

# Get **your message** in the minds of more than **35,000** CalCPA members

All-New 2010 *Technology and Business Resource Guide*

**Reserve your space today!**

Reserve your space now in CalCPA's 2010 *Technology & Business Resource Guide*.

Your ad will receive exposure time as CPAs refer to the resource guide throughout the year. Plus, thousands more potential customers will be exposed to the TBRG at the 2010 California Accounting and Business Show in Los Angeles. In its 20th year, the guide is a must-read with year-round resources for more than 35,000 CalCPA members.

#### **Again, This Year:**

- The 2010 *Technology & Business Resource Guide* will feature information on prominent new products and services.
- Advertisers exhibiting at the 2010 California Accounting and Business Show will receive a FREE show guide listing in the *Technology & Business Resource Guide*.

#### **Be One of the First to Stand Out**

When you purchase a 2010 *Technology & Business Resource Guide* display or review ad, you'll get a FREE mention in the *Technology & Business Resource Guide* trade show exhibitor and advertiser index on Page 1. Just tell us if you're attending the show. Call for a copy of the 2009 *Technology & Business Resource Guide*.

**Complete your order form today.**

**Reserve Your Space  
by April 8, 2010**

**Contact Bobbi Petrov Today!**

(650) 802-2430 — [bobbi.petrov@calcpa.org](mailto:bobbi.petrov@calcpa.org)  
fax: (650) 802-2230



Two ways to advertise.

**1. Display Ad Rates**

Please choose your ad size:

**Full Page**  
 8 5/8" x 10 7/8"  
 (with bleed)  
 7 3/8" x 10"  
 (no bleed)

\$2,465 b&w  
 \$3,715 color

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

\$1,600 b&w  
 \$2,825 color

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

\$1,600 b&w  
 \$2,825 color

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

\$1,285 b&w  
 \$2,465 color

**4-color**

- \$4,850 inside front cover
- \$4,375 inside back cover
- \$5,415 back cover

**Premium position**

- Add 10 percent to total.
- Position \_\_\_\_\_

Please submit your display ad materials via e-mail or mail to address below by **April 12, 2010.**

**2. Product Review Ad**

Review ads include:

- Photo or logo of your product or company
- 20-character headline (product or company name)
- 50-character subhead
- 75-word body copy for single ad; 150-word body copy for double ad



Please choose your ad size:

**Single**

- \$765 (75 words, not including headline and subhead)

**Double**

- \$1,450 (150 words, not including headline and subhead)

Please submit your review ad copy via e-mail or mail to address below. We accept electronic files. Materials will not be returned unless requested. Ads will be edited for grammar, style and word length. Product Review copy and logo are due **April 12, 2010.**

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.

**FREE AD INDEX Listing: Accounting & Business Show Exhibitors!**

When you purchase a 2010 *Technology & Business Resource Guide* display or review ad, you'll get a FREE mention in the 2010 *Technology & Business Resource Guide's* trade show exhibitor and advertiser's index. Just tell us if you're attending the show.

**Advertising Billing Information**

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
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Contact: \_\_\_\_\_  
 City, State, ZIP: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Company Website: \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Name (print) \_\_\_\_\_ Date \_\_\_\_\_

**Advertising Index Information**  YES, we are exhibiting  NO, we are not exhibiting

Company name as it should appear in the Advertiser's Index: \_\_\_\_\_

Product name as it should appear in the Advertiser's Index: \_\_\_\_\_

URL as it should appear in the Advertiser's Index: \_\_\_\_\_

For more information, contact **Bobbi Petrov, bobbi.petrov@calcpa.org**  
 Fax your order to: (650) 802-2230 or mail to: Attn: Bobbi Petrov • California Society of CPAs •  
 1235 Radio Road • Redwood City, CA 94065-1217 • (650) 802-2430



A Supplement to California CPA