

Two ways to advertise:

1. Display Ad Rates

Please choose your ad size:

Full Page
8 5/8" x 10 7/8"
(with bleed)
7 3/8" x 10"
(no bleed)

\$2,625 b&w
 \$3,945 color

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

\$1,700 b&w
 \$3,005 color

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

\$1,700 b&w
 \$3,005 color

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

\$1,365 b&w
 \$2,625 color

4-color

- \$5,155 inside front cover
 \$4,645 inside back cover
 \$6,020 back cover

Premium position

- Add 10 percent to total.

Position _____

Please submit your display ad materials via e-mail to address below by **April 11, 2017**.

2. Product Review Ad

Review ads include:

- Photo or logo of your product or company
- 20-character headline (product or company name)
- 50-character subhead
- 75-word body copy for single ad; 150-word body copy for double ad



Please choose your ad size:

Single

- \$920 (75 words, not including headline and subhead)

Double

- \$1,560 (150 words, not including headline and subhead)

Please submit your review ad copy via e-mail or mail to address below. We accept electronic files. Materials will not be returned unless requested. Ads will be edited for grammar, style and word length. Product Review copy and logo are due **April 10, 2017**.

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.

FREE AD INDEX Listing: Accounting & Business Show Exhibitors!

When you purchase a 2017 *Technology & Business Resource Guide* display or review ad, you'll get a FREE mention in the publication's trade show exhibitor and advertiser's index. Just tell us if you're attending the show.

Advertising Billing Information

Company Name: _____

Contact: _____

Address: _____

City, State, ZIP: _____

Phone: _____

Fax: _____

Email: _____

Company Website: _____

Authorized Signature _____

Name (print) _____

Date _____

Please complete the information below:

Advertising Index Information YES, we are exhibiting NO, we are not exhibiting

Company name as it should appear in the Advertiser's Index: _____

Product name as it should appear in the Advertiser's Index: _____

URL as it should appear in the Advertiser's Index: _____

For more information or to email your order, contact **Bobbi Petrov**, bobbi.petrov@calcpa.org.
or mail to: Attn: Bobbi Petrov • California Society of CPAs • 1800 Gateway Drive, Ste. 200 • San Mateo, CA 94404 • (650) 522-3220

A Supplement to
California CPA

