

# Products & Services Email Blasts

## Weekly Co-branded Messages to Our Members

Connect with CalCPA with a Sponsored Products & Services Email Blast sent to members who subscribe to third-party messages and look forward to receiving information about products and services. Our blast subscriber numbers will vary with our dues cycle. In July, we had 34,798 on the list.

Send your graphics, text and HTML, along with an appropriate subject line, to [onlineproduction@calcpa.org](mailto:onlineproduction@calcpa.org) and we will create your custom blast under our CalCPA header.

### Sample Header



### CalCPA Featured Products & Services Email Blasts Advertising Rates

Single CalCPA email blast	\$3,800
Two or more blasts reserved at the same time	10% discount

### Special Print Partnership Discounts

Print ad in every issue (10) of <i>California CPA</i>	50% discount on all e-blasts
Print ad in 6 or more issues of <i>California CPA</i>	40% discount on all e-blasts
Print ad in 3 to 5 issues of <i>California CPA</i>	20% discount on all e-blasts
Print ad in 1 issue of <i>California CPA</i>	10% discount on all e-blasts

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.

### CalCPA Featured Products & Services Email Blast

#### Blasts go out on Wednesdays

Please email your text, graphics and URL to: [bobbi.petrov@calcpa.org](mailto:bobbi.petrov@calcpa.org)

#### Order Form

Requested blast date \_\_\_\_\_ (day/month/year)

#### Billing Information **Please note: Cancellations not accepted for e-media.**

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

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

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

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

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Name (print)

\_\_\_\_\_  
Date



**Bobbi Petrov • (650) 522-3220 • [bobbi.petrov@calcpa.org](mailto:bobbi.petrov@calcpa.org)  
1800 Gateway Drive, Ste. 200 • San Mateo, CA 94404 • [www.calcpa.org/advertise](http://www.calcpa.org/advertise)**