

Arizona Society of CPAs—Media Kit

Reach our Members!

The Arizona Society of CPAs offers advertisers a variety of ways to get their name, service or product noticed by our members. Take advantage of the following avenues to increase your business:

The AZ CPA magazine — Our members read our magazine. Our membership survey rated the AZ CPA as one of the top reasons our members belong to the Society. More than 97 percent of members surveyed say they read our publication. What a great way to reach our members. Check out our display and classified advertising opportunities.

The CPE Resource Catalog — The CPE Resource Catalog is published once a year and is a great way to keep your name in front of CPAs all year long. The Catalog includes important information for CPAs, and all our professional education course listings. It is a popular tool for CPAs.

Sponsorships — The Arizona Society of CPAs offers several opportunities to sponsor events. We provide sponsorships of our eight conferences with exhibit space so you can meet our members face-to-face. We offer exhibit space, break and luncheon sponsorship at all our conferences. Other opportunities include sponsorship of our Annual Meeting, Networking nights, Learning Center and other special events throughout the year.

Web Site Advertising — Advertisers can reach our members via our award-winning Web site. Our membership survey shows that 94 percent of our members visit our Web site. CPAs use the Web site to find and register for seminars, view our calendar of events, use our list serves, look for job opportunities, and read our on-line publications. Banner advertising can offer direct links to your Web site and our professional listings offer year-long coverage for advertisers.

Electronic Communications — We offer one exclusive sponsorship of the ASCPA Enews, our monthly Enewsletter, and sponsorships of our CPE Enewsletter and Section Enewsletters.

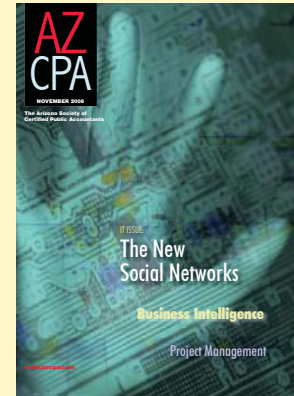
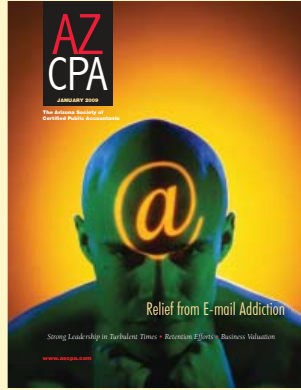


2009 EDITORIAL CALENDAR AND DEADLINES

**The official publication of the
Arizona Society of Certified
Public Accountants**

Issue	Topic	Space -- Reservations	Materials Due*
JANUARY	Various Accounting Topics	Dec. 1	Dec. 10
FEBRUARY	Various Accounting Topics	Jan. 2	Jan. 12
MARCH/APRIL	Various Accounting Topics	Feb. 2	Feb. 12
MAY	New Board Members	April 1	April 10
JUNE	Financial Planning Theme Issue	May 1	May 11
JULY/AUG	Various Accounting Topics	June 2	June 11
SEPTEMBER	Legislative Update	August 3	August 11
OCTOBER	CPAs in Industry Theme Issue	Sept. 1	Sept. 10
NOVEMBER	Technology Theme Issue	October 1	October 12
DECEMBER	Various Accounting Topics	November 2	November 11

*Material deadlines apply to display advertising only. All classified ads must be submitted by space reservation deadline.



AZ CPA Advertising

General Information

- AZ CPA is published 10 times a year (see calendar).
- Combined issues are March/April and July/August.
- We do not accept advertising for continuing professional education unless it is cosponsored by the Arizona Society of CPAs.

Display Advertising

- A signed contract and an insert order is required before the month's advertising.
- All display ads must be in proper format and provided by advertiser.
- Recognized advertising agencies receive a 15% discount.
- Space reservation is one month prior to publication. Materials deadline is one week later.
- Billing for display ads is allowed with a signed contract and insertion order.

Classified Advertising

- All ads must be prepaid — we accept checks, MasterCard, VISA or American Express.
- We cannot take ads over the phone.
- Ads can be faxed, if paying by credit card.
- Advertising deadlines are one month prior to publication.
- Confidential reply box numbers cost \$20 extra. When we receive a confidential reply it is mailed the same day to the advertiser (we do not open these envelopes).
- There are no discounts on classified advertising.

Subscriptions

- Only members receive AZ CPA as part of their member benefits.

For more information contact:

Michelle McBay
Arizona Society of CPAs
4801 E. Washington, Suite 225-B
Phoenix, AZ 85034-2021

Phone: (480) 429-4535 Fax: (480) 775-4339 Email: advertise@ascpa.com



ADVERTISING RATES

AS OF JANUARY 1, 2009

Circulation: 6,200

**The official publication of the
Arizona Society of Certified
Public Accountants**

Display Advertisements:

SIZE	1 TIME	5 TIMES	10 TIMES	COLOR
Full Page	\$700	\$650	\$600	+\$375
Half Page	\$450	\$400	\$350	+\$225
Horizontal/Vertical				
One-Third Page	\$350	\$300	\$275	+\$100
Horizontal/Vertical				
One-Sixth Page	\$250	\$225	\$200	+ \$ 75
Horizontal/Vertical				

Covers: Front Inside \$ 850 Back Inside \$ 750 Back Cover \$ 550 (1/2 Horizontal)
All covers have color available for an additional fee (\$350). Multiple insertion discounts are also available.

Inserts:

Free-Standing \$ 700
Bound Insert \$ 750

For free-standing insert, the advertisement must be on 8 1/2" x 11" maximum 70# text paper. Printing may be on both sides. The bound insert must be 11 1/2" X 11" allowing for a 3" bind in flap. Printing may be on both sides and flap. Advertiser must furnish all copies.

Classified Ad Rates — Discount for ASCPA Members!

	Up to 40 words	41-100 words
Members	\$50	\$100
Non-members	\$75	\$150

Confidential box numbers may be requested for an additional \$20. We will also place your classified ad on our Web site for an additional \$20. Advance payment is required. No ads will be accepted over the telephone. Ads are limited to 100 words.

The AZ CPA does not accept ads for courses or seminars offering continuing professional education credit except for those co-sponsored by the ASCPA.

FOR FURTHER INFORMATION CONTACT MICHELLE MCBAY AT
Phone: (480) 429-4535 Fax: (480) 775-4339
or e-mail: advertise@ascpa.com

Advertising Production Information as of January 1, 2009

Arizona Society of CPAs
4801 E. Washington, Suite 225-B
Phoenix, AZ 85034-2021
(602) 252-4144

Production Requirements:

Advertising rates are for space cost only and are based upon receipt of camera-ready material.

Advertising copy: Electronic media required: High resolution (300 dpi at 100% of actual printed size) art files created as .PDF, Quark press, Adobe Illustrator, or Adobe Photoshop. Advertisers should also submit an accurate digital print out of final ad to ensure proper reproduction. The ASCPA accepts no liability for errors in ads that are submitted without following these requirements. Advertiser will be responsible for costs incurred as a result of not meeting the mechanical specifications listed above. Submission of copy is the responsibility of the advertiser. Ads from the last insertion will be re-run if new copy is not received by the deadline dates provided.

Size Requirements (inches)

(Width) (Depth)

Full Page 7 1/2 X 9 1/2

Half Page - Horizontal 7 1/2 X 4 1/2

Half-Page - Vertical 4 1/2 X 7

One-Third Page - Horizontal 4 1/2 X 4 1/2

One-Third Page- Vertical 2 1/4 X 9 1/2

One-Sixth Page- Horizontal 4 1/2 X 2 1/4

One-Sixth Page - Vertical 2 1/4 X 4 1/2

General Information:

All advertising is subject to publisher's approval. Advertisers and advertising agencies assume liability for all content of advertisements printed and assume responsibility for any claims based upon subject matter. All ads are positioned at the discretion of the publisher unless specific position is contracted for or agreed upon in writing. Guaranteed positions add 15%.

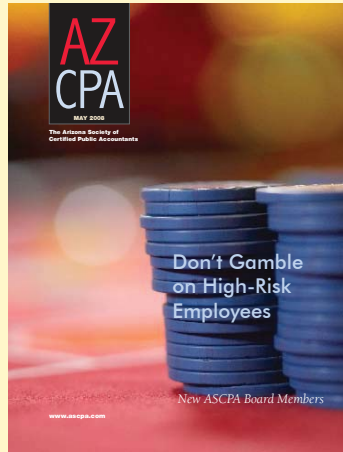
Terms: All advertisers must sign a contract with the ASCPA. All advertisers will receive one copy of the publication upon distribution. First time advertisers are required to pay full amount prior to first insertion. All other insertions will be billed upon distribution. Commission of 15% payable to recognized advertising agencies on space charge. No sales tax is charged. No cash discount allowed. Full invoice amount is due within 30 days of invoice. Publisher reserves the right to require full payment prior to each insertion.

For further information contact:

Michelle McBay

Phone: (480) 429-4535 Fax: (480) 775-4339

or e-mail: advertise@ascpa.com



AZ CPA Author Guidelines

Circulation 6,200

Editor Patty Gannon

Publisher Arizona Society of Certified Public Accountants

Description Four color magazine published 10 times a year (combined Issues March/ April and July/ August), covering information and issues relevant to Arizona CPAs. Membership includes CPAs who practice in Public Accounting, Private Industry and Government.

Submission Article length should range from 700 – 1,200 words. Please do not submit vendor-oriented articles that promote a product or service for CPAs. Avoid jargon and legal terminology that would not be understood by the average reader. Areas of interest to readers: practice management, issues of interest to sole practitioners, marketing, current legislation, new laws, tax issues, technology, issues relevant to a particular segment of the membership (public accounting issues, government accounting, or private industry). Articles may be submitted by e-mail (pgannon@ascpa.com) or on a disk (in Word) with accompanying hard copy. Please include short biography of author with article.

Deadline One month prior to publication date (example: April 1 for May issue) depending upon prior acceptance.

Phone/Email (602) 252-4144, ext. 204; (602) 252-1511 (fax); pgannon@ascpa.com (email)

ASCPA • 4801 E. Washington • Suite 225-B • Phoenix, AZ 85034-2021
www.ascpa.com



**Arizona Society of CPAs
Electronic Advertising Program
www.ascpa.com**

The ASCPA Web site offers a range of high-visibility advertising opportunities designed to promote your product or service to a targeted audience. Banner advertisement can link directly to your Web site. Our Web site is currently experiencing an average of more than 12,000 visits and up to 45,000 hits per month.

BANNER AD LOCATIONS/RATES:

PAGE/LOCATION	RATE*
Front Page (three-month contract min.)	\$700
Professional Services	\$500
Classifieds	\$500
Conference Page Sold only with conference sponsorship packages.	

**Note: Rate is per month. Only one banner advertisement will be run per month per page.*

Professional Services Listing

Listing of name and address in our Professional Services Directory under our Resource page.

One-year listing — \$250

Electronic Communications Sponsorship — We offer one exclusive sponsorship of the ASCPA Enews, our monthly Enewsletter, and sponsorships of our CPE Enewsletter and Section Enewsletters. Call for pricing based upon a six-month contract.

PRODUCTION SPECIFICATIONS:

Image file format: GIF — Dimensions: no larger than 451 x 83 pixels — Linked to your company site.

For further information, please contact:

Michelle McBay
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e-mail: advertise@ascpa.com

ASCPA • 4801 E. Washington • Suite 225-B • Phoenix, AZ 85034-2021
www.ascpa.com



Conference Sponsorships

WHY EXHIBIT AT A CONFERENCE? It's a unique and exciting opportunity to network with your target market, get your name out and explain your products and services to CPAs attending the Arizona Society of CPAs' popular conferences. You will be able to reach a select audience, targeting clients and guaranteeing the best visibility possible. As advertising opportunities are limited in number, please respond as soon as possible, these spaces are sold on a first-come, first-serve basis.

Exhibit Space: (Limited number per conference): skirted tabletop exhibit space; two lunch tickets for exhibitors/sponsors, company listing in conference brochure*; company listing in conference course materials**; and list of attendees.

Break Sponsor: (Two sponsors per day.) Break sponsorship will include: all of above plus one page of company literature included in conference course material and/or handouts; public mention of thanks in opening remarks of conference; and signs with your company logo displayed at conference break.

Luncheon Sponsor: Lunch sponsorship will include all of above plus: two additional lunch tickets for exhibitors/sponsors; one person may attend conference at no charge (up to \$315 value); company logo and name posted on the conference Web site with link from our Web site to yours for one month (a \$500 value); signs with company logo at conference; and optional two minute address during luncheon.

CONFERENCE ADVERTISING PRICING:

Exhibit space: \$500 per day

Break sponsorship: \$750 per day

Luncheon Sponsorship: \$1,500 per day

GAC Conference Luncheon Sponsorship: \$2,000

*Contract with payment must be received 12 weeks prior to conference date for brochure listing.

**Contract with payment must be received two weeks prior to conference date for listing in course materials.

For a list of Conference Sponsorship opportunities, or for more information, call:

Michelle McBay (480) 429-4535 or e-mail

advertise@ascpa.com

2009-2010 ASCPA Conferences

9th Annual Financial Planning – June 10, 2009

This conference is designed for all practitioners who provide clients with professional financial planning services or who wish to add this growing service to their practice. Location: Black Canyon Conference Center

14th Annual Not-for-Profit Conference- September 30, 2009

The Not-for-Profit conference will provide specific, practical coverage of critical nonprofit accounting, tax, and legal issues, to CPAs and individuals working for and with nonprofit organizations. Location: Black Canyon Conference Center

11th Annual Business Valuation Conference – October 2, 2009

Designed for all practitioners who are actively involved in business valuations, this conference will include nationally renowned speakers as well as local speakers that will deliver informative, progressive, dynamic sessions on business valuation. Location: ASCPA Learning Center

24th Annual Construction Industry Conference- November 5, 2009

The Construction Industry Conference serves the needs of financial professionals in the construction industry. The conference will address current developments in construction accounting and business practices. Location: Black Canyon Conference Center

25th Annual Arizona Federal Tax Institute Conference – November 12-13, 2009

The Arizona Federal Tax Institute Conference provides a detailed analysis of the current and recurring issues affecting the practitioner who provides tax and estate planning services to the family unit and the closely held corporation. The program features nationally recognized speakers. Location: Black Canyon Conference Center

2009 Technology Conference – December 11, 2009

This program is developed by K2Enterprises, one of the nation's leading vendors in technology, to provide participants with the tools and skills they need to keep up with the ever-interesting pace of changes in computer technology. This conference is recommended for all financial professionals and your staff. Location: Desert Willow Conference Center

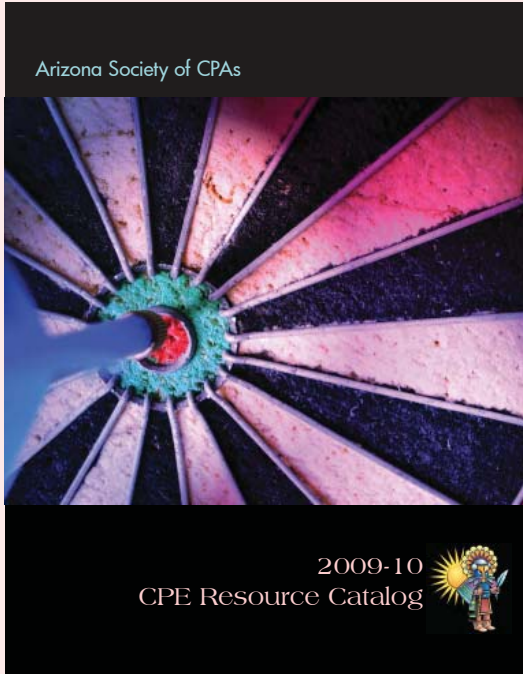
8th Annual Accounting & Reporting Standards Conference – January 21, 2010

This conference will bring practitioners current with the accounting and reporting standards of the profession. Participants will also be made aware of the troublesome areas in the standards. Location: Black Canyon Conference Center

24th Annual Governmental Accounting Conference – February 3, 2010

This conference is designed for CPAs, auditors and accountants in federal, state, local and Tribal governments, to provide insights and understanding on new developments in government accounting and auditing. Location: Arizona Biltmore Resort

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ASCPA CPE Resource Catalog

The Arizona Society of CPAs publishes the ASCPA CPE Resource Catalog annually. This publication is saved and used by CPAs throughout the year and contains important information for accountants. The Catalog is the one-stop resource for all CPE programs offered by the Society for the 2009-10 year. The Catalog features information about the Society and special dates and important contact information. Advertising for the Catalog is limited and all ads are sold on a first-come, first-served basis. Don't delay — reserve your space today!

Circulation: 6,200

Space Reservation Deadline: February 22, 2009

Advertising Rates:

- Full Page (7 3/4 x 9 3/4) \$750
- Half Page (7 3/4 x 4 3/4) \$475
- Quarter Page (3 3/4 x 4 3/4) \$350
- Front Inside Cover (Full Page) \$925
- Back Inside Cover (Full Page) \$800
- Back Cover (Full Four-Color) \$1,400

*Guaranteed Positions add 15 percent. All ad copy is due in electronic format by March 10, 2009.

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