

# Today's CPA

TEXAS SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

## Reach Your Targeted Business Audience with Accuracy

Today's CPA, the official 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 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 26,000 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.

### MEDIA SOLUTIONS

#### > PRINT

Bi-monthly Magazine,  
Today's CPA



#### > ONLINE

Website Banner Advertising,  
Distribution Emails



#### > DIGITAL

Each issue delivered in  
digital format



# 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

**PUBLIC PRACTICE**

**46%**

**STUDENTS/  
CANDIDATES/OTHER**

**17%**

**EDUCATION/  
GOVERNMENT**

**4%**

**BUSINESS  
& INDUSTRY**

**33%**

**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](mailto:advertising@thewarrengroup.com).

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## 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	\$2,680	\$3,015	\$3,350
2/3 Page	\$2,280	\$2,565	\$2,850
Half Page	\$2,010	\$2,265	\$2,515
1/3 Page	\$1,610	\$1,810	\$2,010
Back Cover	\$3,215	\$3,620	\$4,020
Inside Cover	\$3,085	\$3,470	\$3,855

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

## 2013 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
January/February	11/20	11/27	1/3
March/April	1/22	1/29	3/1
May/June	3/26	4/2	5/1
July/August	5/29	6/5	7/3
September/October	7/30	8/6	9/3
November/December	9/24	10/1	11/1

# 2013 Editorial Calendar

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## JANUARY/FEBRUARY 2013

### COVER

#### A Tale of Two Taxes: Minimizing Tax Liability using the Tax Benefit Rule

- Minimizing the Legal Risks of CPA Practice, Part 2
- Where do Texas CPAs come from?
- Capitol Interest
- CPE: Business or Pleasure?
- Take Note
- CPAs in the Spotlight
- Peer Assistance/Accountants Confidential Assistance Network (ACAN)
- Disciplinary Actions
- Editorial Policies

## MARCH/APRIL 2013

### COVER

#### Accounting for Modifications to Loans Included Within Acquired Loan Pools: Some Implications for Bankers and CPAs

- The ABCs for the Very Small Business
- Succeeding as a Professional – Getting Fired is Your Last Opportunity to Make A Good Impression and Other Tips You May Not Have Thought About
- Capitol Interest

## MAY/JUNE 2013

### COVER

#### Year in Review

- An Update on Today's CPA Magazine
- Improving Performance in Accounting Firms
- Capitol Interest
- CPE: Spouses in Community Property States Must Allocate Community Income When Filing Separately

## JULY/AUGUST 2013

### COVER

#### New TSCPA Chairman

- Personal Financial Planning: An Expanding Practice Opportunity
- Don't Count Barcodes Out Yet: Streamlining Workflow and Operations
- Auditor Independence: Still Hazy After All These Years!

## SEPTEMBER/OCTOBER 2013

### COVER

#### Accounting Firms Can Count on Mobile Marketing with QR Codes

- How to Avoid the 10 Percent Penalty on Early Retirement Distributions by Taking Equal Periodic Payments
- A Tale of Two Warranties
- Capitol Interest

## NOVEMBER/DECEMBER 2013

### COVER

#### To Confirm or Not to Confirm ...That is the Question

- Prepaid Medical Expenses and Continuing-Care Facilities
- Social Networking: Legal Issues and Implications for Employer Policies
- Sale-Leaseback Transactions Now and Then
- Capitol Interest

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