

# E-newsletters

## PUSH Smarter: CalCPA Direct Message Delivery

### E-Newsletters

CalCPA *BUZZ* reaches more than 25,000 subscribing CPA professionals twice monthly.

CalCPA *Advantage* is targeted to business financial professionals and livens up the in-box of more than 12,000 subscribers twice monthly.

CalCPA *Daily Clips*—As essential as your morning cup of coffee. CalCPA *Daily Clips* delivers the day's critical business and professional news to more than 23,500 CPA subscribers.

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## Open Rates that Far Exceed Industry Averages

CalCPA *BUZZ* takes your message just where you want it to go—to the in-boxes of more than 25,000+ CPA subscribers. Delivered the first and third Tuesday of the month, CalCPA *BUZZ* connects subscribers to timely, relevant and authoritative news impacting the accounting profession.

### CalCPA BUZZ Advertising Rates

	Top Position	Regular Position
1 issue	\$1,800	\$1,200
2 issues (consecutive)	\$2,300	\$1,800

Ads should be no more than 30 words, including a link to your URL and a heading. Each ad has a header reading "BUZZ brought to you by" or you may substitute a 468x60 banner using our website display banner ad specifications.

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## VPs of Finance, CFOs, Controllers ... Ready to Listen

CalCPA *Advantage* allows the corporate CPA to skim the surface or drill down to in-depth information. More than 12,000 CPAs in business and industry, as well as CPAs in public practice who support them, reap the rewards of targeted e-news on the second and fourth Tuesday of every month.

### CalCPA Advantage Advertising Rates

1 issue	\$600
2 issues (consecutive)	\$900

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## Join California's Brain Trust for Coffee

Each weekday morning, CalCPA scours major media sources and e-mails members headlines and links to news and information that is vital to California businesses—the result is CalCPA *Daily Clips*. Our members love it and can't start their day without it.

### CalCPA Daily Clips Advertising Rates

\$650 per day	\$1,700 for the entire business week	\$5,700 for one month
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One sponsor allowed per day. Sponsor's ad will have a maximum of 25 words, plus link. The ad will be set off with header and footer and will appear toward the top of the page. CalCPA Daily Clips is text-based.

# OrderForm

## CalCPA Advantage • CalCPA BUZZ • CalCPA Daily Clips

### CalCPA Advantage

Sent out on the second and fourth Tuesday of the month.

#### CalCPA Advantage Advertising Rates

1 issue	\$600
2 issues (consecutive)	\$900

Ads should be no more than 30 words, including a link to your URL. Each ad will be set off with header and footer. Ad may be a 468x60 banner. Please see website specs for ad banners.

**YES! I would like to advertise in Advantage**

#### Please begin my ad as of:

Month/day/year \_\_\_\_/\_\_\_\_/\_\_\_\_

and continue through \_\_\_\_/\_\_\_\_/\_\_\_\_

Number of issues \_\_\_\_

### CalCPA BUZZ

Sent out on the first and third Tuesday of the month.

#### CalCPA BUZZ Advertising Rates

Issue	Top Position	Reg. Position
1 issue	\$1,800	\$1,200
2 issues (consecutive)	\$2,300	\$1,800

Ads should be no more than 30 words, including a link to your URL. Each ad will be set off with header and footer. Ad may be a 468x60 banner. Please see website specs for ad banners.

**YES! I would like to advertise in BUZZ**

#### Please begin my ad as of:

Month/day/year \_\_\_\_/\_\_\_\_/\_\_\_\_

and continue through \_\_\_\_/\_\_\_\_/\_\_\_\_

Number of issues \_\_\_\_

- Top Position (subject to availability)  
 Regular Position

### CalCPA Daily Clips

For information on availability, contact Bobbi Petrov (650) 802-2430

#### CalCPA Daily Clips Advertising Rates

\$650 per day, business days only  
\$1,700 for the entire business week  
\$5,700 for one month

One sponsor allowed per day. Sponsor's ad will consist of a maximum 25 words plus link. The ad will be set off with header and footer and will appear toward the top of the page.

**YES! I would like to advertise in CalCPA Daily Clips**

#### Please begin my ad as of:

Month/day/year \_\_\_\_/\_\_\_\_/\_\_\_\_

and continue through \_\_\_\_/\_\_\_\_/\_\_\_\_

Number of issues \_\_\_\_

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.

### Billing Information

Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Company Website: \_\_\_\_\_

Authorized Signature

Name (print)

Date



To place a CalCPA web ad, contact **Bobbi Petrov** at (650) 802-2430 or bobbi.petrov@calcpa.org; Fax: (650) 802-2230