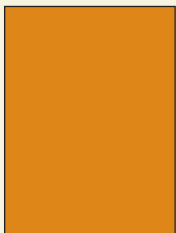
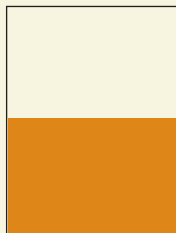


# Specification

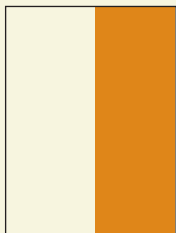
## mechanicals



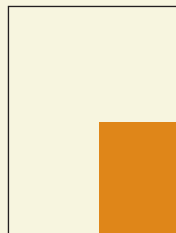
**Full Page**  
(7 3/8" x 10")



**1/2 Page Horiz.**  
(7 3/8" x 4 7/8")



**1/2 Page Vert.**  
(3 1/2" x 10")



**1/4 Page**  
(3 1/2" x 4 7/8")

AD MATERIALS DUE DATE:

**5th of the Prior Month**

### Trim and Bleed Sizes

Trim sizes: 8 3/8" x 10 7/8"

Minimum bleed dimensions:  
8 5/8" x 11 1/8"

Keep live matter at least 1/4" from trim;  
allow 1/8" on all sides for bleed. Keep live  
matter 5/16" from fold for gutter safety.

### Type of Stitching

Saddle-stitched.

## Reproduction Methods & Requirements

**Reproduction methods:** Direct-to-plate.

**Acceptable Files:** Please submit ads in hi-res PDF format. Please supply **two color proofs** with each ad and embed all fonts and images used in the ad. High resolution images (300 dpi) should be built in Adobe Photoshop or Illustrator.

Prepare PDFs to PDF x1a standard. E-mail or mail files and proofs to *California CPA* magazine Production at the address below.

**Printer specs:** Line screen 133–150; 300 dpi. Final trim size: 8 3/8 x 10 7/8. Page size: 8 5/8 x 11 1/8. This allows for 1/8" bleed.

**Color:** Please mix colors using CMYK model and supply two color proofs with each ad.

Any cost incurred by *California CPA* as a result of an advertiser or agency not conforming with the stated mechanical requirements will be billed to the advertiser or agency. None of the available discounts may be applied to these additional production charges.

### Discounts

A 15 percent ad agency discount will be granted to any recognized advertising agency reserving *California CPA* magazine space for an advertiser, provided the account is paid in U.S. dollars within 30 working days of invoice date. Recognized advertising agencies must have three or more active clients and should be prepared to have this substantiated. Agency's client will be responsible for all costs if agency fails to settle account.

### Contract Regulations

An advertising contract covers a 12-month period, dating from the first insertion issue. For any contract with fewer than a 10-time insertion order, placement of advertisements in the magazine will be consecutive unless notified by the advertiser by the space reservation deadline.

Cancellations must be in writing and must be received on or before the published space reservation deadline. Cancellations that do not

meet these conditions cannot be honored. Should an advertiser cancel a contract in the middle of the contracted term, all advertising will be short-rated at the one-time rate.

New advertisers should submit a credit application prior to fulfillment of any contracted advertising. Advertising rates are subject to change. In the event of a change, advertisers will be protected at their contracted rates for the duration of their contracted period.

Payment due net 30 days from invoice date. If agency or client fails to pay within 30 days, advance payment for future placement of advertising will be required. Also, new contracts will not be generated unless all previous invoices have been remitted. Commissionable rate to recognized advertising agencies is 15 percent of gross.

*CalCPA reserves the right to decline any advertisement considered unethical or unsuitable, regardless of contract. Agency and advertiser expressly warrant that they have the right to publish the advertising. Agency and advertiser shall indemnify publisher against all damages and related expenses (including legal fees) arising from the publication of the advertising.*

### Contacts

California Society of CPAs  
1235 Radio Road  
Redwood City, CA 94065-1217

### Advertising information:

Bobbi Petrov (650) 802-2430;  
bobbi.petrov@calcpa.org;  
fax: (650) 802-2230

### Ad specifications/materials:

Production  
production@calcpa.org

CALIFORNIA  
**CPA**