

# Advertising

## Your Best Tool for Business Development



**CPA**  
*magazine*  
MEDIA PLANNER

**REACH CPAS  
IN PUBLIC PRACTICE**

**83,811** CPAs by email

**222,808** average monthly  
impressions on CPAmagazine.com

# REPORT CARD

Published from  
our Reader Survey\*



**100%**

Are involved in some way  
for technology purchases

**100%**

Comment that the publication successfully covers issues  
that are impacting accounting firm owners

**100%**

Say *CPA Magazine* contains important information  
that I can apply to my professional life

**100%**

Are involved in some way for technology purchases

**100%**

Recommend articles that appear in *CPA Magazine* to  
peers & colleagues

**ADVERTISING CONTACT**

Angie Rose  
Publisher  
888-610-1144  
angie@cpamagazine.com

[cpamagazine.com](http://cpamagazine.com)

# CPA Magazine's Market and Editorial Overview

## Mission

To provide CPA firm owners ideas to manage, enhance and expand their tax and accounting practice using technology.

## Audience

- 83,811 CPAs with the CPA Magazines' News ALERT monthly
- 222,808 average monthly impressions on CPA Magazine.com

## Focused Content for CPAs to Grow Their Practice

For sixteen years, we have served CPAs in public practice with *CPA Magazine*. The E-Newsletter features the same nationally renowned practicing CPA columnists Sidney Kess, Julie Welch, Jerry Love and Martin Shenkman who provide tax strategies while founding CPA Steel Rose provides new niche practice features on technology.

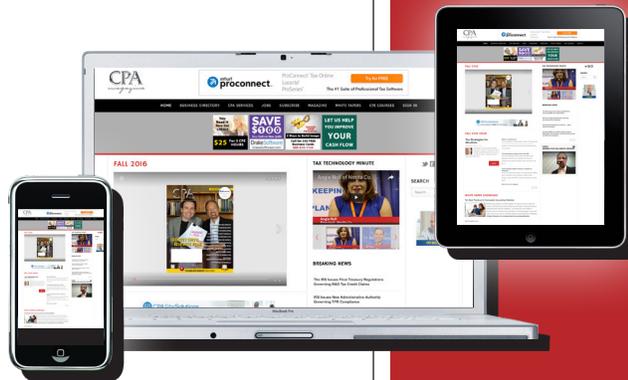
## Key topics covered include tips, tools and technology for managing, enhancing and expanding th CPA practice:

- 1040, 1120, 1065 and 1041 tax prep tips
- Client tax tips for distribution to clients
- Email & Social Media Marketing for CPAs
- Financial advisor & Social Security strategies
- Interviews with leading practicing CPA
- Latest technology for the blockchain
- Niche audit and other services
- Comparative software reviews
- Practice technology tools
- Small business consulting
- IRS representation advice
- Quickbooks consulting
- Buyer's Guide
- Crowdfunding
- CPE credits

# MEDIA PLANNER

The collage shows several advertising opportunities:

- CPA News ALERT**: An email newsletter with a header featuring the CPA logo and navigation links like 'Subscribe' and 'Unsubscribe'.
- Content Banner 468 x 60**: A horizontal banner with a blue background and white text.
- Skyscraper Right Ad 120 x 600**: A vertical advertisement on the right side of the newsletter layout.
- Button 125 x 125**: Small square buttons with text like 'We Go To Work For You' and 'REDUCE DEBT & SAVE'.
- CPA Magazine's Business Directory**: A grid of various service providers and their contact information.



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CPA MAGAZINE E-NEWSLETTER  
REACH **83,811**  
CPAs in public practice

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MEDIA PLANNER

**ISSUE DATES**

**January**

- Week 1** Tax Season Survival Guide
- Week 2** Estate Planning
- Week 3** E-filing Tips
- Week 4** Top CPA Software

**February**

- Week 1** A Map for Success in IRS Representation
- Week 2** Not for Profit Software
- Week 3** Quickbooks Consulting
- Week 4** Financial Planning Tools

**March**

- Week 1** Crowdfunding
- Week 2** Website Builders
- Week 3** CPA Buyer's Guide
- Week 4** Website Marketing

**April**

- Week 1** Business Tax Software
- Week 2** 1120 & 1065
- Week 3** SSAE 16 & Security Audits
- Week 4** Client Tax Videos

**May**

- Week 1** Crowdfunding for CPAs
- Week 2** Small Business Accounting
- Week 3** Social Security Tools
- Week 4** (ICO) Initial Coin Offerings

**June**

- Week 1** New CPA Technology Awards
- Week 2** Tax Research Software
- Week 3** Email Marketing
- Week 4** Cloud Accounting

**July**

- Week 1** Secrets of Practice Management
- Week 2** Time & Billing
- Week 3** Business Valuation Tools
- Week 4** Blockchain

**August**

- Week 1** Social Media for CPAs
- Week 2** Professional Liability
- Week 3** Marketing Your Firm
- Week 4** Smart Contracts

**September**

- Week 1** Top CPA Apps
- Week 2** Write Up Software
- Week 3** Bitcoin
- Week 4** Fixed Assets

**October**

- Week 1** Workflow Software
- Week 2** Document Management
- Week 3** Review Engagement Software
- Week 4** Top CPA Apps

**November**

- Week 1** Tax Planning Software
- Week 2** Payroll Processing
- Week 3** Property Management
- Week 4** W-2/1099

**December**

- Week 1** Reasonable 1040 Tax Software
- Week 2** Sales Tax software
- Week 3** Selling Your Practice
- Week 4** Technology Tips

**"I** find *CPA Magazine* fascinating."

*Karen Thorne, CPA*

**What Our Readers Are Saying**



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# CPA News ALERT Advertising Rate Card

1 Month    4 Months    12 Months    24 Months

**A** **Leaderboard**    | \$2380 | \$1980 | \$1580 | \$1180  
This premiere position provides your company with top exposure and quality traffic.

**B** **Content Banner**    | \$1980 | \$1580 | \$1180 | \$780  
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers. It will be located between the practicing *CPA Magazine* columnists.

**C** **Skyscraper**    | \$1980 | \$1580 | \$1180 | \$780  
A Skyscraper-Right is a large format ad with prime real estate to sell your company's products or services to accounting firm owners and decision-makers.

**D** **Video Showcase**    | \$1980 | \$1580 | \$1180 | \$780  
A video Showcase ad targets your buying audience and features your product. This option features video box, 50-word description and link to your video.

**E** **Standard Button**    | \$1580 | \$1180 | \$780 | \$380  
A Standard Button gives you the flexibility of several premiere locations to articulate your sales message.

**F** **White Paper Sponsorship**    | \$2000 | \$1750 | \$1550 | \$1000  
The White Paper will post on the home page of *CPA Magazine*. This option features a logo, title of the White Paper, 50-word description and link to your site.

# MEDIA PLANNER

**A**

The screenshot shows the CPA News ALERT website interface. At the top, there are navigation links and a search bar. Below the header, there are several content blocks:
 

- Spot A:** A large banner at the top with the text "CPA News ALERT" and "CPA" logo.
- Spot B:** A content banner below the header with the text "Income Deferral Strategies" and a "Subscribe" button.
- Spot C:** A skyscraper ad on the right side with the text "REDUCE DEBT AND SAVE MONEY".
- Spot D:** A video showcase ad with a video player and a "Product Name" section.
- Spot E:** A standard button ad with the text "In This Issue Expanding Your Practice with Quickbooks Consulting".
- Spot F:** A white paper sponsorship ad at the bottom with the text "White Paper" and "Title of White Paper".

**E**

**C**

**B**

**D**

**F**



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# E-Newsletter Advertising Specifications

**A** Leaderboard | 728 x 90

**B** Content Banner | 468 x 60

**C** Skyscraper | 120 x 600 OR 120 x 300

**D** Video Showcase | 468 x 130  
Video box, 50-word description and link to your video.

**E** Standard Button | 125 x 125

**F** White Paper Sponsorship | 468 x 130  
Photo/logo, 50-word synopsis, & link

## File Submission

The ad file must be emailed to [josh@cpamagazine.com](mailto:josh@cpamagazine.com) at least one week prior to the distribution date. If advertisers have reserved space but do not submit a graphic file at least one week in advance, they will be charged for the ad space.

## Policies

Advertisers will be invoiced and pay the invoice balance in full within 30 days of receipt of invoice to be eligible for any agency or publisher discounts.

## Common specifications:

- File format: GIF, JPG
- Max image size: 40k
- Rich media accepted
- Max animation time :30
- Looping: No loop maximum, but total animation time for all loops combined cannot exceed 30 seconds
- Initiation click only
- Speed is 18 fps or lower; ideally 12 fps.

# MEDIA PLANNER

The screenshot shows a professional e-newsletter design. At the top, it says 'Leaderboard Ad 728 x 90'. Below that is a navigation bar with 'CPA News ALERT' and the CPA logo. The main content area features several articles with small profile pictures and 'Read More' links. On the right side, there is a vertical sidebar containing a 'Skyscraper Right Ad' (120 x 600), a 'Button' (125 x 125), and a 'Quick Links' section with 'CPA Magazine' and 'Accountants Practice Tools'. The overall design is clean and organized.



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**BUYERS GUIDE**

Search keyword:  All categories:

All types:  [Q Search](#)

All categories > Buyers Guide

**Search Filter** **Buyers Guide**

Reset

**Categories**

- Accounting
- Cloud Accounting
- Cloud-based Tax Preparation, Compliance & Workflow
- Collection Support Services
- Construction & Accounting
- Email Encryption
- Financial Planning Services
- Payroll Practice Management
- Practice Sales
- Practice Workflow
- Professional Liability Insurance
- Sales Tax
- Tax Preparation
- Time and Billing
- Trust Probate Accounting
- Write-Up

Results 1 - 20 of 29 in Buyers Guide

Sort by:  **View**

**AccountantsWorld**  
 Phone: 888-999-1366  
 More Info  
 Product: Payroll Relief

**Accounting Practice Sales, Inc.**  
 Address: 1207 Tremont Street, United States  
 Phone: 888-847-1040  
 More Info  
 Product: Practice Sales

**ADP**  
 Address: Hanover Road, United States  
 Phone: 844-400-1ADP  
 More Info  
 Product: HCM and Payroll Solutions

**AppRiver**  
 Address: 1101 Gulf Breeze Parkway, Suite 200, United States  
 Phone: (877) 364-8284 Fax: (850) 932-5339  
 More Info  
 Product: CipherPost Pro™

**CheckMark**  
**CheckMark Payroll Service**  
 Address: 323 West Drake Road, United States  
 Phone: 800-444-9922  
 More Info  
 Product: Payroll Software

**CAS**  
**Corporate Advisory Solutions**  
 Phone: 215-717-8719  
 More Info  
 Product: M&A Advisory Services, Valuations, Market Intelligence.

**DELTA DATA**  
**Delta Data, Inc.**  
 Address: 14365 Glenda Drive, St. Paul, MN, United States  
 Phone: 888-760-8039  
 More Info  
 Product: Trust Accountant

**PROMOTED IN EVERY EMAIL ISSUE**  
*Add your listing today*

- ↳ 83,811 CPAs in Public Practice monthly with CPA Magazines' News ALERT
- ↳ 222,808 monthly average impressions on CPAmagazine.com
- ↳ **1 month - \$59**  
**1 year - \$495**

**INCLUDES:** Enhanced Buyers guide listing includes, Company name, phone, website, contact email and hotlink, company logo, video, 2 PDFs, social media links and 100 word description.

"CPA Magazine helps manage my practice."  
*Bryan McDonald, CPA*

**What Our Readers Are Saying**



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# CPAmagazine.com Advertising Rate Card

1 MONTH 3 MONTHS 6 MONTHS 12 MONTHS

- A Leaderboard** | \$1595 | \$1295 | \$1095 | \$995  
This premier position provides your company with top exposure and quality traffic.
- B Big Box** | \$1595 | \$1295 | \$1095 | \$995  
This premier size and location immediately draws attention from the readers.
- C Content Banner** | \$1295 | \$1095 | \$895 | \$695  
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers. It will be located between the practicing CPA columnists.
- D Skyscraper** | \$1595 | \$1295 | \$1095 | \$995  
A Skyscraper-Right is a large format ad with prime real estate to sell your company's products or services to accounting firm owners and decision-makers.
- E Video Showcase** | \$1595 | \$1295 | \$1095 | \$995  
A Product Showcase ad targets your buying audience and features your product. This option features a video placement, 50-word description and link to your video.
- F Standard Button - Top** | \$750 | \$650 | \$550 | \$450  
**Standard Button - Right** | \$650 | \$550 | \$450 | \$350  
A Standard Button gives you the flexibility of several premier locations to articulate your sales message.
- G White Paper Sponsorship** | \$2000 | \$1750 | \$1550 | \$1000  
The White Paper will post on the home page of *CPA Magazine*. This option features a logo, title of the White Paper, 50-word description and link to your site.

1 MONTH 12 MONTHS

**ONLINE Buyer's Guide Listings** | \$59 | \$495

Enhanced Buyers guide Listing in 1 category includes, Company name, phone, website, contact email and hotlink, company logo, 100 word description, video, 2 PDFs and social media links .

# MEDIA PLANNER



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v 10.19.18