

Get your message in the minds of more than **38,000** CalCPA members

All-New 2012 *Technology & Business Resource Guide*

Reserve your space today!

Reserve your space now in CalCPA's 2012 *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 2012 California Accounting and Business Show in Los Angeles. In its 21st year, the guide is a must-read with year-round resources for more than 38,000 CalCPA members.

2012 TBRG Features:

- Information on prominent new products and services.
- Advertisers exhibiting at the 2012 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 2012 *Technology & Business Resource Guide* display or review ad, you'll get a FREE mention in the publication's trade show exhibitor and advertiser index on Page 1. Just tell us if you're attending the show. Call for a copy of the 2011 *Technology & Business Resource Guide*.

Complete your order form today.

**Reserve Your Space
by April 9, 2012**

Contact Bobbi Petrov Today!

(650) 522-3220 – bobbi.petrov@calcpa.org
fax: (650) 522-3223



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)

\$2,490 b&w
 \$3,750 color

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

\$1,615 b&w
 \$2,855 color

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

\$1,615 b&w
 \$2,855 color

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

\$1,295 b&w
 \$2,490 color

4-color

- \$4,895 inside front cover
 \$4,415 inside back cover
 \$5,470 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, 2012**.

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

- \$775 (75 words, not including headline and subhead)

Double

- \$1,465 (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, 2012**.

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 2012 *Technology & Business Resource Guide* display or review ad, you'll get a FREE mention in the publication's trade show exhibitor and advertiser's index. Just tell us if you're attending the show.

Advertising Billing Information

Name: _____

Contact: _____

Address: _____

City, State, ZIP: _____

Phone: _____

Fax: _____

Email: _____

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 or to email your order, contact **Bobbi Petrov**, bobbi.petrov@calcpa.org
Fax your order to: (650) 522-3223 or mail to: Attn: Bobbi Petrov • California Society of CPAs •
1800 Gateway Drive, Ste. 200 • San Mateo, CA 94404 • (650) 522-3220

A Supplement to
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