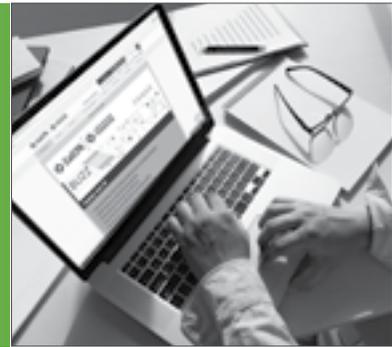


# DIGITAL E-NEWSLETTER ADVERTISING



## CalCPA E-Newsletter Series

CalCPA sends a variety of newsletters aimed at specific interest groups.

### CalCPA Daily Clips

Join California's brain trust for coffee. We scour major media sources to deliver to our members a plain-text email filled with the day's critical business and professional headlines, along with links to news and information vital to California businesses.

### Rates & Specifications

All Ad Materials Due: 14 days prior to scheduled start date

- **\$1,900 for the entire business week**
- **Frequency:** Monday-Friday (one ad per issue)
- **Recipients:** more than 25,000
- **Open rate:** 19%
- **Plain Text Ad**—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.

#### Acceptable Files:

**Text:** Provide maximum of 25 words. Include link.





## CalCPA Buzz

With an open rate that far exceeds industry averages, *Buzz* takes your message just where you want it to go—the inboxes of more than 29,000 CPA subscribers. It connects subscribers to timely, relevant and authoritative news impacting the accounting profession.

## Rates & Specifications

All Ad Materials Due: 14 days prior to scheduled start date

- **Banner or Text Ad**— 570 px x 85 px or 30 words plus link
  - » **\$3,500:** First top position
  - » **\$3,000:** Second top position
  - » **\$2,000:** Middle position
- **Frequency:** Delivered the first and third Tuesday of the month. Subject to availability.
- **Recipients:** more than 29,000
- **Open rate:** 19%

### Acceptable Files:

**Text:** Provide maximum of 30 words. Include link.

**Banner:** 570px x 85px, 72dpi, no larger than 600 px wide; saved at 100% size; RGB color; .jpg or .png format. Maximum file size: 100kb





## CalCPA Financial Leadership Forum Advantage

Designed for corporate members, this twice-monthly e-newsletter provides quick-read stories, upcoming events and a featured item pertinent to financial leaders and executives. *CalCPA Financial Leadership Forum 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.

### Rates & Specifications

All Ad Materials Due: 10 days prior to scheduled send date

- **\$1,000 per issue**
- **Frequency:** Every second and fourth Tuesdays (one ad per issue)
- **Recipients:** more than 4,000
- **Open rate:** 23%
- **Banner or Text Ad**— 600 px (max) x 140 px (max) or 30 words plus link

### Acceptable Files:

**Text:** Provide maximum of 30 words. Include link.

**Banner:** 600px x 140px (max. size), 72dpi; saved at 100% size; RGB color; .jpg or .png format. Maximum file size: 100kb





## CalCPA *YEP Connection*

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

### Rates & Specifications

All Ad Materials Due: 10 days prior to scheduled send date

- **\$2,500 for all four issues:** March, June, September & December
- **Frequency:** Quarterly (up to three ads per issue)
- **Recipients:** more than 8,600
- **Open rate:** 22%
- **Banner or Text Ad:** 600 px (max) x 140 px (max) or 30 words plus link

### Acceptable Files:

**Text:** Provide maximum of 30 words. Include link.

**Banner:** 600px x 140px (max. size), 72dpi; saved at 100% size; RGB color; .jpg or .png format. Maximum file size: 100kb



# DIGITAL E-NEWSLETTER ADVERTISING



## CPE Sponsorship Email: *brainfood*

Reach your target audience in *brainfood*, a weekly e-newsletter delivered via email to more than 100,000 CalCPA members and customers every Sunday. *brainfood* features a list of our most popular upcoming courses and conferences, organized by curriculum.

**Add a *brainfood* insert to your marketing mix!** Delivered inside *California CPA*, CalCPA's print and digital magazine, *brainfood* inserts are circulated to more than 45,000 members each month.

## Rates & Specifications

All Ad Materials Due: 10 days prior to scheduled send date.

### *brainfood* e-newsletter:

- **\$1,000 per issue**
- **Frequency:** Weekly on Sundays (one sponsor ad per email)
- **Recipients:** 100,000+
- **Open rate:** 10%
- **Banner ad:** 600 px [max] x 140 px [max] displayed adjacent to top section

### *brainfood* insert:

- **\$750 per insert**
- **Frequency:** Once a month inserted inside *California CPA* magazine
- **Recipients:** 45,000+
- **Logo:** High Resolution logo: 300+ dpi, .eps, .png or pdf only. Embed/outline all fonts or banner ad (size can be customized based on your needs).

### Acceptable Files:

All logos and banners must be 72dpi; saved at 100% RGB color; .jpg or .png format. Maximum file size: 100kb

### E-Newsletter



### *brainfood* insert

brainfood CalCPA

## LEARNING PLANNER

OCTOBER-NOVEMBER 2020

Welcome to Your October-November *brainfood* Learning Planner

Eight months into the pandemic and a tumultuous period that changed everything, when we look back on it—how we live, work, socialize and learn—also hope we'll see the opportunities that came out of these turbulent times. It has fueled innovative solutions to overcome these new challenges we face in everyday personal and work lives. CalCPA was already providing online learning to our members and customers, but we still had to adapt to the "new normal." While we cannot host in-person events for the near term, we have been hard at work to redesign some of our in-person education programs to better align with the needs of a virtual audience. I'm pleased to announce one of those changes today.

**CPE Week Reimagined—Introducing LearningPlus+**

CPE Week has long been a great way for you to get your core learning for the year in one place. It has also been valuable for networking with your fellow CPAs, making new friends, learning about trends in the profession, and having a bit of fun. So CPE Week has been about learning... and more!

I'd like to introduce you to CalCPA's newly redesigned LearningPlus+ with our first 3-day virtual event taking place November 4-6, 2020. What's new besides the name, LearningPlus+?

- We'll be unveiling totally NEW education programs not seen previously, including a new concurrent track called "Focus on the Future"
- Built-in, virtual networking opportunities to encourage interaction with other attendees
- Fun-filled short breaks with stretching, breathing and other exercises
- Relevant core content for AKA, Fraud, Tax and Financial Planning

Whether you've attended CPE Week in the past or never had the opportunity, we hope you'll join us for the start of a new journey. Visit [calcpa.org/learningplus](http://calcpa.org/learningplus) for information and to select your courses.

Brad J. Montorio  
Chief Learning Officer

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**SELF-STUDY—CONVENIENT LEARNING  
24/7 ON YOUR OWN SCHEDULE**

**NEW! Mobile Audio Courses**

Title	Prod. #	Credits
Acting Your Strategy	PO60000	CPE 3
Client Acquisition: Great Strategies for Attracting and Retaining Great Clients	PO60000	CPE 4
Critical of Ethical Updates	PO60000	CPE 2
Ethics Conversation: Building an Ethics-Based Culture	PO60000	CPE 4
Focus on Change: Change Management Essentials	PO60000	CPE 4
Leading Digital Transformation	PO60000	CPE 3
Leading Through Inflation	PO60000	CPE 3
Law, Alternative Facts and Professional Skepticism	PO60000	CPE 3.5
Providing Employee Engagement	PO60000	CPE 3

**Ethics**

Title	Prod. #	Credits
Accounting Laws, Ethics, Taxes and Financial Reporting	ALET40019	CPE 4
Business Ethics	ALET20019	CPE 2
Regulatory Risks	PR600019	CPE 4
Professional Conduct and Ethics: Dealing With Ethical Crisis	PR600019	CPE 4

**Tax**

Title	Prod. #	Credits
Property Dispositions	KAP2020	CPE 2
Travel, Entertainment and Auto Rules	ART0019	CPE 16
1041 Revisions	10410019	CPE 31
Asset Protection: Tax and Financial Aspects	ASPM0019	CPE 17
Compensation and Fringe Benefit Tax Developments	KAP2190	CPE 2
Contracts and Mechanics of Exchanges	CM0019	CPE 13
Basic Marital Tax Matters	KAP0330	CPE 2
Business Taxation	BR00119	CPE 24
Check of Entry	CO0019	CPE 22
Corporate Tax Planning	CO0019	CPE 22

For a complete selection of self-study programs in our portfolio, visit [calcpa.org/brainfood](http://calcpa.org/brainfood).

CalCPA INTRODUCES

## LearningPlus+



## CalCPA Firm Engagement Updates

Delivered once a month, CalCPA *Firm Engagement Updates* newsletter delivers relevant news to CPAs working inside of firms. Specific products for a tailored audience.

### Rates & Specifications

All Ad Materials Due: 10 days prior to scheduled send date.

- **Top banner ad \$750 per issue (12 issues)**
- **Frequency:** Monthly (up to 1 ad per issue)
- **Recipients:** TBA
- **Banner or Text Ad:** 600 px (max) x 140 px (max) or 30 words plus link

#### Acceptable Files:

**Text:** Provide maximum of 30 words. Include link.

**Banner:** 600px x 140px (max. size), 72dpi; saved at 100% size; RGB color; .jpg or .png format. Maximum file size: 100kb





## CalCPA *Student News: Adulthood Your Way to CPA*

Delivered once a month, CalCPA's *Student News* provides relevant news to students in the accounting field.

### Rates & Specifications

All Ad Materials Due: 10 days prior to scheduled send date.

- **Top banner ad \$750 per issue (12 issues)**
- **Frequency:** Monthly (up to 1 ad per issue)
- **Recipients:** 5,650
- **Banner or Text Ad:** 600 px (max) x 140 px (max) or 30 words plus link

### Acceptable Files:

**Text:** Provide maximum of 30 words. Include link.

**Banner:** 600px x 140px (max. size), 72dpi; saved at 100% size; RGB color; .jpg or .png format. Maximum file size: 100kb

