



INTERIM REPORT

Our Members Are
Your Best Prospects.



Start building stronger business relationships today.

Interim Report, our quarterly magazine, keeps 13,000+ members “in the know” by providing the latest accounting-related news and expert analysis of the business issues facing the profession, all in top-notch quality and style.

When you team up with the North Carolina Association of Certified Public Accountants, you automatically gain access to 13,000 of the state’s top financial talent.

Through Interim Report and the corresponding online options, you are guaranteed exposure to a highly specialized, professional audience. Our membership not only includes North Carolina’s finest CPAs, but also ranges from sole practitioners; Big 4 firms; CFPs; controllers; financial managers; and primary purchasers of financial and healthcare services, real estate, travel, products, computers, employee benefits, and more.



The Official Publication of the North Carolina Association of Certified Public Accountants

MEDIA SOLUTIONS

> PRINT

Quarterly Magazine, Interim Report, New Redesign for 2014 with more content for readers

> ONLINE

Bi-weekly E-news and website

> DIGITAL

Each issue delivered in digital format
Direct Email Marketing

Custom publications have risen above other mediums in terms of value and effectiveness. The statistics show that prospects trust and respond to trade magazine advertising more than their marketing counterparts."

The Magazine Handbook

The Magazine Publishers Association

Online Advertising

Ads repeat on every page throughout the chosen section.

\$350 per 30 days (Ad Size: 468 x 60)

Web ads cannot be placed under 'CPE Catalog Search' or the 'NCACPA Career Center,' as these pages are not managed by NCACPA.

E- Marketing

Directly reach over 16,000 with an ad in one of our e-newsletters. Send your message to everyone, or select which audience you would like to reach with three different category targets. Most emails are sent on Mondays, and frequency ranges from monthly to weekly.

Large Footer: 1 Month \$450 (Ad Size: 550 x 100)

eSource

A monthly email listing all of the NCACPA's CPE courses.

Distribution 16,450

Public Practice eNews

Sent bimonthly to public practitioners, featuring current news headlines, upcoming conferences, seminars, ethics courses, special events, webcasts, and chapter events

Distribution 7,860

Members in Business and Industry eNews

Monthly update of information that directly affects our members in business and industry

Distribution 6,275

NEW Classified Advertising

Find qualified employees, find partners and experts for mergers and acquisitions, lease or sell office space, find CPAs in need of niche professional services such as legal counsel or money management, and much more.

Print ads appear in one issue of Interim Report magazine. Online ads run for 3 months on ncacpa.org. All classifieds will appear both in print and online.

Triannual Commitment

2.5" x 2.5"

\$200 for members | \$250 for non-members

2.5" x 5"

\$300 for members | \$350 for non-members

Annual Commitment

2.5" x 2.5"

\$600 for members | \$750 for non-members

2.5" x 5"

\$900 for members | \$1050 for non-members

ADVERTISING RATES

| AD SIZE | 3 TIMES | 1 TIME |
|------------|---------|---------|
| Full Page | \$1,265 | \$1,580 |
| Half Page | \$950 | \$1,185 |
| 1/3 Page | \$755 | \$945 |
| Back Cover | \$1,470 | \$1,840 |

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

2013 DEADLINES AND ISSUE DATES

| Issues | Space Closes | Material Due | Issue Date |
|---------|--------------|--------------|------------|
| Issue 1 | 1/3 | 1/10 | 3/6 |
| Issue 2 | 4/4 | 4/18 | 6/12 |
| Issue 3 | 10/3 | 10/10 | 12/5 |