

Today'sCPA

TEXAS SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

2012 ADVERTISING OPPORTUNITIES



The Texas Society of Certified Public Accountants (TSCPA) is a nonprofit, voluntary, professional organization representing Texas CPAs. TSCPA has **20 local chapters** statewide and has **29,000 members**. The Society is committed to serving the public interest with programs that advance the highest standards of ethics and practice within the CPA profession.

The TSCPA is the second-largest CPA society in the nation.

The Texas Society of Certified Public Accountants exists to support its members in their professional endeavors and to promote the value and high standards of Texas CPAs.

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

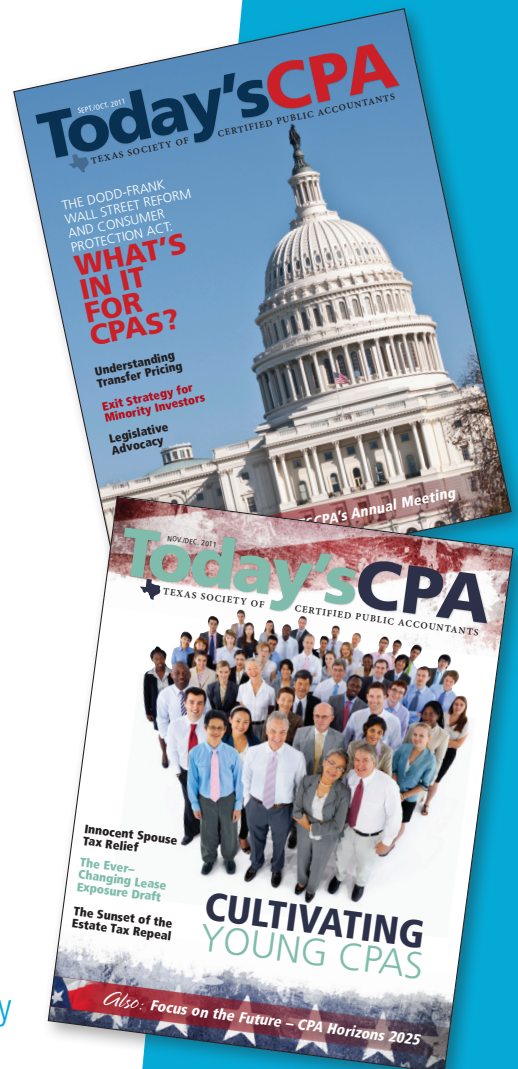
A majority of members are partners, presidents/CEOs, executives, department managers, and other professionals with buying power and authority for an array of products and services.

OPPORTUNITIES INCLUDE:

- **Print** – Bi-monthly Magazine, *Today's CPA*
- **Online** – Website Banner Advertising

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

"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



reader demographics

Today's CPA READER PROFILE

• Membership: 28,266

- The second-largest CPA Society in the country
- The average member certified for **over 20 years**
- **85%** of members rate the magazine as "Excellent" or "Good"
- **76%** of members read a majority of the issues

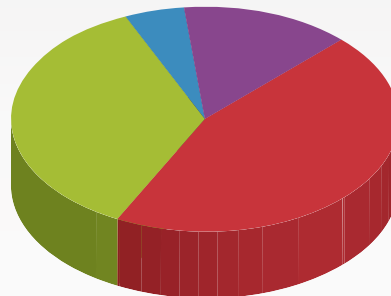
A consistent message to the very influential accountants and financial professionals can build your business among both accounting firms, and among all of their corporate and individual clients, as a vast majority of **members recommend products and services** to their clients.

"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

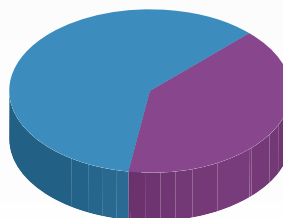
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STATISTICS



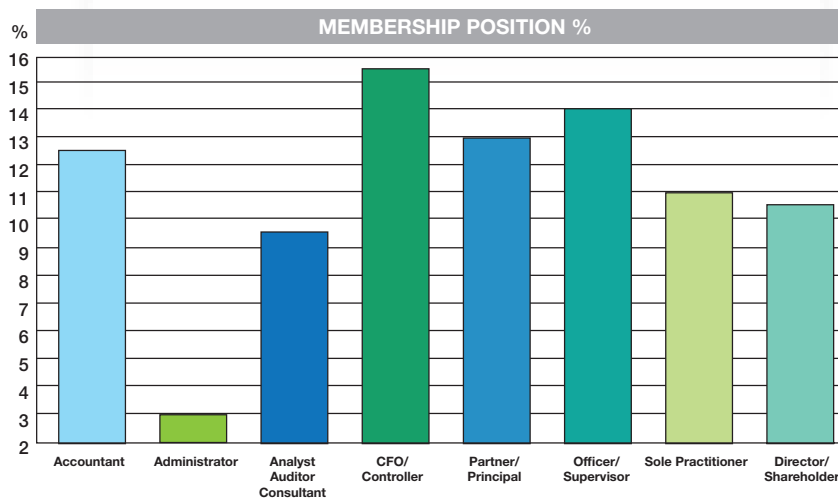
Member Practice Areas

Public Practice	45%
Business & Industry	36%
Government/Education	5%
Students/Candidates/Other	14%



Gender

60% Men
40% Women



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

2012 editorial calendar

January/February 2012

Cover: Health Care Reform: Amidst Considerable Uncertainty, Preparation Matters

- Using a Montana LLC to Avoid the Texas Sales/Use Tax Will Not Work
- CPE: VIE Consolidation Paper
- Do Audit Committee Members Care about Audit Engagement Partner Rotation?
- Becoming a Trusted Advisor to Your Clients

March/April 2012

Cover: TSCPA's Rising Star Program

- Not-for-Profit Mergers and Acquisitions
- Have We Forgotten Fixed Asset Accounting 101?
- TSCPA Midyear Board of Directors Meeting

May/June 2012

Cover: Year in Review

- SOX Quarterly Certifications: What's Your Comfort Level?
- Courage: The Key to Ethical Behavior

July/August 2012

Cover: New TSCPA Chairman

- Compensation Earn-Outs and Post Business Combination Earning Surprises
- Improving Performance in Accounting
- Accounting for Modifications to Loans Included within Acquired Loan Pools: Some Implications for Bankers and CPAs

September/October 2012

- How to Avoid the 10 Percent Penalty on Early Retirement Distributions by Taking Equal Periodic Payments
- Social Networking: Legal Issues and Implications for Employer Policies
- Contractors and Texas Sales/Use Tax
- The ABCs for the Very Small Business

November/December 2012

- Succeeding as a Professional – Getting Fired is Your Last Opportunity to Make a Good Impression and Other Tips You May Not Have Thought About
- Incorporating Excel Arrays into Your Audit Plan
- Could Your S Corporation be a Hobby?
- Spouses in Community Property States Must Allocate Community Income when Filing Separately

IN EVERY ISSUE

Take Note

- Capitol Interest
- Spotlight on CPAs
- Peer Assistance/Accountants Confidential Assistance Network (ACAN)
- Disciplinary Actions
- Editorial Policies
- Website Updates and TSCPA Blurbs

**This Editorial Calendar is subject to change at any time at the discretion of the Texas Society of CPAs.*

Other Planned Articles

- Cloud Computing and What it Means to You
- Backup Best Practices to Help You Protect Your Business
- Helping Clients through Better Benchmarking: Becoming a Trusted Caddy to Your Business Clients
- Using Technology to Improve Internal Control in Small Businesses
- The ABCs for the (Very) Small Business
- Why CPAs Should Acquire a Systematic Approach to Selling
- You Are Always Selling

2012 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
January/February	November 28	December 5	January 4
March/April	January 24	January 31	March 1
May/June	March 27	April 3	May 2
July/August	May 30	June 6	July 5
September/October	July 31	August 7	September 4
November/December	September 25	October 2	November 1

ADVERTISING RATES

AD SIZE	6 TIMES	3 TIMES	1 TIME
Full Page 7.375" w X 9.875" h	\$2,680	\$3,015	\$3,350
2/3 Page 7.375" w X 6.375" h	\$2,280	\$2,565	\$2,850
Half Page 7.375" w X 4.875" h	\$2,010	\$2,265	\$2,515
1/3 Page 7.375" w X 3.125" h	\$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

*FOR MORE INFORMATION Contact advertising at 800.356.8805 or email custompubs@thewarrengroup.com

TSCPA Website BANNER ADVERTISING

- 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.

Advertising Rates

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

Format

Ad model: Single Panel Banner

Banner size: Default 120 x 90 pixels

File size: 10K - 12K

File format: GIF or JPG

Plug-ins: None

Deadlines

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