

Today's CPA

TEXAS SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS



Our Members Are
Your Best Prospects.

MEDIA SOLUTIONS

> PRINT

Bi-monthly Magazine, **Today's CPA**

> ONLINE

Website Banner Advertising,

> DIGITAL

Each issue delivered in digital format

Start building stronger business relationships today.

Today's CPA, the official magazine of the Texas Society of Certified Public Accountants (TSCPA), reaches 28,000 members across the state. TSCPA is the second-largest CPA society in the nation, consisting of partners, presidents/CEOs, executives, department managers, and other professionals with buying power and authority for an array of products and services.

The top professional organization for CPAs in the state, TSCPA is a proven resource for reaching high-end purchasers and business advisors.

All 20 local chapters and 28,000 TSCPA members throughout Texas receive **Today's CPA**. These high-level and influential readers use **Today's CPA** as a resource to live up to the highest standards of ethics and practice within the CPA profession. The publication brings professionals together and creates a sense of community for the members spanning the state.



Texas Society of
CPA Certified Public Accountants The Official Publication of Texas Society of Certified Public Accountants

Reader Demographics

A consistent message to the influential accountants and financial professionals can build your business among both accounting firms, and among all of their corporate and individual clients.

A vast majority of members recommend products and services to their clients.

"There is no more direct and comprehensive advertising route to your target audience than a niche trade magazine.

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."

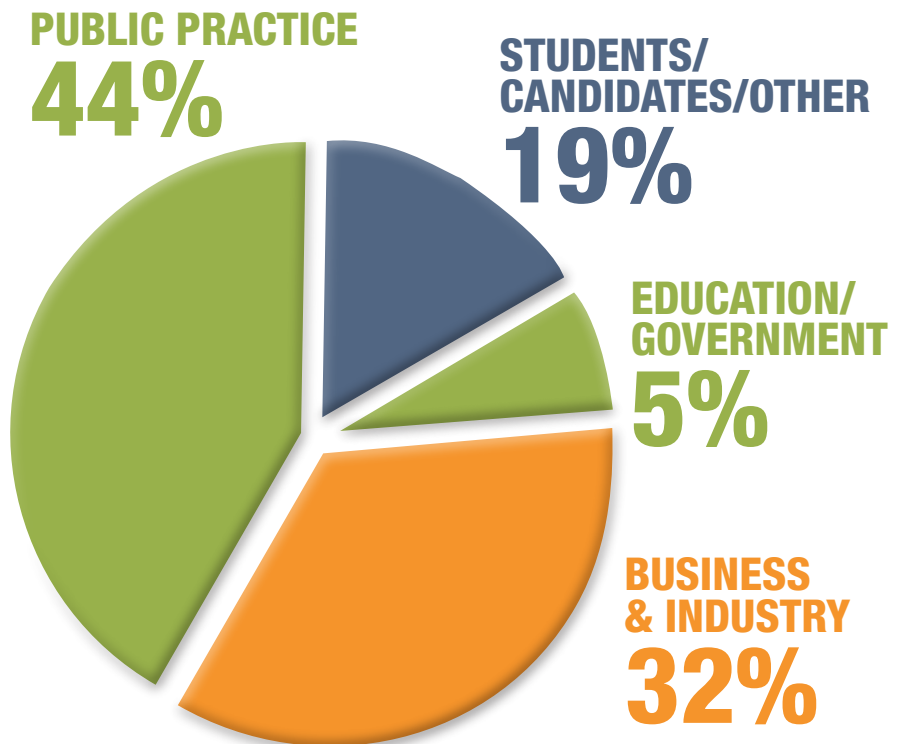
The Magazine Handbook
The Magazine Publishers Association

"I can attribute multiple 7 figures of revenue for my firm directly to my membership in the CPA Society in Texas."

— **TSCPA Active member**

STATISTICS

AREAS OF EMPLOYMENT



85% OF MEMBERS RATE THE MAGAZINE AS "EXCELLENT" OR "GOOD"

20
YEARS FOR
THE AVERAGE
MEMBER
CERTIFIED

60% MALE
SUBSCRIBERS

40% FEMALE
SUBSCRIBERS

76% OF MEMBERS READ A
MAJORITY OF THE ISSUES

CHAPTERS: Abilene, Austin, Brazos Valley, Central Texas, Corpus Christi, Dallas, East Texas, El Paso, Fort Worth, Houston, Panhandle, Permian Basin, Rio Grande Valley, San Angelo, San Antonio, South Plains, Southeast Texas, Texarkana, Victoria, Wichita Falls.

To learn more about **Today's CPA** or to customize a marketing program unique to your business needs, call 800-356-8805 ext. 358 or email advertising@thewarrengroup.com.

THE WARREN GROUP
Since 1972
Real Estate & Financial Information



BANNER ADVERTISING

\$400 a month or three months for \$1,000

TSCPA.org gets more than 12,000 page views per month.

Readers tap into the latest news and events, as well as our tax updates and CPE information. Find archived stories, podcasts, and more.

Ad Placement: Left or right column on internal site pages underneath section navigation or center column at the bottom of the main content area of a page.

No advertising is accepted on the TSCPA home page.

Banner ads are positioned on selected high-traffic pages. The advertiser's preference for page assignment and positioning will be accommodated when possible.

Payment required in advance.

FORMAT:

Ad Model: Single Panel Banner

Banner Size: Default 120x90 pixels

File size: 10K – 12K

File format: GIF or JPEG

Plug-ins: None

DEADLINES

Advertisements will be published no later than three working days after receipt of payment and the TSCPA contract.

“As a CPA in public practice, I need to be a member of the Texas Society of CPAs. Not only do I need it because of the contacts I make, and the resources, but the fellow CPAs I can call on.”

— TSCPA Active member

ADVERTISING RATES

AD SIZE	6 TIMES	3 TIMES	1 TIME
Full Page	\$2,760	\$3,105	\$3,450
2/3 Page	\$2,350	\$2,640	\$2,935
Half Page	\$2,070	\$2,330	\$2,590
1/3 Page	\$1,660	\$1,865	\$2,070
Back Cover	\$3,312	\$3,726	\$4,140
Inside Cover	\$3,174	\$3,570	\$3,967

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

2014 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
January/February	11/19	11/26	12/27
March/April	1/22	1/29	2/28
May/June	3/26	4/2	5/1
July/August	5/28	6/4	7/3
September/October	7/30	8/6	9/4
November/December	9/24	10/5	11/4

2014 Editorial Calendar

January/February

COVER

Applicable Large Employer Status Under the Affordable Care Act

- Contractors and Texas Sales & Use Tax
- Accounting for Modifications to Loans Included Within Acquired Loan Pools: Some Implications for Bankers and CPAs
- Capitol Interest
- CPE: From SAS 70 to SSAE 16 – The Impact of the Standard

May/June

COVER

Year in Review

- Accounting Firms Can Count on Mobile Marketing with QR Codes
- Converting a Principal Residence to a Rental
- Prepaid Medical Expenses and Continuing-Care Facilities
- Capitol Interest
- CPE: Simplifying the Annual Impairment Tests: Goodwill and Indefinite-Lived Intangible Assets

September/October

- Improving Performance in Accounting Firms
- Capitol Interest
- Pension Sharing and QDROs
- CPE: Fair Value Accounting: An Overview

March/April

COVER

Recent State Actions and Judiciary Decisions on E-business Taxation

- Opportunity Costs: A Tool to Make Better Business Decisions
- Shareholders' Earn-Outs and Earnings Management
- Overstating Sales: Creating Revenue Through the Consolidation Process
- Using Technology to Improve Internal Control in Small Businesses
- Capitol Interest
- CPE: SEC Climate Change Risk Disclosures

July/August

COVER

New TSCPA Chairman

- Expanding Your Practice: Adding Non-CPA Owners
- Social Networking: Legal Issues and Implications for Employer Policies
- Capitol Interest



November/December

- An Accounting Soothsayer from the Early 1950s: Could he accurately predict the future of accounting?
- Backup Best Practices that Can Help You Protect Your Business
- Techniques for CPA Firms to Gain and Retain More Clients
- Going Green is Doing Well; Does Research Show it Pays to Tell?
- Capitol Interest

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