Advertising
Your Best Tool for Business Development

- Creates Brand Awareness
- Creates Interest
- Creates Conversation
- Enhances Loyalty
- Enhances Value
- Offers Results
- Advertising Generates New Business
- Increases Market Share

REACH CPAS IN PUBLIC PRACTICE

83,811 CPAs by email
164,273 average monthly impressions on CPAmagazine.com
Are involved in some way for technology purchases

100%

Comment that the publication successfully covers issues that are impacting accounting firm owners

100%

Say *CPA Magazine* contains important information that I can apply to my professional life

100%

Are involved in some way for technology purchases

100%

Recommend articles that appear in *CPA Magazine* to peers & colleagues

100%
Mission
To provide CPA firm owners ideas to manage, enhance and expand their tax and accounting practice using technology.

Audience
- 83,811 CPAs with the CPA Magazines’ News ALERT monthly
- 164,273 average monthly impressions on CPA Magazine.com

Focused Content for CPAs to Grow Their Practice
For sixteen years, we have served CPAs in public practice with CPA Magazine. The E-Newsletter features the same nationally renowned practicing CPA columnists Sidney Kess, Julie Welch, Jerry Love and Martin Shenkman who provide tax strategies while founding CPA Steel Rose provides new niche practice features on technology.

Key topics covered include tips, tools and technology for managing, enhancing and expanding the CPA practice:
- 1040, 1120, 1065 and 1041 tax prep tips
- Client tax tips for distribution to clients
- Email & Social Media Marketing for CPAs
- Financial advisor & Social Security strategies
- Interviews with leading practicing CPA
- Latest technology for the blockchain
- Niche audit and other services
- Comparative software reviews
- Practice technology tools
- Small business consulting
- IRS representation advice
- Quickbooks consulting
- Buyer’s Guide
- Crowdfunding
- CPE credits
NEW for 2019
VIDEO EDITIONS

CPA MAGAZINE E-NEWSLETTER
REACH 83,811
CPAs in public practice MONTHLY

E-NEWSLETTER

ADVERTISING CONTACT
Angie Rose
Publisher
888-610-1144
angie@cpamagazine.com

EDITORIAL INQUIRIES CONTACT
Josh Fluegel
Managing Editor
josh@cpamagazine.com
817-416-6650

T. Steel Rose, CPA
Editor
cpa@cpamagazine.com
817-412-1715

cpamagazine.com
# MEDIA PLANNER 2019

## ISSUE DATES

<table>
<thead>
<tr>
<th>Month</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
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<tbody>
<tr>
<td>January</td>
<td>Tax Season Survival Guide</td>
<td>Estate Planning</td>
<td>E-filing Tips</td>
<td>Top CPA Software</td>
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<tr>
<td>February</td>
<td>A Map for Success in IRS Representation</td>
<td>Not for Profit Software</td>
<td>Quickbooks Consulting</td>
<td>Financial Planning Tools</td>
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<tr>
<td>March</td>
<td>Crowdfunding</td>
<td>Website Builders</td>
<td>CPA Buyer’s Guide</td>
<td>Website Marketing</td>
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<tr>
<td>April</td>
<td>Business Tax Software</td>
<td>1120 &amp; 1065</td>
<td>SSAE 16 &amp; Security Audits</td>
<td>Client Tax Videos</td>
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<tr>
<td>May</td>
<td>Crowdfunding for CPAs</td>
<td>Small Business Accounting</td>
<td>Social Security Tools</td>
<td>(ICO) Initial Coin Offerings</td>
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<tr>
<td>June</td>
<td>New CPA Technology Awards</td>
<td>Tax Research Software</td>
<td>Email Marketing</td>
<td>Cloud Accounting</td>
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<tr>
<td>July</td>
<td>Secrets of Practice Management</td>
<td>Time &amp; Billing</td>
<td>Business Valuation Tools</td>
<td>Blockchain</td>
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<td>August</td>
<td>Social Media for CPAs</td>
<td>Professional Liability</td>
<td>Marketing Your Firm</td>
<td>Smart Contracts</td>
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<td>September</td>
<td>Top CPA Apps</td>
<td>Write Up Software</td>
<td>Bitcoin</td>
<td>Fixed Assets</td>
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<td>October</td>
<td>Workflow Software</td>
<td>Document Management</td>
<td>Review Engagement Software</td>
<td>Top CPA Apps</td>
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<tr>
<td>November</td>
<td>Tax Planning Software</td>
<td>Payroll Processing</td>
<td>Property Management</td>
<td>W-2/1099</td>
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<tr>
<td>December</td>
<td>Reasonable 1040 Tax Software</td>
<td>Sales Tax software</td>
<td>Selling Your Practice</td>
<td>Technology Tips</td>
</tr>
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</table>

"I find CPA Magazine fascinating."  
Karen Thorne, CPA

What Our Readers Are Saying
**Leaderboard**

This premiere position provides your company with top exposure and quality traffic.

<table>
<thead>
<tr>
<th>Duration</th>
<th>Cost 1 Month</th>
<th>Cost 4 Months</th>
<th>Cost 12 Months</th>
<th>Cost 24 Months</th>
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<tbody>
<tr>
<td>A</td>
<td>$2380</td>
<td>$1980</td>
<td>$1580</td>
<td>$1180</td>
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</tbody>
</table>

**Content Banner**

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers. It will be located between the practicing *CPA Magazine* columnists.

<table>
<thead>
<tr>
<th>Duration</th>
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<td>B</td>
<td>$1980</td>
<td>$1580</td>
<td>$1180</td>
<td>$780</td>
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**Skyscraper**

A Skyscraper-Right is a large format ad with prime real estate to sell your company’s products or services to accounting firm owners and decision-makers.

<table>
<thead>
<tr>
<th>Duration</th>
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<td>C</td>
<td>$1980</td>
<td>$1580</td>
<td>$1180</td>
<td>$780</td>
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**Video Showcase**

A video Showcase ad targets your buying audience and features your product. This option features video box, 50-word description and link to your video.

<table>
<thead>
<tr>
<th>Duration</th>
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<td>$1980</td>
<td>$1580</td>
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<td>$780</td>
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</table>

**Standard Button**

A Standard Button gives you the flexibility of several premiere locations to articulate your sales message.

<table>
<thead>
<tr>
<th>Duration</th>
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<td>E</td>
<td>$1580</td>
<td>$1180</td>
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<td>$380</td>
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**White Paper Sponsorship**

The White Paper will post on the home page of *CPA Magazine*. This option features a logo, title of the White Paper, 50-word description and link to your site.

<table>
<thead>
<tr>
<th>Duration</th>
<th>Cost 1 Month</th>
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<td>$2000</td>
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**Advertising Contact**

Angie Rose  
Publisher  
888-610-1144  
angie@cpamagazine.com  
cpamagazine.com
# E-Newsletter Advertising Specifications

<table>
<thead>
<tr>
<th>Section</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>Leaderboard</td>
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<tr>
<td>B</td>
<td>Content Banner</td>
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<tr>
<td>C</td>
<td>Skyscraper</td>
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<tr>
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<td>Standard Button</td>
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<tr>
<td>F</td>
<td>White Paper Sponsorship</td>
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</tbody>
</table>

**File Submission**

The ad file must be emailed to josh@cpamagazine.com at least one week prior to the distribution date. If advertisers have reserved space but do not submit a graphic file at least one week in advance, they will be charged for the ad space.

**Policies**

Advertisers will be invoiced and pay the invoice balance in full within 30 days of receipt of invoice to be eligible for any agency or publisher discounts.

**Common specifications:**

- File format: GIF, JPG
- Max image size: 40k
- Rich media accepted
- Max animation time: 30
- Looping: No loop maximum, but total animation time for all loops combined cannot exceed 30 seconds
- Initiation click only
- Speed is 18 fps or lower; ideally 12 fps.
What Our Readers Are Saying

"CPA Magazine helps manage my practice."

Bryan McDonald, CPA
A Leaderboard | $1595 | $1295 | $1095 | $995
This premier position provides your company with top exposure and quality traffic.

B Big Box | $1595 | $1295 | $1095 | $995
This premier size and location immediately draws attention from the readers.

C Content Banner | $1295 | $1095 | $895 | $695
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers. It will be located between the practicing CPA columnists.

D Skyscraper | $1595 | $1295 | $1095 | $995
A Skyscraper-Right is a large format ad with prime real estate to sell your company’s products or services to accounting firm owners and decision-makers.

E Video Showcase | $1595 | $1295 | $1095 | $995
A Product Showcase ad targets your buying audience and features your product. This option features a video placement, 50-word description and link to your video.

F Standard Button - Top | $750 | $650 | $550 | $450
Standard Button - Right | $650 | $550 | $450 | $350
A Standard Button gives you the flexibility of several premier locations to articulate your sales message.

G White Paper Sponsorship | $2000 | $1750 | $1550 | $1000
The White Paper will post on the home page of CPA Magazine. This option features a logo, title of the White Paper, 50-word description and link to your site.

ONLINE Buyer’s Guide Listings | $59 | $495
Enhanced Buyers guide Listing in 1 category includes, Company name, phone, website, contact email and hotspot, company logo, 100 word description, video, 2 PDFs and social media links.