

disclosures

BROUGHT TO YOU BY THE VIRGINIA SOCIETY OF CPAs

WWW.VSCPA.COM

2012 ADVERTISING OPPORTUNITIES



The Virginia Society of CPAs (VSCPA) represents **9,000 active CPAs** in the state.

Members span all areas of private business, government, industry, education, and public accounting. Virtually all CPA firms in the state are represented, along with a vast majority of all active certified public accountants in Virginia.

The society works to educate its members, as well as keep them informed of all important issues relating to the profession. The means for this education and communication provides an unmatched marketing opportunity for product and service providers to reach out to this sought-after audience.

A majority of members are partners, presidents/CEOs, executives, department managers, and other professionals with buying power and authority for an array of products and services.

OPPORTUNITIES INCLUDE:

- **Print** – Bi-monthly Magazine, *Disclosures*
- **Online** – Bi-weekly E-news and Digital Magazine



In partnership with



Virginia Society of
Certified Public
Accountants

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Real Estate & Financial Information

reader demographics

Disclosures is the **official membership publication** of the VSCPA. Published bi-monthly, this four-color magazine reaches more than **14,000 CPAs** in private business, government, industry, education, and public accounting.

Bonus distribution at many VSCPA events, including Government & Nonprofit Conference, Accounting & Auditing Conference, and Professional Development Conference.

Virginia Society of CPAs

A consistent message to influential accountants and financial professionals can build your business among both accounting firms, and all of their corporate and individual clients, as a vast majority of members recommend products and services to their clients.

“One of the most valuable benefits of my VSCPA membership is the volume and timeliness of important information that the VSCPA shares with its members. *Disclosures* is very well-organized and provides an abundance of articles relating to recent legislative issues, business practices and licensing issues.”

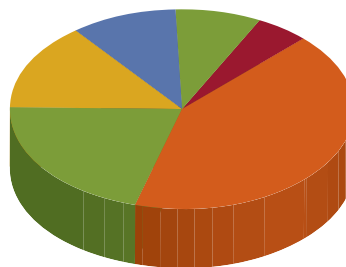
Heather Nichole White CPA, Yount, Hyde & Barbour, PC

Added bonus is a professional, high-quality digital version of *Disclosures*, available on the VSCPA website, which provides double exposure and more advertising opportunities.

98.6% of members say that they receive *Disclosures*, and **74.8%** say they read it either always or often.

The digital magazine **increases interaction with more readers** and makes it possible to embed video in ads, include a pop-up overlay, track leads and more.

READER PROFILE



Statistics

Areas of Employment

Public Practice	42%
Business & Industry	21%
Other	14%
Education	10%
Students	8%
Government	5%

54%
of members are
manager level or above.



2012 editorial calendar

January/February

- Profile in CPA success
- The new auditor's report
- Creating a great culture

March/April

Focus on: members in business and industry

- Lease accounting
- Business valuation
- Ethics for CPAs in business and industry

May/June

- Smart strategies for speaking on-camera
- Role of the CPA in alternative dispute resolution
- What to consider when starting a CPA practice
- Profile in CPA success

July/August

Focus on: government accounting

- Fraud in government
- Implementing 2011 Yellow Book
- Trends in government contract accounting
- Business combinations

September/October

Focus on: accounting education

- Pathways into the profession
- Members' career paths
- Tips from female partners

November/December

Focus on: taxation

- Virginia tax toolkit
- Working with Virginia Department of Taxation
- Super CPAs

"The VSCPA proactively researches current issues and solicits members directly for their views on pending legislation. The VSCPA provides a voice for the CPA industry and takes action on issues important to our profession."

Michael S. Smith, CPA, ACCU Industries, Inc.

2012 DEADLINES AND ISSUE DATES

Issues	Space Closes	Copy Due	Issue Date
January/February	November 29	December 6	January 6
March/April	January 20	January 27	February 28
May/June	March 9	March 16	April 20
July/August	May 18	May 25	June 29
September/October	July 13	July 20	August 24
November/December	September 14	September 21	October 26



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ADVERTISING RATES

AD SIZE	6 TIMES	3 TIMES	1 TIME
Full Page 7.375" w X 9.875" h	\$1,115	\$1,255	\$1,395
2/3 Page 7.375" w X 6.375" h	\$950	\$1,065	\$1,185
Half Page 7.375" w X 4.875" h	\$835	\$940	\$1,045
1/3 Page 7.375" w X 3.125" h	\$670	\$750	\$835
Back Cover 7.875" w X 7.25" h	\$1,340	\$1,510	\$1,675
Inside Cover	\$1,285	\$1,445	\$1,605

Pricing is per issue • All rates are net • All members receive a 10% discount

*FOR MORE INFORMATION Contact advertising at 800.356.8805 or email custompubs@thewarrengroup.com

VSCPA Online BANNER ADVERTISING

eDisclosures

- Each issue is emailed to **9,000 members** and contains supplements to the news and information in *Disclosures*, as well as practice- and industry-specific news and headlines, VSCPA announcements, and more.
- Sent out the first Tuesday of every month.

Footnote

- Distributed to all VSCPA members, as well as **an additional 10,000 CPAs across Virginia**.
- Each issue contains the latest industry news and professional issues for the CPA profession, Virginia Board of Accountancy updates, regulatory information, and upcoming CPE opportunities.
- Sent out the third Tuesday of every month.

E-News Advertising Rates

Primary Ad (216 X 108)

Limited to two advertisers per issue

6+ Insertions	2-5 Insertions	1 Insertion
\$450	\$500	\$550

- Pricing is per insertion
- All rates are net
- All members receive a 10% discount