

2010-2011 CSCPA CPE Catalog Advertising Agreement

Please Complete:

We, _____ (the Advertiser) agree to the purchase of display advertising in the 2010-2011 *CSCPA CPE Catalog*.

The total amount due CSCPA for this purchase of advertising is \$ _____, as specified below. Pre-payment is required. Electronic file, payment, and this agreement are to be submitted to CSCPA by February 26, 2010.

Size of Advertisement (check one):

- Outside Back Cover (*full color*): \$2,000
- Inside Front Cover (*full color*): \$2,000
- Inside Back Cover (*full color*): \$2,000
- Full Page (facing "Table of Contents"): \$1,500
- Full Page Course Topic Dividers: \$1,000
(*please specify placement at right. **)
- Half Page (below "Directions to Course Sites"): \$750
- Half Page (below "Registration Form"): \$650
- Half Page (below "CPE Calendar"): \$500
- Please ad PMS color for an additional \$100*

*Full Page Course Topic Dividers:

Divider placement available as follows on a first-come, first-served basis.

- Before Accounting & Auditing
- Between Accounting & Auditing and Computers
- Between Computers and Consulting Services
- Between Consulting Services and Management
- Between Management and Personal Development
- Between Personal Development and Specialized Knowledge
- Between Specialized Knowledge and Tax

Submission Specifications

Ads must be submitted in electronic format (preferably PDF files or Macintosh InDesign or Quark.)

All rates are net/non-commissionable.

*For 2010-2011, the *CPE Catalog* will be printed in black ink with 1 PMS color (to be determined) as a second color. You may add this PMS color to your advertisement for an additional \$100 per ad.

**Please provide the following information and return this form, with full payment, to:
CSCPA, Attn: Melissa Thompson, 716 Brook Street, Suite 100, Rocky Hill, CT 06067-3433**

Contact Person: _____ Authorized Signature: _____ Date _____

Company Name: _____

Address: _____

City/State/Zip Code: _____

Phone: _____ Fax: _____ Email: _____

Amount Due \$ _____ Check to CSCPA Foundation Visa MasterCard AmEx

Card # _____ Expiration Date _____

Cardholder's Address _____

Cardholder's Name _____ Cardholder's Signature _____

Please email electronic files to Melissa Thompson at melissat@cscpa.org. Questions? Call Melissa at 860-258-0229. Make checks payable to CSCPA Foundation. Mail together with this form to: CSCPA, Attn: Melissa Thompson, 716 Brook Street, Suite 100, Rocky Hill, CT 06067-3433. Agreements with credit card may be faxed to 860-258-4859.

Description of Catalog

The 2010-2011 *CSCPA Continuing Professional Education (CPE) Catalog* is an attractive 8 1/2" x 11" perfect-bound annual publication containing approximately 100 pages. In mid-April, the catalog will be mailed to approximately 7,000 Connecticut accounting professionals. This year's catalog will highlight courses offered from May 2010 through January 2011.

The following are the 2010-2011 rates and guidelines for placing your advertising in the *CSCPA CPE Catalog*.

Closing Dates and Deadlines

The deadline for submitting electronic files (preferably PDF files or Macintosh InDesign or Quark.) and all advertising space reservations is February 26, 2010.

Submission Specifications

Ads must be submitted in electronic format (preferably PDF files or Macintosh InDesign or Quark.) **All rates are net/non-commissionable.**

For 2010-2011, the *CPE Catalog* will be printed in black ink with 1 PMS color (to be determined.) You may add this PMS color to your advertisement for an additional \$100 per ad.

Ad Sizes and Rates

Ad sizes and rates are as follows:

Outside Back Cover (full color)	7.5" x 6.5"	\$2,000
Inside Front Cover (full color)	7.5" x 10"	\$2,000
Inside Back Cover (full color)	7.5" x 10"	\$2,000
Full Page (facing "Table of Contents")	7.5" x 10"	\$1,500
Full Page Course Topic Dividers*	7.25" x 10"	\$1,000
Half Page (below "Directions to Course Sites")	7.25" x 4.5"	\$750
Half Page (below "Registration Form")	7.25" x 5"	\$650
Half Page (below "Date Index")	7.25" x 4.5"	\$500

*Full Page Course Topic Dividers:

Divider placement available as follows on a first-come, first-served basis; page numbers are based upon last year's published catalog and are approximations until press time.

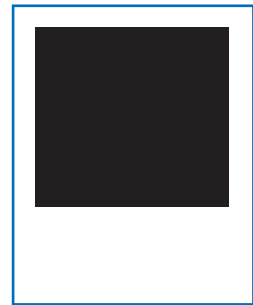
Before Accounting & Auditing	p. 13
Between Accounting & Auditing and Computers	p. 28
Between Computers and Consulting Services	p. 30
Between Consulting Services and Management	p. 38
Between Management and Personal Development	p. 44
Between Personal Development and Specialized Knowledge	p. 48
Between Specialized Knowledge and Tax	p. 57

Please email ads (PDF or Macintosh InDesign or Quark preferred) to Melissa Thompson at melissat@cscpa.org. Questions? Call Melissa at 860-258-0229

Mechanical Specifications for CSCPA CPE Catalog Advertisements

Please submit ads as electronic files (PDF or Macintosh InDesign or Quark are preferred.)

Outside Back Cover



Full Page



Half Page

