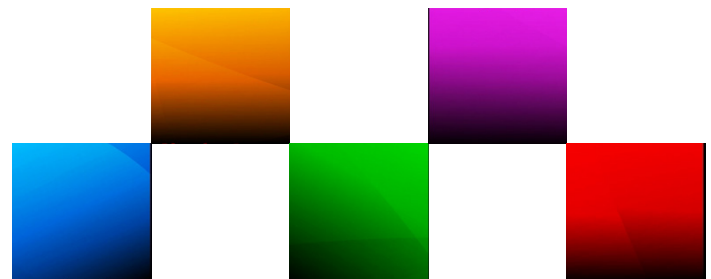
Exhibitor opportunities at GSCPA conferences allow for networking, face-to-face contact with future and current clients and customers and the opportunity to expose your products and services to a target group of accounting professionals.

Exhibitor Package

- One 10' x 10' carpeted space, including one table and two chairs
- Two lunch passes (\$65 value)
- Company listing in printed conference brochure, as well as a link to company web site from the digital brochure (when payment is received prior to publication deadline)
- Company listing in conference material
- List of attendees. Labels are available upon request for a one time mailing.
- Company listing in additional conference marketing (i.e. attendee updates; registration reminders)

The exhibitor package DOES NOT include:

- Identifying signage or banners
- Telephone/Internet connection
- Electrical connection
- Additional easels or tables
- Shipping/Freight
- Conference registrations



CONFERENCE SPONSOR/EXHIBITOR DETAILS

Discounts and Special Rates

- Exhibit/Sponsor at two conferences and receive \$50 off the cost of the second conference.
- Exhibit/Sponsor at three conferences and receive \$75 off the cost of the second and third conference.
- Exhibit/Sponsor at four conferences and receive \$100 off the second, third, and fourth conference.

*Note: Discounts may not be applied to the Southeastern Accounting Show; however, SEAS may be considered the first of multiple choices. Payment for the conferences must be made at the time the discounts are taken. *You must register for all conferences at the same time.**

Cancellation Policy

Cancellations are fully refundable if submitted in writing 90 calendar days or more prior to the conference. Cancellations submitted in writing 89 to 31 days prior to the conference will receive a 50 percent refund. **No refunds will be given to cancellations received 30 days or less prior to the conference.**

Sponsor/Exhibitor Application

The conference sponsor/exhibitor application is on pages 10 and 11 of this Marketing Opportunities catalog. Please indicate which conferences you wish to be a sponsor or exhibitor and send completed form and payment to Elizabeth Kistler at the GSCPA offices. Please be certain to review the Terms of Contract on pages 12-13. If you wish to be a sponsor or exhibitor at the Southeastern Accounting Show (SEAS), contact Elizabeth Kistler at 404-504-2941 or ekistler@gscpa.org for rates and application.

Items to Note

Items shipped to conference facilities generally incur a fee. Directions, parking, accommodations, set-up, tear-down, exhibit hours and additional information will be provided after your completed application and payment have been received. Every effort has been made to ensure that all information is accurate. **Please note that dates and locations on all conferences are subject to change due to facility availability.**



CONFERENCE SCHEDULES, DETAILS AND RATES

Healthcare Conference

Course No. 13011

February 10, 2012 • Cobb Galleria Centre

Average Attendance: 200

Attendance Demographics: CPAs who practice in industry and public accounting.

Conference Specifics: Topics include legal updates, technology and current topics related to tax, accounting and physician practices.

Gold Sponsorship: \$1650

Exhibit Space by November 28, 2011: \$750

Silver Sponsorship: \$1150

Exhibit Space after November 28, 2011: \$1150

Spring Decision Makers Conference

Course No. 13008

April 19-20, 2012 • Cobb Galleria Centre

Average Attendance: 300

Attendance Demographics: CPAs who practice in education, government, industry, law firms and public accounting.

Conference Specifics: Topics include leadership, economic update, human resource issues, business and tax law, technology work/life balance and accounting topics relevant to CPAs in industry.

Gold Sponsorship: \$2050

Exhibit Space by February 6, 2012: \$950

Silver Sponsorship: \$1350

Exhibit Space after February 6, 2012: \$1350

Spring Government Workshop

Course No. 13016

May 11, 2012 • The Macon Centreplex

Average Attendance: 100

Attendance Demographics: CPAs who practice in education, government, industry and public accounting.

Conference Specifics: One day, in-depth workshop on a current topic specific to the governmental arena.

Gold Sponsorship: \$1450

Exhibit Space by February 27, 2012: \$550

Silver Sponsorship: \$950

Exhibit Space after February 27, 2012: \$950

Nonprofit Conference

Course No. 13033

May 24, 2012 • Cobb Galleria Centre

Average Attendance: 120

Attendance Demographics: CPAs who practice in industry and public accounting.

Conference Specifics: This conference covers a variety of topics specific to the needs of 501(c)(3) and 501 (c)(6) organizations.

Gold Sponsorship: \$1450

Exhibit Space by March 12, 2012: \$550

Silver Sponsorship: \$950

Exhibit Space after March 12, 2012: \$950



CONFERENCE SCHEDULES, DETAILS AND RATES

Georgia Federal Tax Conference

Course No. 13078

June 7-8, 2012 • Cobb Galleria Centre

Average Attendance: 220

Attendance Demographics: CPAs who practice in industry, law firms and public accounting.

Conference Specifics: This unique high-level event features one day of tax-specific topics and one day of estate planning topics.

Gold Sponsorship: \$2050

Exhibit Space by March 26, 2012: \$950

Silver Sponsorship: \$1350

Exhibit Space after March 26, 2012: \$1350

Real Estate Conference

Course No. 13002

June 14, 2012 • Cobb Galleria Centre

Average Attendance: 270

Attendance Demographics: CPAs who practice in industry and public accounting.

Conference Specifics: Topics range from future ideas and plans, development, valuation, tax updates, debt and financing, technology and economics.

Gold Sponsorship: \$1650

Exhibit Space by April 2, 2012: \$750

Silver Sponsorship: \$1150

Exhibit Space after April 2, 2012: \$1150

Annual Convention and Leadership Council Meeting

Course No. 13051

June 17-20, 2012 • Samoset Resort Camden-Rockport-Rockland, Maine

This unique event combines educational sessions and networking in a fun environment. Network with the decision-makers and heads of firms and companies at this three-day event. Contact Elizabeth Kistler at ekistler@gscpa.org or 404-504-2941 for specific exhibit and sponsorship opportunities and prices.

Estate Planning Conference

Course No. 13004

Date TBD • The Ritz-Carlton Lodge, Reynolds Plantation

Average Attendance: 115

Attendance Demographics: CPAs who practice in industry, law firms and public accounting.

Conference Specifics: Topics include a current event update and other relevant and timely topics geared toward estate planning professionals. Additional sponsorship opportunities are available. Please contact Elizabeth Kistler at 404-504-2941 or ekistler@gscpa.org for more details.

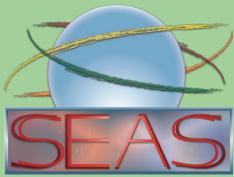
Gold Sponsorship: \$2050

Exhibit Space by May 14, 2012: \$950

Silver Sponsorship: \$1350

Exhibit Space after May 14, 2012: \$1350

CONFERENCE SCHEDULES, DETAILS AND RATES



Southeastern Accounting Show

August 29-30, 2012 • Course No. 13089 • Cobb Galleria Centre, Atlanta

Join us in Atlanta and meet face-to-face with over 1,200 CPAs from every area of the profession. Gain access to the individuals who have buying power for their organizations. This conference is a region-wide two-day show including the hottest trends in accounting/auditing issues, professional development, technology and taxation. Special sponsorship and exhibit opportunities are available for this conference. For a detailed summary of marketing opportunities for SEAS, please contact Elizabeth Kistler at 404-504-2941 or ekistler@gscpa.org.

Fraud and Forensic Accounting Conference

Course No. 13021

September 14, 2012 • Cobb Galleria Centre

Average Attendance: 150

Attendance Demographics: CPAs who practice in education, government, industry and public accounting.

Conference Specifics: Topics include case studies, discovery and detection, internal controls, fraud prevention and a trial simulation.

Gold Sponsorship: \$1450

Exhibit Space by July 2, 2012: \$550

Silver Sponsorship: \$950

Exhibit Space after July 2, 2012: \$950

Financial Institutions Conference

Course No. 13096

September 20, 2012 • Cobb Galleria Centre

Average Attendance: 110

Attendance Demographics: CPAs who practice in industry and public accounting.

Conference Specifics: Topics include e-commerce, community banking, regulatory issues and technology for financial institutions.

Gold Sponsorship: \$1450

Exhibit Space by July 9, 2012: \$550

Silver Sponsorship: \$950

Exhibit Space after July 9, 2012: \$950

Accounting and Auditing Conference

Course No. 13036

October 5, 2012 • Location TBD

Average Attendance: 130

Attendance Demographics: CPAs who practice in industry and public accounting.

Conference Specifics: Topics include an A&A update, profession regulations and standards and fraud.

Gold Sponsorship: \$1450

Exhibit Space by July 23, 2012: \$550

Silver Sponsorship: \$950

Exhibit Space after July 23, 2012: \$950

Fall Decision Makers Conference

Course No. 13046

October 2012 • The Convention Center at the Gwinnett Center

Average Attendance: 150

Attendance Demographics: CPAs who practice in education, government, industry and public accounting.

Conference Specifics: Topics include leadership, economic update, human resource issues, business and tax law, technology, work/life balance and accounting topics relevant to CPAs in industry.

Gold Sponsorship: \$1450

Exhibit Space by August 13, 2012: \$550

Silver Sponsorship: \$950

Exhibit Space after August 13, 2012: \$950

CONFERENCE SCHEDULES, DETAILS AND RATES

Georgia Tax Forum - Atlanta

Course No. 13066

November 1-2, 2012 • Cobb Galleria Centre

Average Attendance: 200

Attendance Demographics: CPAs who practice in industry, law firms and public accounting.

Conference Specifics: Topics include everything needed to prepare for the upcoming tax season, including estate planning and legal issues.

Gold Sponsorship: \$1650

Exhibit Space by August 20, 2012: \$750

Silver Sponsorship: \$1150

Exhibit Space after August 20, 2012: \$1150

Don Farmer Tax Seminars*

November 13, 2012 • Tifton, Rural Dev. Ctr.

November 15, 2012 • Duluth, Gwinnett Center

November 14, 2012 • Location TBD

December 10-12, 2012 • Atlanta, Cobb Galleria Centre

Average Attendance: 200-500 per day depending on location

Attendance Demographics: CPAs who practice in industry and public accounting.

Conference Specifics: Don Farmer brings special insights to this exceptional event. The record number of attendees makes this an excellent opportunity to speak with potential buyers prior to tax season.

Gold Sponsorship: \$1650

Exhibit Space by September 10, 2012: \$750

Silver Sponsorship: \$1150

Exhibit Space after September 10, 2012: \$1150

**Exhibit and sponsorship price is for one location only. Vendor must choose specific location when registering.*

Georgia Tax Forum - Savannah

Course No. 13061

November 29-30, 2012 • Coastal Georgia Center

Average Attendance: 130

Attendance Demographics: CPAs who practice in industry, law firms and public accounting.

Conference Specifics: Topics include everything needed to prepare for the upcoming tax season, including estate planning and legal issues.

Gold Sponsorship: \$1450

Exhibit Space by August 20, 2012: \$550

Silver Sponsorship: \$950

Exhibit Space after August 20, 2012: \$950

Government A&A Conference

Course No. 13071

December 7, 2012 • Cobb Galleria Centre

Average Attendance: 170

Attendance Demographics: CPAs who practice in government and public accounting.

Conference Specifics: Topics include GASB updates, YellowBook revisions and other government accounting and auditing issues.

Gold Sponsorship: \$1450

Exhibit Space by September 24, 2012: \$550

Silver Sponsorship: \$950

Exhibit Space after September 24, 2012: \$950

For more information on any of the conferences listed on pages 6-9, or to reserve exhibit space, contact Elizabeth Kistler at 404-504-2941 or ekistler@gscpa.org. **Please note that dates and locations on all conferences are subject to change due to facility availability. Sponsor/Exhibitor Application and Contract: pages 10 -13.**



2012 SPONSOR/EXHIBITOR APPLICATION

CONTACT AND COMPANY INFORMATION

Marketing Contact Name*

Title _____

Firm/Company _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

On-site Contact Name**

Title _____

Firm/Company _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

Company Information***

Web Site Address _____

Product/Service _____

**Marketing contact is the person who the GSCPAs' Communications Department will work with to obtain the exhibitor/sponsor application, payment, booth selection, signed contract, company description and logo.*

***On-site contact is the person who will be attending the event and who the GSCPA staff will work with on the day-of details, such as set-up/tear down details, travel arrangements and additional services needed during the show.*

****Your company's 50-word description is required to accompany this application before it can be processed. The GSCPA reserves the right to edit your company's description.*

CANCELLATION POLICY

Cancellations are fully refundable if submitted in writing 90 calendar days or more prior to the conference. Cancellations submitted in writing 89 to 31 days prior to the conference will receive a 50 percent refund. **No refunds will be given to cancellations received 30 days or less prior to the conference.**

2012 CONFERENCE CHOICES

Conference	Fee(s)	Conference	Fee(s)
Healthcare Conference - #13011 <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	_____	Fall Decision Makers - #13046 <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	_____
Spring Decision Makers - #13008 <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	_____	Georgia Tax Forum - Atlanta - #13066 <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	_____
Spring Government Workshop - #13016 <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	_____	Georgia Tax Forum - Savannah - #13061 <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	_____
Georgia Federal Tax Conference - #13078 <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	_____	Don Farmer's Tax Seminars November 2012 Tifton <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	_____
Real Estate Conference - #13002 <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	_____	Don Farmer's Tax Seminars November 2012 Macon <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	_____
Annual Convention - #13051 <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	Contact Elizabeth Kistler for fees	Don Farmer's Tax Seminars November 2012 Gwinnett <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	_____
Estate Planning Conference - #13004 <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	_____	Don Farmer's Tax Seminars December 2012 Cobb - # 12998 <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	_____
Southeastern Accounting Show - #13089 <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	Contact Elizabeth Kistler for fees	Government A&A Conference - #13071 <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	_____
Fraud and Forensic Accounting - #13021 <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	_____		
Financial Institutions Conference - #13096 <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	_____		
Accounting & Auditing Conference - #13036 <input type="checkbox"/> G <input type="checkbox"/> S <input type="checkbox"/> E	_____		
		GRAND TOTAL	

G = Gold Sponsor S = Silver Sponsor E = Exhibitor

PAYMENT INFORMATION

- Check enclosed payable to Georgia Society of CPAs
 Visa MasterCard AmEx Discover Personal Card Company Card

Card# _____
 Exp. Date _____
 Cardholder Name _____
 Signature _____

**Your signature below indicates that you understand and agree to the terms printed on pages 12 and 13.
 Booths will not be reserved without the company representative's signature.**

 Company Representative's Signature

 Date

Please complete application and fax or mail with payment to:
 Elizabeth Kistler, public relations manager, GSCPA
 3353 Peachtree Road NE, Suite 400, Atlanta, GA 30326-1414
 Fax 404-237-1291 • Phone 404-504-2941 • ekistler@gscpa.org



TERMS OF THE CONTRACT

1. Each single booth at each GSCPA conference will have a booth space rental fee per booth. Booth space rental fees and deadlines are outlined on pages 5-9 of this booklet .
2. Payment must accompany the application/ contract. Exhibitors will not be allowed access to the conference until all fees are paid in full.
3. Exhibitors are required to have an attendant at their exhibit at all times during show hours.
4. List and mailing labels of attendees for a one time mailing. Labels are available upon request. Exhibitors and sponsors will not be permitted to electronically reproduce attendees' contact information from hard copy lists and mailing labels.
5. This agreement is for exhibit space only; course materials are not included. Exhibitors may attend the program only if they formally register as a participant by paying the registration fee in addition to the exhibit fee.
6. GSCPA management reserves the right to approve the character of any exhibit, any goods therein and the attendant advertising and sales promotion and to prohibit anything which in its judgment because of noise or other objectionable features may detract from the show in general.
7. All sound equipment must be regulated so that it does not disturb neighboring exhibits. The GSCPA reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Due to regulations by the music industry regarding music at public meetings, conventions and shows, exhibitors may not play music during the conference, either live or recorded.
8. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allotted to them.
9. GSCPA management reserves the right to require any exhibitor to move his exhibit to another location if it is in the best interest of the show.
10. No exhibitor is to begin dismantling prior to the close of the conference. Any exhibitor dismantling prior to the close of the conference will forfeit his company's right to exhibit at future meetings of the GSCPA.
11. Advertising materials cannot be distributed outside of the exhibitor's booth.
12. Booths must be kept clean. The floor and display areas of the booth must be clear of debris. Exhibitors will be liable for any extra clean-up costs incurred due to displays, food machines and other means.
13. The use of promotions, premiums, lotteries or giveaway contests must be approved by GSCPA management. Such approval may be granted or withheld with or without cause at the discretion of GSCPA management.
14. Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless and does not release undesirable odors.
15. Objectionable practices by exhibitors or official suppliers should be reported immediately and not after the conference is completed.
16. No children under 16 years of age will be allowed in the exhibit area at any time.
17. It is agreed that the GSCPA and the host facilities shall not be liable for any damage to, or destruction of, any exhibit from any cause or for the theft or disappearance of any exhibit or any property contained in or about the exhibit booth area.

18. The exhibitor agrees to indemnify and hold harmless the GSCPA and the host facilities or their employees or their representatives against any and all liabilities for damage, injury or loss to all persons and any and all claims arising out of acts or omissions of exhibitors, their employees or their representatives.

19. The GSCPA will not be held responsible or liable for charges or damages for any failure of performance due to acts of nature, labor disputes, shortage of materials, governmental authority or other circumstances beyond reasonable control of either party.

20. Insurance, if desired by the exhibitors, must be obtained at their own expense.

21. Exhibitors will not offer educational/training or other programs within the show facility simultaneous to GSCPA Accounting Show-related programs.

22. The GSCPA is not responsible for monitoring the proximity of competitors' booths.

Booth Construction

23. All electrical work and electrical wiring must be approved and installed in accordance with regulations established by the officials of the Fire Marshall's Office.

24. No construction will be allowed at the sides or above the booth which may obscure the view of any adjacent booths.

25. All materials used for decorating must be flameproof.

26. Construction and signs that are above 8 feet in height are to be approved by GSCPA management.

27. All applicable city, county and state codes and ordinances must be complied with, as well as those of the host facilities.

28. Nothing shall be posted on, tacked, nailed or otherwise affixed to columns, walls, floors or other parts of the buildings, furniture or equipment.

ADA Requirements

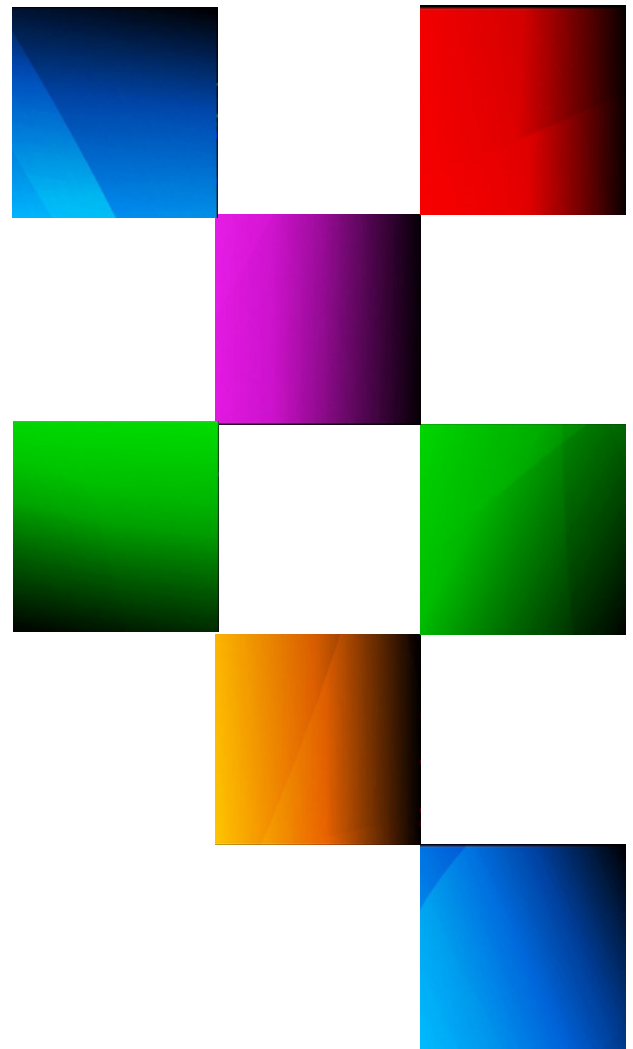
29. In accordance with ADA requirements, if you are disabled and require special services, please contact our office.

Interpretation of Rules

30. The interpretation of all rules and regulations is the responsibility of the GSCPA Board of Directors or their designated representative. All decisions of said group or representatives are final.

Cancellation Policy

31. Cancellations are fully refundable if submitted in writing at least 90 calendar days or more prior to the conference. Cancellations submitted in writing 89 to 31 calendar day prior to the conference will receive a 50 percent refund. **No refunds will be given to cancellations received 30 days or less prior to the conference.**



CPE CATALOG

The Continuing Professional Education (CPE) Catalog, published in April, is distributed to over 11,000 CPAs around Georgia and neighboring states. Ads receive repeat exposure as members consult the directory throughout the year.

Placement:

- Position in the publication is not guaranteed. Ads are placed according to the layout of the material. The advertiser of a cover position has the first right of refusal for the following year's publication.
- Ads will not be placed on pages facing other ads. Competing advertisers will not be placed on the same page.

Credit Terms:

- No cash discounts are given. A 15 percent agency commission is allowed for recognized outside agencies placing ads, providing artwork and **accepting billing**.
- No multiple insertion discounts are given.
- All accounts are due and payable within 30 days of invoice date and receipt of publication link.

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 the GSCPA in writing before the deadline for the issue in which the applicable advertisement is scheduled to appear. If the GSCPA does not receive a written cancellation by the applicable deadline, then the advertiser shall remain obligated to pay the GSCPA the full amount for the applicable advertisement.

Rates

Back cover	\$2450
Inside front cover	\$2050
Inside back cover	\$1850
Full page	\$1500
Half page	\$1100
Quarter page	\$950

Size Specifications

Back Cover	7.5" x 7"
Inside front cover	7.5" x 10"
Inside back cover	7.5" x 10"
Full page	7.5" x 10"
Half page	7.5" x 5"
Quarter page	3.75" x 5"

Deadline for insertion order and artwork

CPE Catalog April 1, 2012

Resolution 300 dpi or higher

File Format PDF or EPS

There are no bleeds on ads. All artwork must be submitted in completed form.

Contact: Jamie Etzbach • 404-504-2933 • jetzbach@gscpa.org

CURRENT ACCOUNTS

Current Accounts, the Georgia Society of CPAs newsletter, is distributed six times each year to 11,000 CPAs, prospective members, subscribers and advertisers. The newsletter is produced in digital format only and readers receive a link to the issue the first week of the first month of the issue (i.e. January 1-7 for the January/February issue).

Advertisement fee includes the display or classified ad, along with a direct link to the advertiser's web site.

Placement:

- Position in the publication is not guaranteed. Ads are placed according to the layout of the material. The advertiser of the landing page position has the first right of refusal for the following year's publication.
- Editorial staff will attempt to avoid placing competing advertisers on the same or facing page. All paid ads are placed in the second half of the newsletter.

Credit Terms:

- No cash discounts are given. A 15 percent agency commission is allowed for recognized **outside** agencies placing ads, providing artwork, and **accepting billing**.
- No multiple insertion discounts are given.
- All accounts are due and payable within 30 days of invoice date and receipt of publication link.
- All classified ads must be paid upon insertion. All major credit cards are accepted over the phone.

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 the GSCPA in writing before the deadline for the issue in which the applicable advertisement is scheduled to appear. If the GSCPA does not receive a written cancellation by the applicable deadline, then the advertiser shall remain obligated to pay the GSCPA the full amount for the applicable advertisement.

Classified Ad Rates

50 words or less	\$75
51-100 words	\$110
101-150 words	\$175
Confidential file box	additional \$5

Display Ad Rates

Landing page	\$1700
Full page	\$1550
Two-thirds page	\$1200
Half page	\$1000
One-third page	\$800
One-sixth page	\$550

Deadline for artwork and insertion order

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

Size Specifications

Landing page	7.5" x 7"	Half page	7.5" x 5"
Full page	7.5" x 10"	One-third page	4.875" x 4.875"
Two-thirds page	4.875" x 10"	One-sixth page	4.875" x 2.5"

Resolution: 300 dpi or higher • File Format: PDF or EPS

There are no bleeds on ads. All artwork must be submitted in completed form.

Contact: Jamie Etzbach • 404-504-2933 • jetzbach@gscpa.org



CREDITS

Credits, the CPE newsletter published in June, August, October and December, is distributed to over 11,000 CPAs around Georgia and neighboring states.

Placement:

- Position in the publication is not guaranteed. Ads are placed according to the layout of the material.
- Ads will not be placed on pages facing other ads. Competing advertisers will not be placed on the same page.

Credit Terms:

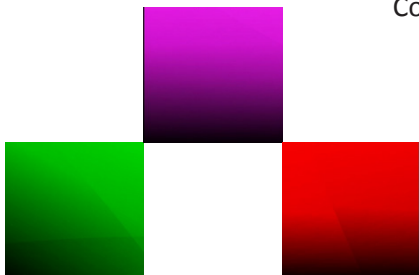
- No cash discounts are given. A 15 percent agency commission is allowed for recognized **outside** agencies placing ads, providing artwork, and **accepting billing**.
- No multiple insertion discounts are given.
- All accounts are due and payable within 30 days of invoice date and receipt of publication link.

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 the GSCPA in writing before the deadline for the issue in which the applicable advertisement is scheduled to appear. If the GSCPA does not receive a written cancellation by the applicable deadline, then the advertiser shall remain obligated to pay the GSCPA the full amount for the applicable advertisement.

Rate \$1350	Size Specifications 6" x 8"		
Deadline for insertion order and artwork			
June issue:	May 1	Resolution	300 dpi or higher
August issue:	July 1	File Format	PDF or EPS
October issue:	September 1		
December issue:	November 1		
There are no bleeds on ads. All artwork must be submitted in completed form.			

Contact: Jamie Etzbach • 404-504-2933 • jetzbach@gscpa.org





ELECTRONIC NEWSLETTERS/WEB SITE

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 9,500 members and subscribers with GSCPA news, events, seminars, conferences and current trends in the accounting industry. 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 web site. 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 (i.e. January 31 for the February issue)

Sponsorship Rate for *The Voice*: \$500 per issue

Stepping Stones

This monthly, HTML-based, email newsletter is designed to be a brief and current resource for GSCPA student members. Topics are selected to provide student members with timely information about issues affecting the accounting profession. The email is sent on the third Tuesday of each month.

Deadline for materials: One week prior to the issue date (i.e. January 11 for the January issue)

Sponsorship Rate for *Stepping Stones*: \$200 per issue or annual exclusivity for \$4,000.

GSCPA WEB SITE

Display Ads

Take advantage of the opportunity to get your name in front of the Internet business community by advertising on the GSCPA web site - www.gscpa.org. Ads are placed on the home page of the web site. Each display ad includes a link to the company web site. Ad space is sold in 90-day increments. Flash and animation is not accepted.

Ad Size: 156 x 118 pixels

Rate: \$2,000 for 90 days

Classified Ads

Classified ads are available through the GSCPA web site. These copy-only ads run in 30-day increments and are priced based on character count. Upload and pay directly on the web site. 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 web site: www.gscpa.org/classifieds/public/search.aspx.

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

Contact Jamie Etzbach at jetzbach@gscpa.org or 404-504-2933



The Georgia Society of

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One Profession. One Voice.