

# 2010 Rate Card

## Get Inside the Minds of California CPAs

CalCPA membership consists of the CPA and finance professionals who help drive one of the world's largest economies. No other group has more influence over as many business decisions as California CPAs. More than 35,000 CalCPA members read *California CPA*. In addition to

recommending products and services to their clients, our members make purchasing decisions for their own organizations. With an annual income that surpasses the national average by 300 percent, the California CPA market is an excellent investment. Best of all, your message will reach a

captive audience as *California CPA* is the only professional news magazine published exclusively for California CPAs. Get your products and services in the minds of California CPAs. Don't delay. Advertise in *California CPA*. Learn more at [www.calcpa.org/advertise](http://www.calcpa.org/advertise).

Color	1 insertion	3 insertions	6 insertions	10 insertions
Full page	\$5,375	\$5,125	\$4,925	\$4,685
One-half page	\$4,050	\$3,885	\$3,660	\$3,320
One-quarter page	\$2,690	\$2,495	\$2,300	\$2,045
Two-page spread	\$9,445	\$9,250	\$8,995	\$8,730
Centerspread	\$10,080	\$9,885	\$9,685	\$9,445
*Inside front cover	\$7,575			\$6,740
*Inside back cover	\$6,685			\$6,025
*Back cover	\$8,730			\$7,830

Black&White	1 insertion	3 insertions	6 insertions	10 insertions
Full page	\$4,050	\$3,885	\$3,660	\$3,320
One-half page	\$2,690	\$2,495	\$2,300	\$2,045
One-quarter page	\$1,600	\$1,470	\$1,335	\$1,251

10% charge for requested positioning.

\*10-time insertion contracts required. No cancellations will be accepted; full payment of contract is required. All covers include 4-color printing costs. No discount given for black and white ads on covers. All color is produced by 4-color process. PMS colors are not available.

Bind-in business reply card	1 insertion	3 insertions	6 insertions	10 insertions
	\$3,845	\$3,500	\$3,235	\$3,015

All inserts must be submitted to *California CPA* magazine for approval. Binding and additional postage costs are additional to space rate and are noncommissionable. Inserts are to be shipped prepaid. Each carton should be labeled with the name of the advertiser, number of copies in each package and the publication issue and year. Number of inserts

required per issue is 35,000. *California CPA* is published 10 times per year; combined issues are January/February and March/April.

Deadlines for space reservation or cancellations are the first of the month for the following month's issue (e.g. June 1 for the July issue). The art deadline is the fifth of the month for

the following month's issue. Deadlines are subject to change. If your ad is time sensitive, please notify the advertising department before placing your insertion order.

*Note: All advertising is subject to approval by the California Society of CPAs.*

**call today!**

Call Bobbi Petrov Today! (650) 802-2430 fax: (650) 802-2230  
 bobbi.petrov@calcpa.org www.calcpa.org/advertise