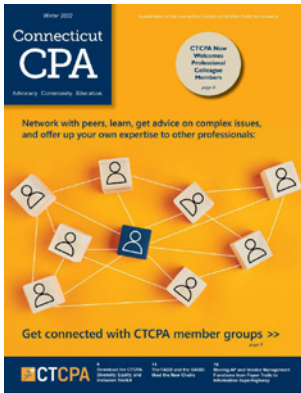




Connecticut CPA Magazine Advertising Specifications



Connecticut CPA magazine, published quarterly, is the CTCPA's flagship publication, updating nearly 6,000 CTCPA members on timely professional issues and member news.

Interior Ad Rates/Sizes

Size	1 Issue	3 Issues	4 Issues	Dimensions
Full Page	\$1,082	\$960	\$925	7.5" x 10"
2/3 Page	\$910	\$811	\$778	4.75" x 10"
Half Page	\$686	\$617	\$589	7.5" x 4.75"
1/3 Page	\$533	\$474	\$455	2.5" x 10"
1/2 Double Column	\$492	\$440	\$423	4.75" x 4.75"
1/2 Single Column	\$326	\$291	\$281	2.5" x 4.75"

Specific positioning for interior advertisements is not available. All ads appear in CMYK color. Rates are per issue, net. CTCPA reserves the right to refuse any advertisement.

Premium Placement Ad Rates/Sizes

Outside Back Cover (partial page, 7.5" x 5.5") – \$1,400 per issue

Inside Front Cover (full page, 7.5" x 10") – \$1,300 per issue

Inside Back Cover (full page, 7.5" x 10") – \$1,200 per issue

*Full-page ads with bleeds may be 8.5" x 11" plus 1/4" bleeds.

**Outside back cover ad with bleeds may be 8.5" x 6" plus 1/4" bleeds.

Please contact Kirsten Piechota at kirstenp@ctcpas.org or 860-258-0231 to confirm availability for premium placement advertisements.

Full Page
7.5" x 10"

Ads with bleeds may be 8.5" x 11" plus 1/4" bleeds.

Half Page
7.5" x 4.75"

1/2 Double Column
4.75" x 4.75"

1/2 Single Col.
2.5" x 4.75"

2/3 Page
4.75" x 10"

1/3 Page
2.5" x 10"

Outside Back Cover
7.5" x 5.5"

Ads with bleeds may be 8.5" x 6" plus 1/4" bleeds.



Connecticut CPA Magazine Advertising Insertion Order

Reach a diverse group of financial professionals across Connecticut and beyond. *Connecticut CPA* covers hot topics including technology, HR issues, advocacy updates, member news, and more.

I. Choose your advertisement options:

Please contact Kirsten Piechota at kirstenp@ctcpas.org or 860-258-0231 to confirm availability for premium placement advertisements.

Size of Advertisement

Interior

- Full Page
- 2/3 Page
- Half Page
- 1/3 Page
- 1/2 Double Column
- 1/2 Single Column

Issue(s) for Placement

Issue

- Winter
- Spring
- Summer
- Fall

Deadline

- December 1
- March 1
- June 1
- September 1

Premium Placement

- Outside Back Cover (partial page)
- Inside Front Cover (full page)
- Inside Back Cover (full page)

Cost Calculation

$$\frac{\text{_____}}{\text{cost per issue}} \times \frac{\text{_____}}{\text{\# of issues}} = \frac{\text{_____}}{\text{total cost}}$$

2. Supply your company information:

Company name: _____

Contact person: _____

Phone: _____ Email: _____

Total amount due: \$ _____ Check to CTCPA Request an electronic invoice

3. Submit your advertising creative:

Email high-resolution PDF materials to Kirsten at kirstenp@ctcpas.org.

Return this form to Kirsten Piechota at kirstenp@ctcpas.org.

Please mail payments by check to CTCPA, 716 Brook Street, Rocky Hill, CT 06067, Attention Kirsten Piechota. Questions? Contact Kirsten at 860-258-0231 or kirstenp@ctcpas.org.