

2015 MARKETING OPPORTUNITIES

# INTERIM REPORT



## Our Members Are Your Best PROSPECTS

### Start Building Stronger Business Relationships Today.

The Interim Report keeps over 13,000 members “in the know” by providing the latest accounting-related news and expert analysis of the business issues facing the profession. You can team up with the North Carolina Association of Certified Public Accountants, and immediately get your message in front of over 13,000 of the state’s top financial talent.

Through the magazine and the online advertising 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.



To learn more about **The Interim Report** or to customize a marketing program unique to your business needs, call **800-356-8805 ext. 327** or email [advertising@thewarrengroup.com](mailto:advertising@thewarrengroup.com).

#### MEDIA SOLUTIONS

##### > PRINT

Bi-Annual Magazine, **Interim Report**

##### > ONLINE

E - Newsletters and Website Advertising

##### > DIGITAL

Each Issue Delivered In Digital Format



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

# PRINT SOLUTIONS

The magazine will now be published bi-annually, which means the issues will be larger, more comprehensive, and with higher-quality printing. Each issue will be much-anticipated by the 13,000+ NCACPA members.

“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

## 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.

## ADVERTORIALS

Advertorials are a powerful and highly effective tool for advertisers as they provide readers with the detailed information they need to make informed decisions. Advertorials allow you to establish your company as a thought leader and showcase your expertise in an editorial format that is engaging and interesting. Stories not only help people to remember a business, but they also are a powerful way to motivate them to take action.



# ONLINE SOLUTIONS



## 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 Distribution 16,450

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

## MEMBERS IN BUSINESS & INDUSTRY ENEWS Distribution 6,275

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

## PUBLIC PRACTICE ENEWS Distribution 7,860

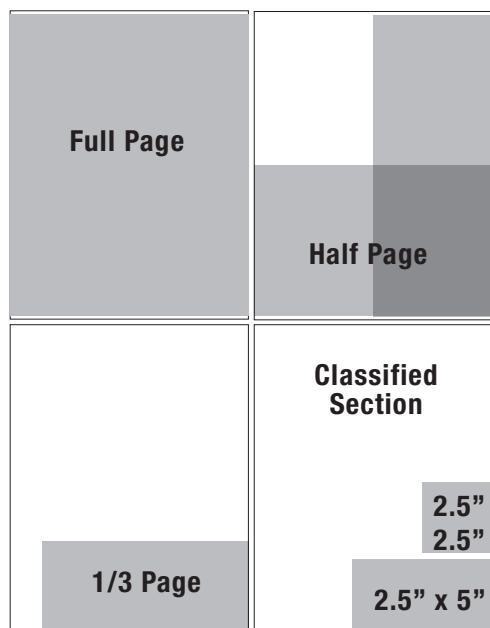
Sent bimonthly to public practitioners, featuring current news headlines, upcoming conferences, seminars, ethics courses, special events, webcasts, and chapter events

## DIGITAL ISSUE BELLY-BAND

Your message as the front cover of the digital magazine as it is delivered to thousands of computers, tablets and smart phones. Includes a 300 x 250 pixel ad on the email that delivers the digital issue to readers. **8.5" x 7" \$755**



## PRINT DIMENSIONS



## ▶ ADVERTISING MATERIAL SPECIFICATIONS

- ✓ **File formats:** PDF version 1.3 (transparency flattened), EPS, or TIFF
- ✓ **PDF:** 1.3 (transparency flattened), PDF/X-1a:2001
- ✓ **Acceptable Software:** Photoshop, Illustrator & InDesign.
- ✓ **Resolution:** 300 DPI
- ✓ **TAC limit (Total Area Coverage):** SWOP (coated) #5 Sheet TAC = 300%
- ✓ **Color:** CMYK
- ✓ **ICC color profile:** North America Prepress 2
- ✓ **Rich Black Settings:** 100k, 75c, 63m, 63y
- ✓ **Fonts:** PostScript or OPEN fonts.
- ✓ **Images & Fonts:** Should be embedded or included.
- ✓ **Proof:** Please include a printed proof.

## ▶ SENDING ADVERTISING MATERIALS

Email your ad rep or to [advertising@thewarrengroup.com](mailto:advertising@thewarrengroup.com) Please use the advertiser's name in the subject line of the email.

**SENDING LARGE FILES:** [www.wetransfer.com](http://www.wetransfer.com)

## CLASSIFIED RATES

### 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	1 TIME
<b>Full Page</b> 8.5" w x 10.75" h Bleed 8.75"w x 11"h Trim 8.5"w x 10.75"h	\$1,580
<b>Half Page</b> 4.25" w X 10.75" h (vert.), 8.5" w X 5.375" h (hor.)	\$1,185
<b>1/3 Page</b> 7.375" w X 3.125" h	\$945
<b>Back Cover</b> 8.5" w x 10.75" h	\$1,840

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

## 2015 DEADLINES AND ISSUE DATES

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