

CPAS

COLORADO SOCIETY OF

Media Kit



ADVERTISING: display. classified. web. print. email. SPONSORSHIP
S: conferences. young professionals events. CPE. cp
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EXHIBITORS: conferences. young professional
difference gala. ADVERTISING: display
SHIPS AND EXHIBITORS: conferen
make a difference gala.
SPONSORSHIPS AND E
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t email

Discounts

Available Discounts

Discount A: NewsAccount display ad + 2 months of E-mail ads
25% off e-mail ad cost

Discount B: NewsAccount display ad + 2 months of Web display ads
10% off total cost

Discount C: NewsAccount ad + 2 months of Web display ads + 2 months of email ads
15% off total cost

Discount D: 1 month Web display ad + 1 month of e-mail ads
20% off total cost

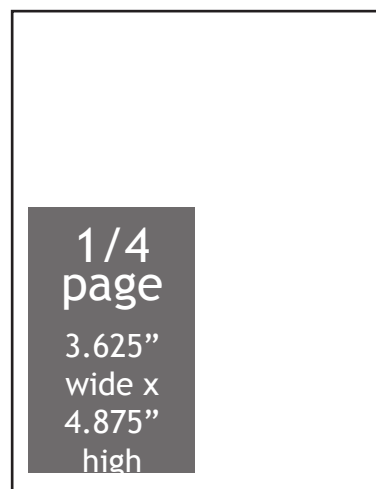
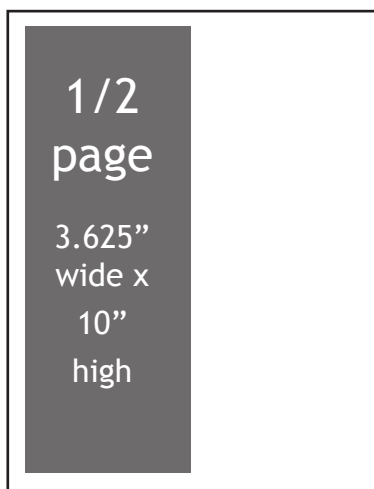
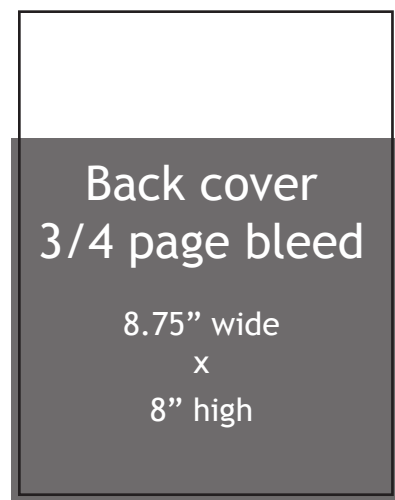
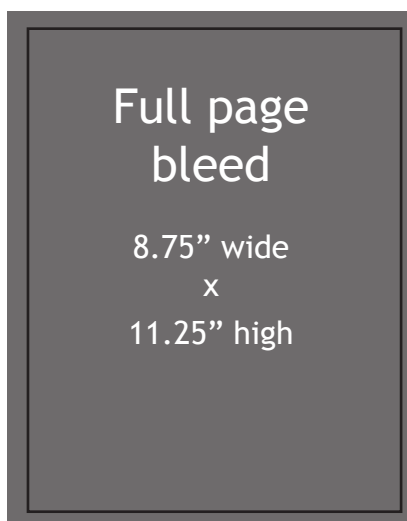
Save \$20.

By purchasing any – NewsAccount display, web display, or e-mail ad – combined with the purchase of a (NewsAccount or web) classified. **(Discount E)**

Hyperlink it.

Your advertisement will also appear in our digital edition of NewsAccount for no additional cost. The digital edition maintains an average of 600 unique visitors a month. For an additional \$10 you can make your advertisement hyperlinked so readers can head straight to your website from the digital magazine.

Size requirements for display ads



News Account

Advertising Insertion Contract

Colorado Society of Certified Public Accountants

Date _____

Advertiser or ad agency _____

If Agency, Name of client _____

Contact person _____

Address _____

City, State, Zip _____

Phone () _____

Display Advertisement Rates

	1 issue	3 issues	6 issues
Full page	\$1350	\$1275	\$1200
1/2 page	\$950	\$900	\$850
1/4 page	\$725	\$688	\$650

Available Discounts

Discount A: 1 NewsAccount display ad
+ 2 months of e-mail ads
= **25% off email cost**

Discount B: NewsAccount display ad
+ 2 months of Web display ads
= **10% off total cost**

Discount C: NewsAccount ad + 2 months of
Web display ads + 2 months of email ads
= **15% off total cost**

Please circle the ad rate above which corresponds to the ad size, frequency, and number of colors of your ad. If purchasing a 1/2 page, please circle VERTICAL or HORIZONTAL.

Ad rate per insertion	
Apply Discount Code	
Hyperlink for \$10/issue	
Number of Insertions	
Total Cost	

Contracts are for a maximum of 6 issues, after which they may be renewed. In which issues should the ad run?

Terms of Contract: Advertisements for any continuing education program will not be accepted. Cancellations must be received in writing 30 days prior to issue date. Advertiser assumes liability for the content of its ads. Editor/Publisher reserves the right to refuse advertising deemed unsuitable for NewsAccount. NewsAccount does not pay commissions to ad agencies; that is the responsibility of the agency client.

I agree to the terms above. Advertiser signature: _____



RETURN TO: Krista Flynt, Colorado Society of CPAs
7887 E. Belleview Ave., Suite 200 • Englewood, CO 80111
Phone: (303)741-8608 • Fax: (303)773-6344 • kflynt@cocpa.org

Editorial Calendar

January 1	Jan/Feb issue on shelves
February 1	Deadline to submit and pay for display and classified ads for March/April
February 15	March/April issue sent to printer
March 1	March/April issue on shelves
April 1	Deadline to submit and pay for display and classified ads for May/June
April 15	May/June issue sent to printer
May 1	May/June issue on shelves
June 1	Deadline to submit and pay for display and classified ads for July/Aug issue
June 15	July/Aug issue sent to printer
July 1	July/Aug issue on shelves
August 1	Deadline to submit and pay for display and classified ads for Sept/Oct issue
August 15	Sept/Oct issue sent to printer
September 1	Sept/Oct issue on shelves
October 1	Deadline to submit and pay for display and classified ads for Nov/Dec
October 15	Nov/Dec issue sent to printer
November 1	Nov/Dec issue on shelves
December 1	Deadline to submit and pay for display and classified ads for Jan/Feb
December 15	Jan/Feb issue sent to printer

Web & Print Classifieds

PRICING

0-50 words = \$50

51-100 words = \$100

101-200 words = \$200

201-300 words = \$300

301-400 words = \$400

Steps to purchase a classified advertisement.

- 1) Email advertisement to Krista Flynt at kflynt@cocpa.org.
- 2) You will be sent a link to the COCPA website where you can input payment information.
- 3) Done!

- There is a 400 word limit for ads
- Web ads may be submitted at any time and run for 30 days.
- Web ads will be posted to the site immediately after payment is received.
- Deadline for submission for print classifieds is the first of the month preceding the issue's release. (See editorial calendar on page 5 for details.)
- Depending on space and discretion, late submissions for print classifieds may be accepted.
- Classified ads must ALWAYS be paid in full in advance to ensure inclusion in the publication. This includes late submissions.
- Web and print classifieds are charged separately and are not a package.

Hyperlink it.

NewsAccount classifieds will also appear in our digital edition of NewsAccount for no additional cost. The digital edition maintains an average of 600 unique visitors a month. For an additional \$10 you can make your advertisement hyperlinked so readers can head straight to your website from the digital magazine.

Save \$20.

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Web Display Ads

Web ads run for one month. Ads are posted on the first of the month.

Ads are displayed on every page in each of our sections. Advertisers can choose which section to advertise in. Options are:

- Member Communities
 - CPE
- Member Events & Resources
 - News & Publications
 - Advocacy
 - Public Resources
 - About COCPA
 - Classifieds

See contract on the next page for purchase details

Discounts

Discount B: NewsAccount display ad + 2 months of Web display ads = **10% off total cost**

Discount C: NewsAccount ad + 2 months of Web display ads + 2 months of email ads = **15% off total cost**

Discount D: 1 month Web display ad + 1 month of e-mail ads = **20% off total cost**

Size requirements and Cost

**\$300/
month**

162 by 378 Pixels
Which equals
2.25 by 5.25
inches



or

**\$175/
month**

162 by 162 Pixels
Which equals
2.25 by 2.25
inches

All images must
be designed at
72 pixels per inch.

Advertising Insertion Contract

Advertiser or ad agency _____

If Agency, Name of client _____

Contact person _____

Address _____

City, State, Zip _____

Phone () _____

I would like to purchase a **RECTANGULAR (\$300)/ SQUARE (\$175)** advertisement.
(Please circle)

To be placed on the website in the CPACConnect - CPE - Member Events & Resources - News & Publications - Advocacy - Public Resources - About COCPA - Classifieds Section. (Please circle)

ONE INSERTION CONSISTS OF 30 DAYS ONLINE.

Ad rate per insertion	
Apply Discount Code	
Number of insertions	
Total cost	

Available Discounts

Discount B: NewsAccount display ad +
2 months of Web display ads =
10% off total cost

Discount C: NewsAccount ad + 2 months of Web
display ads + 2 months of email ads =
15% off total cost

Discount D: 1 month Web display ad +
1 month of e-mail ads = 20% off total cost

Begin Date: _____ End Date: _____

(Ads are posted on the first of the month)

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I agree to the terms above. Advertiser signature: _____

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Email Display Ads

The Colorado Society of CPAs provides members with a weekly e-mail detailing industry news, COCPA events, and CPE offerings. The e-mail has an open rate of roughly 35% of members a week and is a great way to reach out to members in a way that feels personal and direct.

Prices below purchase 4 weeks of advertisement.

Size requirements and cost

All images must be designed at 72 pixels per inch.

\$300

160 by 300 Pixels
Which equals
2.222 by 4.167 inches

or

\$175

160 by 160 Pixels
Which equals
2.222 by 2.222 inches

Save \$20.

By purchasing any – NewsAccount display, web display, or e-mail ad – combined with the purchase of a (NewsAccount or web) classified.
(Discount E)

Discounts

Discount A: NewsAccount display ad + 2 months of E-mail ads =
25% off e-mail ad cost

Discount C: NewsAccount ad + 2 months of Web display ads + 2 months of email ads = **15% off total cost**

Discount D: 1 month Web display ad + 1 month of e-mail ads =
20% off total cost

NewsQuick email

Advertising Insertion Contract

Advertiser or ad agency _____

If Agency, Name of client _____

Contact person _____

Address _____

City, State, Zip _____

Phone () _____

I would like to purchase a **RECTANGULAR (\$300)/ SQUARE (\$175)** advertisement.
(Please circle)

ONE INSERTION CONSISTS OF 4 WEEKS OF EMAILS

Ad rate per insertion	
Apply Discount Code	
Number of insertions	
Total Cost	

1 Insertion = 4 weeks of e-mails.

Available Discounts

Discount A: NewsAccount display ad + 2 months of E-mail ads = **25% off e-mail ad cost**

Discount C: NewsAccount ad + 2 months of Web display ads + 2 months of email ads = **15% off total cost**

Discount D: 1 month Web display ad + 1 month of e-mail ads = **20% off total cost**

Begin Date: _____ **End Date:** _____

Terms of Contract: Advertisements for any continuing education program will not be accepted. Cancellations must be received in writing 30 days prior to issue date. Advertiser assumes liability for the content of its ads. Editor/Publisher reserves the right to refuse advertising deemed unsuitable for the COCPA. The COCPA does not pay commissions to ad agencies; that is the responsibility of the agency client.

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