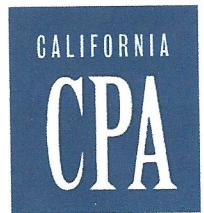


2017 Rate Card



"I was reading the CalCPA magazine and there was a large ad for managers needed at Burr, Pilger & Mayer. Well, the rest is history."

Andrea G. Cope, CPA
Partner, Burr, Pilger & Mayer, San Francisco
CalCPA Chair 2009-10

I read *California CPA* cover to cover as soon as it hits my desk."

Rusty Roy, CPA
Shareholder and President, Roy O'Connor, CPAS Inc.
CalCPA Member, Paso Robles

Color	1 insertion	3 insertions	6 insertions	10 insertions
Full page	\$5,770	\$5,490	\$5,285	\$5,025
One-half page	\$4,340	\$4,170	\$3,925	\$3,565
One-quarter page	\$2,875	\$2,680	\$2,470	\$2,195
Two-page spread	\$10,130	\$9,920	\$9,650	\$9,360
Centerspread	\$10,805	\$10,595	\$10,385	\$10,130
*Inside front cover	\$8,125			\$7,235
*Inside back cover	\$7,175			\$6,455
*Back cover	\$9,360			\$8,395
Front Cover	\$10,720	\$9,700		

Black&White	1 insertion	3 insertions	6 insertions	10 insertions
Full page	\$4,340	\$4,170	\$3,925	\$3,565
One-half page	\$2,875	\$2,680	\$2,470	\$2,195
One-quarter page	\$1,715	\$1,585	\$1,440	\$1,340

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
	\$4,135	\$3,755	\$3,465	\$3,235

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 36,000.

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.

Now also in digital edition at no extra cost.

- More California CPAs read *California CPA* than any other business publication. And our members tell us that only *California CPA* delivers the news and information they need to practice as a CPA in California.
- All CPAs are state licensed. The laws and regulations that govern California CPAs are among the nation's toughest, creating a demand among CPAs for up-to-date news and information. *California CPA* meets that demand.
- One out of every eight CPAs practices in California. Contact them through the media they prefer and read—*California CPA*.



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