

# PENNSYLVANIA CPA JOURNAL

2012 ADVERTISING OPPORTUNITIES



The Pennsylvania Institute of Certified Public Accountants (PICPA) has more than 20,000 members across the state, making it one of the largest CPA associations in the country.

Membership includes CPAs in public accounting, industry, government, and education.

A majority are partners, presidents/CEOs, executives, department managers, and other professionals with authority to purchase or approve an array of products and services.

PICPA provides updates on technical issues in the accounting profession and reports on current developments and programs. CPAs across Pennsylvania turn to PICPA for practical, timely accounting and business information, news, and educational opportunities.

## OPPORTUNITIES INCLUDE:

- **Print** – Quarterly Magazine, *Pennsylvania CPA Journal*
- **Online** – All Member E-Newsletters and Website Banner Ads
- **Events** – Seminars and Conferences

In partnership with



# reader demographics

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

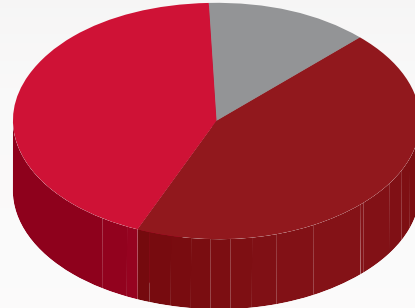
**23% of members are between 26 and 40 years old, and an additional 28% are between 41 and 50 years old.**

**Nearly 43% of readers are based in the Greater Philadelphia region and 18% are based around Pittsburgh.**

CPA readership surveys show that nearly 50% of readers take action after seeing an advertisement in their publication, including purchasing a product, contacting the advertiser, visiting a website for more information, or recommending the product to a colleague or client.

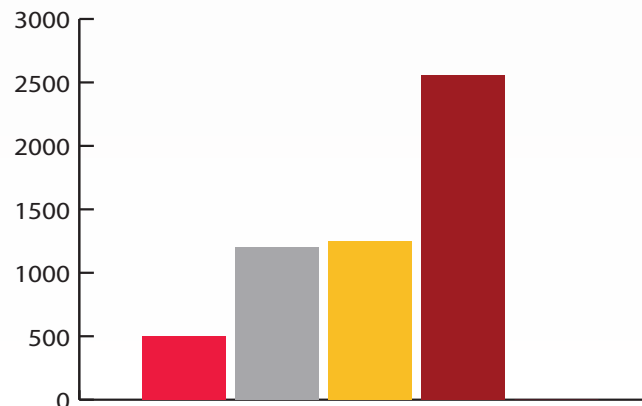
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[www.thewarrengroup.com](http://www.thewarrengroup.com)

## STATISTICS



### Areas of Employment

Public Practice	44%
Business & Industry	43%
Other	13%



### Members in Leadership Positions

CEO/President	497
CFO	1,200
Controller	1,251
Partner/Principal/Shareholder	2,560

Chapters: Central, Erie, Greater Philadelphia, Lehigh Valley, North Central, Northeastern, Northwestern, Pittsburgh, Reading, South Central, and Southwestern.

## Pennsylvania CPA Journal

The *Pennsylvania CPA Journal* is **PICPA's official membership publication**.

Published quarterly, the journal is consistently **ranked as a top benefit** by PICPA members.

In addition to the **20,000+ members** who receive the journal, bonus circulation goes to educators, bankers, legislators, and other professionals interested in accounting.

Core editorial topics throughout the year include Business and Industry; Education; Federal and State Tax; Liability Lessons; Estate Planning; Ethics; Litigation Updates; Employee Benefit Plans; and more.

## ADVERTISING RATES

AD SIZE	4 TIMES	1 TIME
Full Page 7.375" w X 9.875" h	\$1,865	\$2,195
2/3 Page 7.375" w X 6.375" h	\$1,585	\$1,865
Half Page 7.375" w X 4.875" h	\$1,395	\$1,645
1/3 Page 7.375" w X 3.125" h	\$1,120	\$1,315
Back Cover	\$2,240	\$2,635
Inside Cover	\$2,145	\$2,525

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

"Every time I get my copy of the *Pennsylvania CPA Journal*, I find something intriguing to read. From the informative quarterly columns, to the features on issues affecting the accounting landscape, to the updates on the activities of my fellow PICPA members, there is always something interesting to read, no matter the section."

— **Jacqui Basso, CPA**

J.M. Basso & Associates

## 2012 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
Quarter 1	January 14	February 1	March 15
Quarter 2	April 15	May 2	June 15
Quarter 3	July 15	August 1	September 15
Quarter 4	October 15	November 1	December 15

## ONLINE

**CPA News & Views**

Reach a targeted audience of over 15,000 statewide subscribers by sponsoring PICPA's electronic newsletter.

Each issue alerts readers to the hottest topics affecting the accounting profession, and updates on PICPA news. Ads run in the monthly all-member email, with bonus inclusion in all weekly chapter versions.

**Email Advertising Rates**

Online Only	Added to Print Package
\$700	\$625

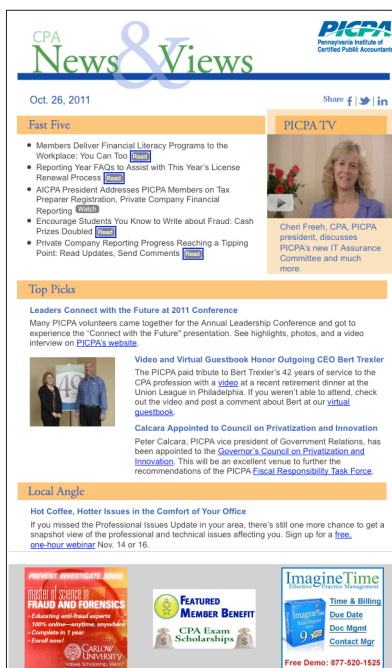
**Web**

Increase your organization's visibility by advertising on PICPA's website with a 200 x 100 pixel banner ad.

**Web Advertising Rates**

12 Months	6 Months	3 Months
\$200	\$250	\$300

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



## EVENTS

**Conference Sponsorship**

Interact one-on-one with your target audience at nearly 20 specialized conferences across the state from May through December.

Conferences are held in the Philadelphia, Harrisburg, and Pittsburgh regions.

**You receive:**

- A highly visible exhibit space located near the main meeting room.
- A full-page ad in conference manual, signs at the conference, and a one-time mailing list.
- Attendees vary by event, and pricing is \$799 – \$999.

**Exclusive Seminar Series**

Deliver your message to CPAs on a regular basis through a PICPA seminar series sponsorship. As the exclusive sponsor of each event you choose, you will reach your target audience in multiple venues and on multiple occasions.

- Choose from hundreds of events across the state from May through December.
- Sponsorship includes an opportunity to address attendees for up to five minutes at the beginning of the session.
- Exclusive Seminar Series Rates: \$2,699 per 8-seminar series; \$1,499 per 4-seminar series.

## MAILING LIST BUY

PICPA's member mailing list is available for purchase. It will let you pinpoint those CPAs most likely to buy your product or service.

Lists include members' preferred mailing address (home or office) and can be sorted by geography, membership type, and/or area of interest.

**Mailing List Rates**

\$0.18 per name, minimum order \$250

Add \$100 for sort by geography

Add \$100 for sort by membership type

Add \$200 for sort by area of interest

\*Mailing lists are for one-time use only and do not include phone numbers or email addresses