

CalCPA *Daily Clips*

Join California's Brain Trust for Coffee

CalCPA *Daily Clips*—as essential as your morning cup of coffee. CalCPA *Daily Clips* delivers the day's critical business and professional news to more than 25,800 CPA subscribers.

Each weekday morning, CalCPA scours major media sources and emails members headlines and links to news and information that is vital to California businesses—the result is CalCPA *Daily Clips*. Our members love it and can't start their day without it.

CalCPA *Daily Clips* Advertising Rates

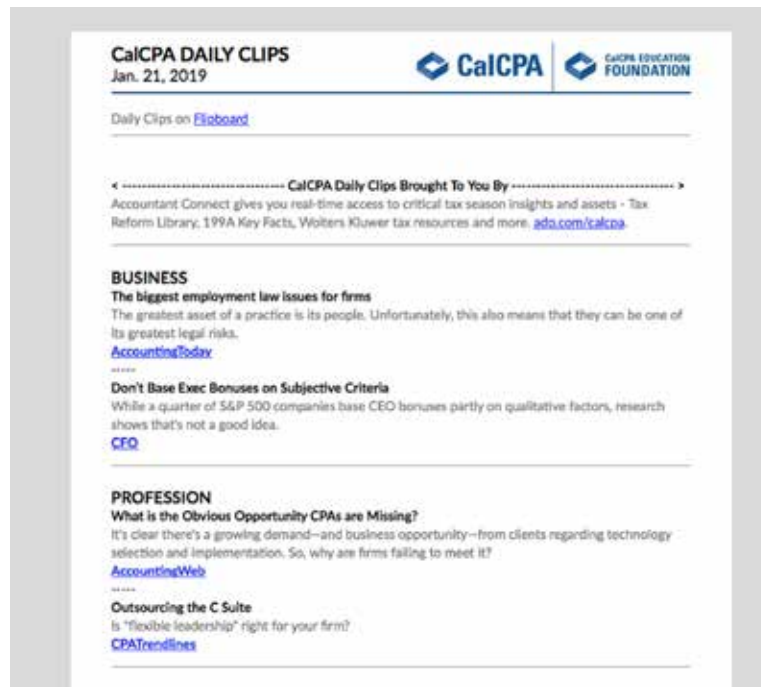
\$800 per day, business days only
 \$1,900 for the entire business week
 \$6,000 for one month

One sponsor allowed per day. Sponsor's ad will consist of a maximum 25 words, plus link. The ad will be set off with header and footer and will appear toward the top of the page.

YES! I would like to advertise in CalCPA *Daily Clips*

Please begin my ad as of:

____/____/____ and continue through ____/____/____
 Month/day/year Month/day/year



“I read CalCPA *Daily Clips* every day. If I don't see it in my in-box by 10 a.m., I start to wonder if I missed it or if it's running late.”

Edward A. Melia, CPA/Attorney
 CalCPA Member, Sacramento

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.

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

Company Name: _____ Contact name: _____
 Address: _____ City, State, ZIP: _____
 Phone: _____ Email: _____
 Authorized Signature _____ Name (print) _____ Date _____



Lisa Brown • (650) 522-3125 • lisa.brown@calcpa.org
 1710 Gilbreth Road • Burlingame, CA 94010 • calcpa.org/advertise

CalCPA BUZZ

Open Rates That Far Exceed Industry Averages

CalCPA BUZZ takes your message just where you want it to go—to the in-boxes of over 29,200 CPA subscribers*. Delivered the first and third Tuesday of the month, CalCPA BUZZ connects subscribers to timely, relevant and authoritative news impacting the accounting profession.

YES! I would like to advertise in BUZZ

Please begin my ad as of:

____/____/____ and continue through ____/____/____
Month/day/year Month/day/year

Number of issues _____

Banner or Text Ad

570 x 85 or 30 words plus link

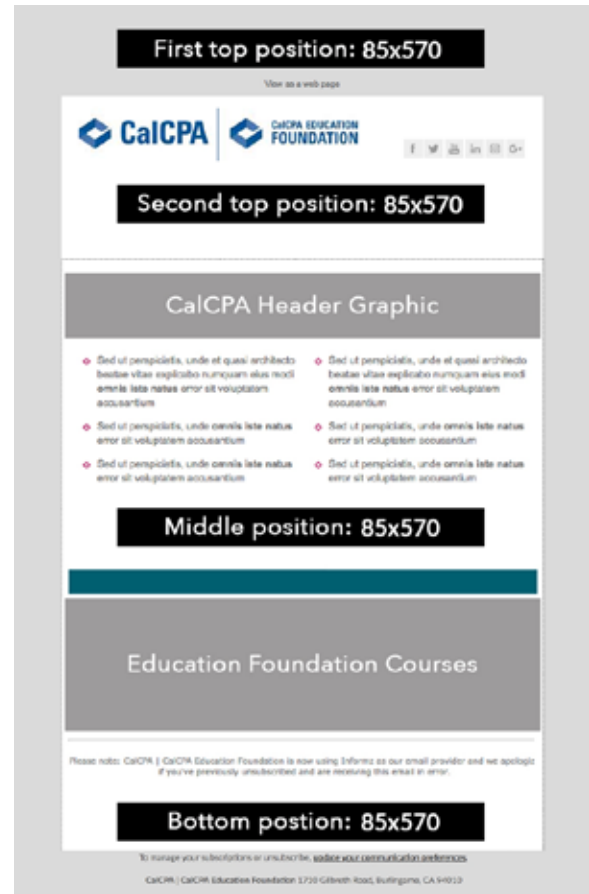
- First top position—\$3,500
- Second top position—\$3,000
- Middle position—\$2,000
- Bottom position—\$1,400

2 Consecutive Issues—Total Cost

- First top position—\$5,000
- Second top position—\$4,000
- Middle position—\$3,000
- Bottom position—\$2,500

*subject to availability

Ads must be static. All images should be 72 dpi, no larger than 600 pixels wide and saved at 100% size, RGB, in JPG or PNG format. Maximum file size: 100KB.



“CalCPA BUZZ is one of my favorite resources. It’s perfect for my busy life—‘must read’ headlines and essential CPE listings to help me meet my license renewal requirements.”

Pamela M. Thompson, CPA
Owner/Opportunity Architect
Show Your Stuff
CalCPA Member, San Dimas

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CalCPA

Financial Leadership Forum Advantage

VPs of Finance, CFOs, Controllers ... Ready to Listen

CalCPA *Advantage* allows the corporate CPA to skim the surface or drill down to in-depth information. More than 4,000 CPAs in business and industry, as well as CPAs in public practice who support them, reap the rewards of targeted e-news on the second and fourth Tuesday of every month.

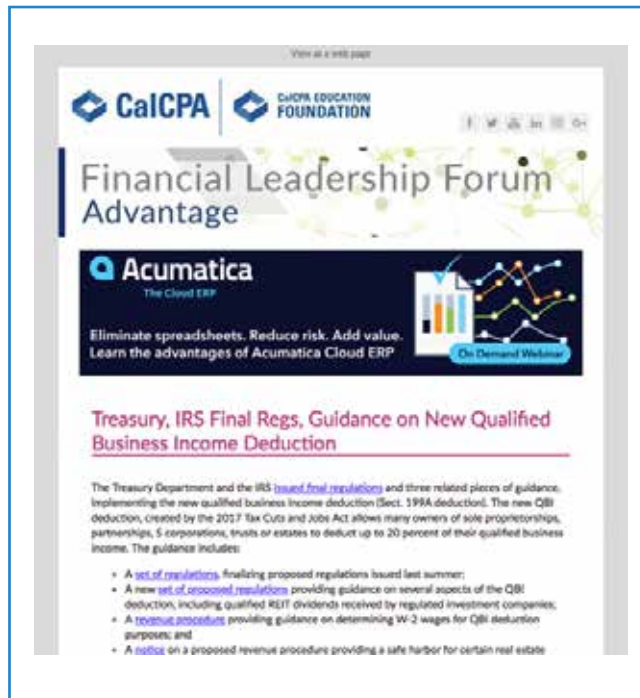
CalCPA *Advantage* Advertising Rates

1 issue \$1,000

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YES! I would like to advertise in *Advantage*

Run dates: ___/___/___ through ___/___/___



“I like to keep my CPA license current, so I rely on the CPE section to let me know what’s available that fits my interests.”

Paul Scott, CPA,
Interim Executive,
Full Spectrum Consulting
Board Governance, Internal Investigations

“Thanks CalCPA for developing the Financial Leadership Forum for those of us who work in business and industry. Your content is relevant to the challenges and issues that we face on the job every day.”

Patricia Cochran Bergman, CPA,
Audit Committees Chair
Mechanics Bank and Mercy Investment Services

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CalCPA *YEP Connection*

Young Emerging Professionals

Want to reach beginning CPAs, CPA candidates and accounting students? Then choose the e-newsletter written especially for them—CalCPA *YEP Connection*. With 8,600 subscribers, *YEP Connection* brings them the news that aspiring CPAs need for successful careers.

Four quarterly issues - March, June, September & December - for only \$2,500.

YES! in your next 4 issues of *YEP Connection* for only \$2,500

Ads must be static. All images should be 72 dpi, no larger than 600 pixels wide and saved at 100% size, RGB, in JPG or PNG format. Maximum file size: 100KB.

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