2015 MARKETING OPPORTUNITIES

Pennsylvania CPA JOURNAL

Belong. Grow. Achieve.
PICPA
Pennsylvania Institute of Certified Public Accountants



Our Members Are Your Best PROSPECTS

Start building stronger business relationships today.

The **Pennsylvania CPA Journal** is the official membership publication of the Pennsylvania Institute of Certified Public Accountants (PICPA). The journal is published quarterly, and PICPA members consistently rank it as a top benefit. The PICPA is the fifth-largest CPA association in the U.S. and includes members in public accounting, industry, government, and education.

In addition to over 20,000 members who receive the journal, bonus circulation goes to educators, bankers, legislators, and other professionals interested in accounting. A majority of members are partners, presidents/CEOs, executives, department managers, and other professionals with authority to purchase or approve an array of products and services. PICPA members are highly regarded in their community and serve as dependable resources for product and service referrals.

MEDIA SOLUTIONS

> **PRINT**

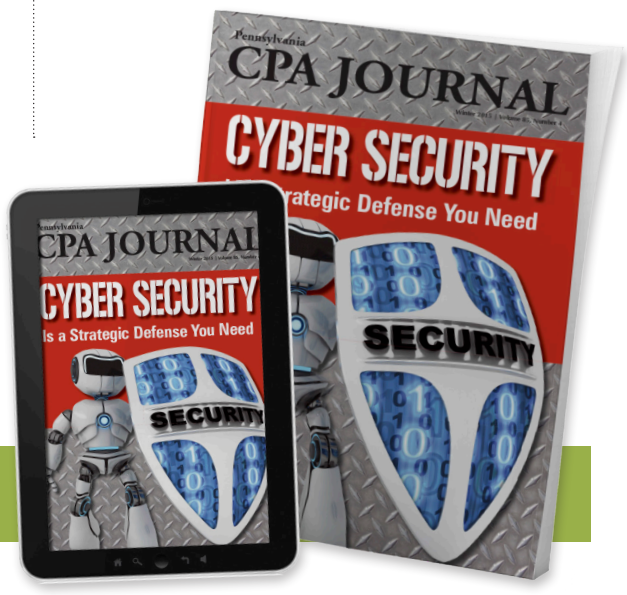
Quarterly Magazine **Pennsylvania CPA Journal**

> **ONLINE**

E-Newsletters and Website Advertising

> **EVENTS**

Conference and Seminar Sponsorships



THE WARREN GROUP Since 1872
Real Estate & Financial Information

To learn more about the **Pennsylvania CPA Journal** or to customize a marketing program unique to your business needs, call **800-356-8805 ext. 327** or email **advertising@thewarrengroup.com**.

The Official Publication of the Pennsylvania Institute of Certified Public Accountants

Reader Demographics

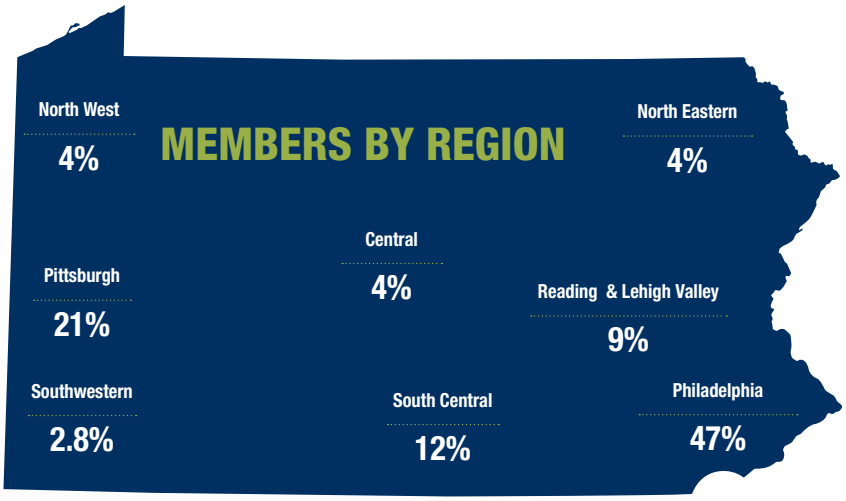
Build your business and reach 20,000+ CPAs, accounting firms, and their clients with frequent placement in the Pennsylvania CPA Journal. PICPA members are highly regarded in their community and often serve as dependable resources for product and service referrals.

Custom publications have risen above other media 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

"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



Region	%	Chapters
Philadelphia	47%	Greater Philadelphia
Pittsburgh	21%	Pittsburg & Southwest
South Central	12%	Central & South Central
Reading & Lehigh Valley	9%	Reading & Lehigh Valley
Central	4%	Central & North Central
Northeast	4%	North East
Northwest	4%	Erie & North Western

64% HAVE BEEN ASSOCIATION MEMBERS FOR MORE THAN 10 YEARS.

45% ARE IN PUBLIC PRACTICE

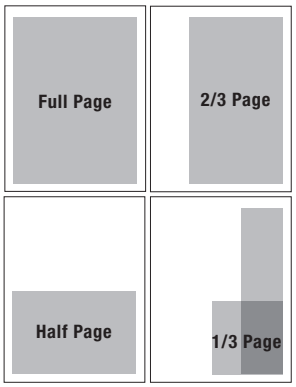
61% ARE BASED IN MAJOR METROPOLITAN AREAS

35% ARE EMPLOYED IN BUSINESS, INDUSTRY, EDUCATION, AND GOVERNMENT

42% ARE KEY DECISION MAKERS IN THEIR ORGANIZATIONS

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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ADVERTISING MATERIAL SPECIFICATIONS

- ✓ **File formats:** PDF version 1.3 (**File forma** 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 sales rep or **advertising@thewarrengroup.com.** Please use the advertiser's name in the subject line of the email. **Sending Large Files:** www.wetransfer.com

ADVERTISING RATES

AD SIZE	4 TIMES	1 TIME
Full Page 8.125" w x 10.875" h; bleed 8.375"w x 11.125"h; trim 8.125"w x 10.875"h	$2,015	$2,370
2/3 Page 4.875" w x 10" h	$1,710	$2,015
Half Page 7.25" w x 5" h	$1,510	$1,775
1/3 Page vertical 2.3125" w x 10" h; horizontal 4.875" w x 5" h	$1,210	$1,420
Back Cover 8.125" w x 10.875" h; bleed 8.375" w x 11.125" h; trim 8.125" w x 10.875" h	$2,418	$2,844
Inside Cover 8.125" w x 10.875" h; bleed 8.375" w x 11.125" h; trim 8.125" w x 10.875" h	$2,317	$2,725

Pricing is per issue • All rates are net

Bonus distribution of the digital version of the magazine by e-mail all ads, URLs and email addresses are live within the digital version and the mobile app.

2015 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
Spring 2015	1/15	2/1	3/10
Summer 2015	4/15	5/1	6/10
Fall 2015	7/15	8/1	9/10
Winter 2016	10/15	11/1	12/10

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. **Call 800-356-8805 ext. 327 today for details.**

Benefits of Trade Publications

Print had the most influence over actual purchases 45% of respondents say ads in print magazines inspired a purchase.

Rochester Institute of Technology, April 2014



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.

Core editorial topics throughout the year include Business & Industry, Education, Federal and State Taxation, Liability Lessons, Personal Financial Planning, Ethics, Litigation Support, Employee Benefit Plans, and more.

Which of the following actions have you taken after reading?

Visited a Company's Website	64%
Passed the Magazine or Information on to a Colleague or Business Contact	59%
Saved an Ad or Article for Future Reference	37%
Conducted Further Research	29%
Contacted a Company for More Information	15%
Recommended a Product or Service	14%
Purchased a Product or Service	9%

PICPA'S MEMBER MAILING LIST

PICPA's member mailing list is available for purchase. You can 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

$0.25 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.

ONLINE SOLUTIONS





E-NEWSLETTERS

Reach a targeted audience of over 18,000 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**.**

Online Only $750, Added to Print Package $625

WEBSITE

The site attracts more than 23,000 unique visitors per month and those visitors average 5 pages viewed per visit. Increase your organization's visibility by advertising on PICPA's website.

160 px x 160 px 12 months $250/mo., 6 months $300/mo., 3 months $350/mo.

DIGITAL PENNSYLVANIA CPA JOURNAL

Take advantage of unique and exclusive digital ad space through virtual belly bands and margin messaging, or enhance your message with video, audio, or animation. Drive buyers directly to your website with hyperlinks and capitalize on comprehensive viewer data enabling you to build stronger messaging. **Call 800-356-8805 ext. 327 today for details.**

DIGITAL BELLY-BAND

Your message on the front cover of the digital magazine as it is delivered to thousands of computers, tablets, and smartphones. Includes a 300 x 250 px ad on the email that delivers the digital issue to readers. **8.5" x 5", 2550 px x 1500 px $755**

NEWS & VIEWS ADVERTORIAL

An advertorial is editorial content written and paid for by an advertiser, and it will be placed within the flow of the content of the E-news A headline and introduction will link to content on the advertisers website. **Logo 250px X 150 px, introduction 310 characters - $1250**

EVENT SPONSORSHIPS



CONFERENCES

Interact one-on-one with your target audience at nearly 20 specialized conferences across the state. Conferences are held in the Philadelphia, Harrisburg, and Pittsburgh regions.

- A highly visible exhibit space located near the main meeting room.
- Complimentary conference registrations, including meals, for up to two representatives (does not apply to CPE Blockbuster, Education Summit, and Tax Camp).
- A full-page ad in conference e-materials, signs at the conference, and a one-time mailing list.

Attendees vary by event. 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 your selected event, you'll reach your target audience in multiple venues and on multiple occasions.

- Choose from hundreds of events.
- 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.

PREMIER SPONSORS

PICPA Premier Sponsors invest in one of four sponsorship levels to receive recognition as a significant supporter of PICPA programs throughout the year.

- Recognition of your sponsorship level and company logo with link on PICPA website.
- Recognition in the Pennsylvania CPA Journal "thank you" advertisement—circulation per issue: 20,000.
- Recognition in all conference manuals—3,200 annual recipients.
- Recognition as a premier sponsor on signage displayed at all PICPA conferences.
- Permission to include your sponsorship level in print, electronic, or online advertising, signage, and collateral materials.
- Include event sponsorship, print and online advertising