

2015 MARKETING OPPORTUNITIES

Today's CPA

TEXAS SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS



Our Members Are Your Best PROSPECTS

Start Building Stronger Business Relationships Today.

Today's CPA, the official bi-monthly magazine of the Texas Society of Certified Public Accountants (TSCPA), reaches **26,000 members across the state**. TSCPA is the second-largest CPA society in the nation, consisting of partners, presidents/CEOs, executives, department managers, and professionals with buying power and authority for a range of products and services.

Today's CPA is your best medium for accounting professionals for reaching trusted business advisors. All 20 local chapters and 26,000 TSCPA members throughout Texas receive Today's CPA. These high-level and influential readers use the magazine as a resource to maintain the highest standards of ethics and practice within the CPA profession. The publication brings professionals together and serve as an informational and networking resource for members throughout Texas.



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

MEDIA SOLUTIONS

> PRINT

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

> ONLINE

Tscpa.org Banner Advertising

> DIGITAL

Each Issue Published Online



The Official Publication of Texas Society of Certified Public Accountants

2015 Editorial Calendar

January/February

- Buying or Selling a CPA Practice
- To Defer or Not to Defer: Considering Your Spouse in Planning Social Security Benefits
- Recent State Actions and Judiciary Decisions on E-business Taxation
- Nanotechnology and the Practice of Accounting
- Accounting Firms Can Count on Mobile Marketing with QR Codest

July/August

- New TSCPA Chairman
- Reflecting Today's Business Environment by Implementing COSO 2013 International Control-Integrated Framework
- Recent State Actions and Judiciary Decisions on E-business Taxation
- Understanding the Changes in OMB's Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

March/April

- Time-Driven Activity Based Costing: A Powerful Cost Model
- Designing a Procurement Function that will Mitigate Financial, Operations and Fraud Risks while Increasing Profitability and Efficiency
- An Accounting Soothsayer from the Early 1950s: "Could he accurately predict the future of accounting?"

September/October

- TSCPA Rising Starts
- Make the Transition from Practitioner to Professor: Opportunities Abound
- Tweets, Posts, Links, Uploads... Social Media and the Changing Organizational Environment
- Sustainability Reporting Standards: Who Should be in Charge?
- EXCEL in the Workplace: Core Competencies and Practical Applications for CPAs

May/June

- Year in Review
- From Stressed Out to Burnout: Understanding the Differences, Effects, and Solutions
- Hospital Cost Reduction: Does Lean Provide the Answer?
- Conducting Effective Fraud Brainstorming Sessions: Best Practice Tips and Available Resources for Your Audit Teams

November/December

- Data Analytics Locks in Relevance
- How to Get in Trouble with the Texas State Board of Public Accountancy
- Retrieving HTML and XBRL Data with Excel 2010
- Build an Effective Working Relationship with the External Auditor
- Three Tips for Practicing Mindfulness in a Multitasking Workplace



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 are also a powerful way to motivate them to take action.

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.

The 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."

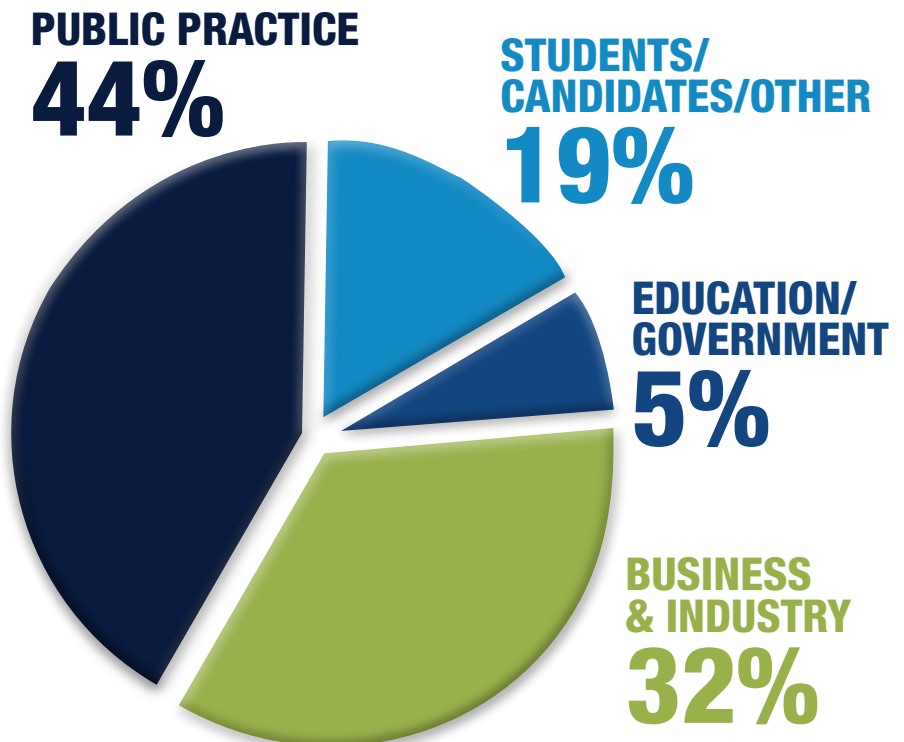
The Magazine Handbook
The Magazine Publishers Association

"I can attribute 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"

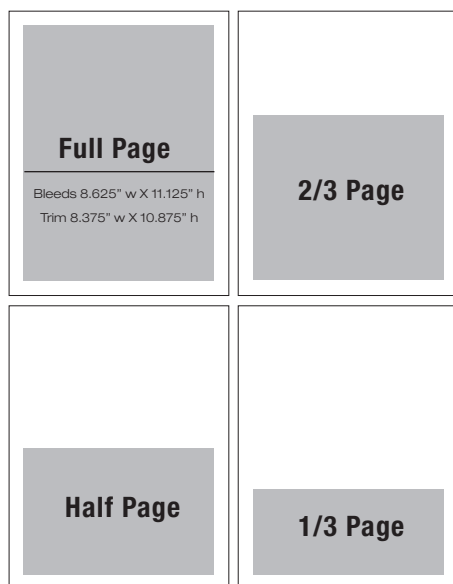
20
YEARS IS THE
AVERAGE MEMBER
CERTIFIED

76%
OF MEMBERS READ
A MAJORITY OF THE
ISSUES

**CIRCULATION FOR TODAY'S CPA
REACHES 26,000 READERS**

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.

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 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 SIZES

	6 TIMES	3 TIMES	1 TIME
Full Page BLEED: W: 8.625 in BY H: 11.125 in \ TRIM: W: 8.375 in BY H: 10.875 in	\$2,760	\$3,105	\$3,450
2/3 Page VERTICAL W: 4.875 in BY H: 9.875 in \ HORIZONTAL W: 7.375 in BY H: 6.375 in	\$2,350	\$2,640	\$2,935
Half Page VERTICAL W: 3.625 in BY H: 9.875 in \ HORIZONTAL W: 7.375 in BY H: 4.875 in	\$2,070	\$2,330	\$2,590
1/3 Page VERTICAL W: 2.375 in BY H: 9.875 in \ HORIZONTAL W: 7.375 in BY H: 3.125 in	\$1,660	\$1,865	\$2,070
Back Cover BLEED: W: 8.625 in BY H: 11.125 in \ TRIM: W: 8.375 in BY H: 10.875 in	\$3,312	\$3,726	\$4,140
Inside Cover BLEED: W: 8.625 in BY H: 11.125 in \ TRIM: W: 8.375 in BY H: 10.875 in	\$3,174	\$3,570	\$3,967

Pricing is per issue • All rates are net

2015 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
January/February	11/19	11/26	1/1
March/April	1/21	1/28	3/1
May/June	3/25	4/1	5/1
July/August	5/27	6/3	7/1
September/October	7/29	8/5	9/3
November/December	9/28	10/5	11/3

ADVERTORIALS- \$3,450

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 are a powerful way to motivate people to take action.

Benefits of Today's CPA

Studies have shown that advertising, trade journals, proved superior to online advertisements in driving purchase intent.

35% of magazine readers have taken action based on a print magazine ad this year [2014], higher than 2010.
Print is alive and well!

"Magazines have a major contribution to make in nudging consumers along their journey to purchase."

— Magazine Publishers
Association

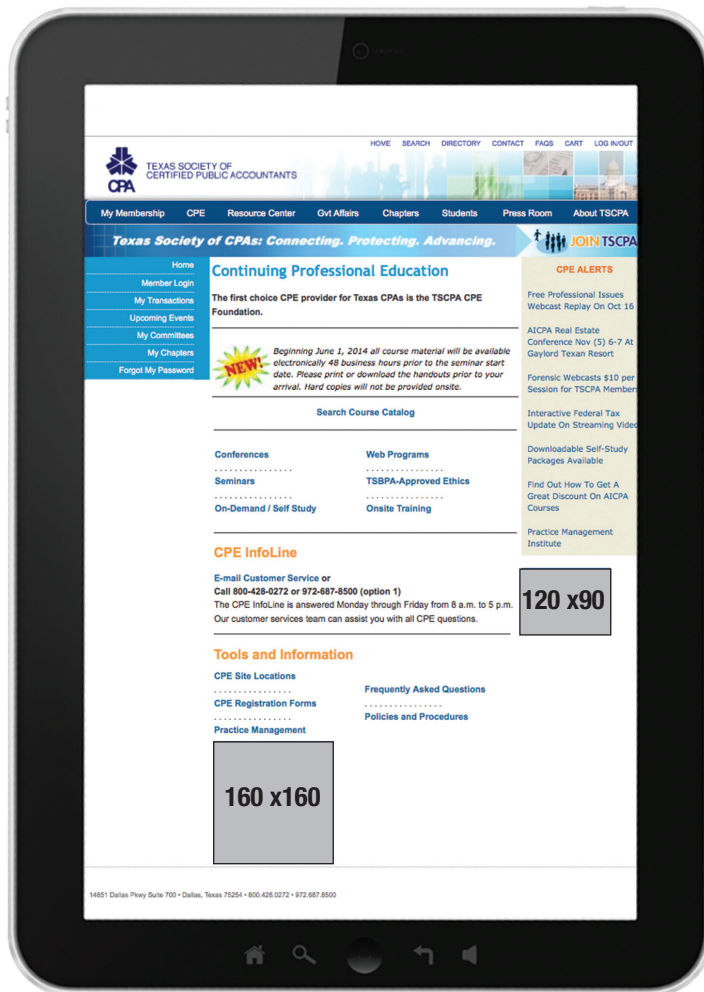
"We have been very happy with our advertising campaign in Today's CPA. Our company has experienced substantial growth over the past two years, and marketing has played a big part in that success."

— Gary Holmes
Accounting Practice Sales



74% of users use both traditional and digital media, and that suggests that the best strategy for reaching them is by offering multiple media options.

DIGITAL SOLUTIONS



BANNER ADVERTISING

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

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

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

Positions: Right column on internal site pages underneath section navigation or center column at the bottom of the main content area of a page.

(Advertising is not 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.

Banner Size: Default 120 x 90 or 160 x 160 pixels

DEADLINES

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

DIGITAL SPECIFICATIONS

- ✓ **File formats:** Animated GIF or JPEG.
- ✓ **Max Size:** 10-12K
- ✗ **NO FLASH FILES ACCEPTED**
- ✗ **NO PLUG-INS**

Sending Digital Materials:

Email: advertising@thewarrengroup.com

Please use the advertiser's name in the subject line of the email.