

2018 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	\$5,890	\$5,600	\$5,395	\$5,130
One-half page	\$4,430	\$4,255	\$4,005	\$3,640
One-quarter page	\$2,935	\$2,735	\$2,520	\$2,240
Two-page spread	\$10,335	\$10,120	\$9,850	\$9,550
Centerspread	\$11,025	\$10,810	\$10,595	\$10,335
*Inside front cover	\$8,290			\$7,400
*Inside back cover	\$7,320			\$6,585
*Back cover	\$9,550			\$8,565
Front Cover	\$10,935	\$9,700		

Black&White	1 insertion	3 insertions	6 insertions	10 insertions
Full page	\$4,430	\$4,255	\$4,005	\$3,640
One-half page	\$2,935	\$2,735	\$2,520	\$2,240
One-quarter page	\$1,750	\$1,620	\$1,470	\$1,370

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
	\$4,220	\$3,830	\$3,535	\$3,300

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*.

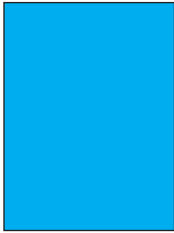


Bobbi Petrov • (650) 522-3220 • bobbi.petrov@calcpa.org
1710 Gilbreth Road • Burlingame, CA 94010 • www.calcpa.org/advertise

Specifications



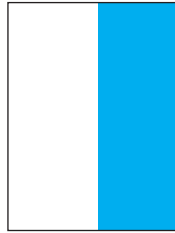
AD MATERIALS DUE DATE: **5th of the Prior Month**



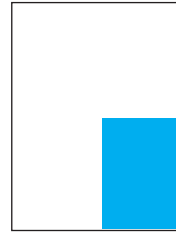
Full Page
8 3/8" x 10 7/8"
(with bleed)
7 3/8" x 10"
(without bleed)



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



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



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

Trim and Bleed Sizes

Trim sizes: 8 3/8" x 10 7/8"

Minimum bleed dimensions: 8 5/8" x 11 1/8"

Keep live matter at least 1/4" from trim; allow 1/8" on all sides for bleed. Keep live matter 5/16" from fold for gutter safety.

Type of Stitching

Saddle-stitched.

Reproduction Methods & Requirements

Reproduction methods: Direct-to-plate.

Acceptable Files: Please submit ads as hi-resolution PDF. Embed all fonts and images used in the ad. High resolution images (300 dpi) should be built in Adobe Photoshop or Illustrator.

Prepare PDFs to PDF x3a standard. Email files to *California CPA* magazine Production at production@calcpa.org.

Printer specs: Final trim size: 8 3/8 x 10 7/8.

Page size: 8 5/8 x 11 1/8. This allows for 1/8" bleed.

Color: CMYK color mode or grayscale only. Convert all Pantone colors to CMYK mode.

Any cost incurred by *California CPA* as a result of an advertiser or agency not conforming with the stated mechanical requirements will be billed to the advertiser or agency. None of the available discounts may be applied to these additional production charges.

Discounts

A 15 percent ad agency discount will be granted to any recognized advertising agency reserving *California CPA* magazine space for an advertiser, provided the account is paid in U.S. dollars within 30 working days of invoice date. Recognized advertising agencies must have three or more active clients and should be prepared to have this substantiated. Agency's client will be responsible for all costs if agency fails to settle account.

Contract Regulations

An advertising contract covers a 12-month period, dating from the first insertion issue. For any contract with fewer than a 10-time insertion order, placement of advertisements in the magazine will be consecutive unless notified by the advertiser by the space reservation deadline.

Cancellations must be in writing and must be received on or before the published space reservation deadline. Cancellations that do not meet these conditions cannot be honored. Covers are non-cancelable. Should an advertiser cancel a contract in the middle of the contracted term, all advertising will be short-rated at the one-time rate.

New advertisers should submit a credit application prior to fulfillment of any contracted advertising. Advertising rates are subject to change. In the event of a change, advertisers will be protected at their contracted rates for the duration of their contracted period.

Payment due net 30 days from invoice date. If agency or client fails to pay within 30 days, advance payment for future placement of advertising will be required. Also, new contracts will not be generated unless all previous invoices have been remitted. Commissionable rate to recognized advertising agencies is 15 percent of gross.

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.

Contacts

CalCPA
1710 Gilbreth Road, Ste 100
Burlingame, CA 94010

Advertising information:

Bobbi Petrov (650) 522-3220;
bobbi.petrov@calcpa.org;

Ad specifications/materials:

production@calcpa.org



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2018 Editorial Calendar



JANUARY/FEBRUARY

Theme: HR & Compensation Update

Plus: California Tax

Ad Space Close: 12/1/17 Materials Due: 12/5/17

Readex Research Ad Perception Survey

All advertisers in this issue will receive the results of what readers specifically think about their ad.

MARCH/APRIL

Theme: Estate Planning

Plus: Federal Tax

Ad Space Close: 2/1/18 Materials Due: 2/5/18

MAY

Theme: Technology

Plus: Regulatory Update

Ad Space Close: 4/2/18 Materials Due: 4/5/18

JUNE

Theme: Financial Planning

Plus: Federal Tax

Ad Space Close: 5/1/18 Materials Due: 5/7/18

JULY

Theme: Technology

Plus: California Tax

Ad Space Close: 6/1/18 Materials Due: 6/5/18

Plus: Technology & Business Resource Guide

Ad Space Close: 6/7/18 Materials Due: 6/11/18

AUGUST

Theme: Estate Planning

Plus: Federal Tax

Ad Space Close: 7/2/18 Materials Due: 7/5/18

SEPTEMBER

Theme: Practice Management

Plus: California Tax

Ad Space Close: 8/1/178 Materials Due: 8/6/18

OCTOBER

Theme: Accounting & Auditing

Plus: Federal Tax

Ad Space Close: 9/4/18 Materials Due: 9/7/18

NOVEMBER

Theme: Tax Season Preview

Plus: California Tax

Ad Space Close: 10/1/18 Materials Due: 10/5/18

DECEMBER

Theme: Tax Update

Plus: Federal Tax

Ad Space Close: 11/1/18 Materials Due: 11/5/18



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California CPA Readers



The California Society of CPAs is the largest state CPA society in the country with more than 44,000 members.

Who are our readers?

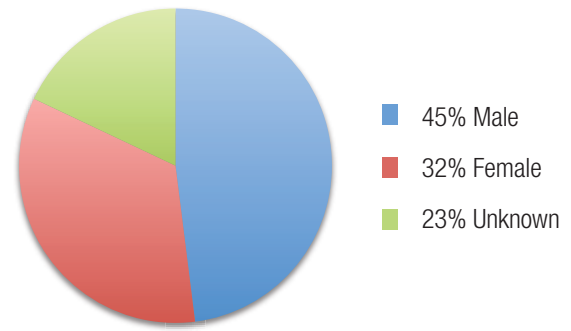
Total membership for CalCPA is 44,355 as of July 26, 2017:

- 27,423 Licensed CPAs
- 10,984 CPA candidates
- 4,523 Student members
- 920 Associate members
- 505 Financial Professional members

Public Accounting

- 81% of our members who provide data work at CPA firms throughout the state.
- 30% are partners in their firms.
- 18% are sole practitioners.
- Our members work at 6,671 public practice firms

Readership Gender:



Past surveys have shown that ...

Our members read an issue of *California CPA* for **40 minutes**

90% of our members say they read *California CPA* regularly.

50% of our members keep *California CPA* for reference.

55% of our members are involved in their organization's purchase of products/services.

Our members recommend the following products & services to their clients:

- Accounting or enterprise software
- Banking/payroll services
- Financial services
- Employment benefit/pension plans
- Investment services
- Business valuation services
- Insurance
- Office equipment
- Technology
- Mortgage financing
- Document imaging/management services
- Telecommunication services

Our members' organizations will purchase the following products & services:

- CPE
- Office supplies/binders
- Office equipment
- Technology products & cloud hosting
- Tax researching/prep software
- Research books or online services
- Liability insurance
- Accounting or enterprise software
- Other insurance
- Banking/payroll services
- Document imaging/paperless office/ASP providers/cloud computing
- Employee benefit/pension plans
- Telecommunication systems
- Executive search/recruitment
- Investment services
- Financial services
- Outsourced tax preparation
- Outsourced bookkeeping/accounting

Our members are involved in practice areas such as:

- Tax
- Accounting
- Financial statements
- Payroll
- Audit
- Estate planning
- Nonprofit
- Management consulting
- Financial planning
- Business valuation
- Litigation consulting
- Investments
- Forensic services
- Recruiting/employment
- Tech consulting/sales



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