



Advertising Opportunities

The Georgia Society of CPAs is the premier professional organization for CPAs in the state of Georgia. With almost 12,000 members throughout the state, the purpose of GSCPA is to achieve excellence by providing superior advocacy, leadership, service, lifelong learning and personal and professional development opportunities.

Emily Smith, Manager, Strategic Relationships

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**The Georgia Society
of CPAs**

The Voice Member Newsletter



This twice-monthly email newsletter is an exclusive GSCPA member benefit designed to be a brief update and current resource for members. The Voice provides over 10,000 members and subscribers with current articles relative to the accounting industry, as well as featured GSCPA news and events. The newsletter is currently sent twice a month through rasa.io, a smart email platform that curates articles and content that match with user interests based on their clicks and engagement.

Display ad will be linked to advertiser's website. Artwork must be submitted in completed form. No guaranteed specific location placement within the email.

AD SIZE:

600 x 50 pixels in JPG or PNG image format

Flash and animation is not accepted

DEADLINE FOR MATERIALS:

One week prior to the issue date

SPONSORSHIP RATE: \$1,000 per issue

3 Month Sponsorship

6 issues

\$5,700

6 Month Sponsorship

12 issues

\$11,400

BEST VALUE:

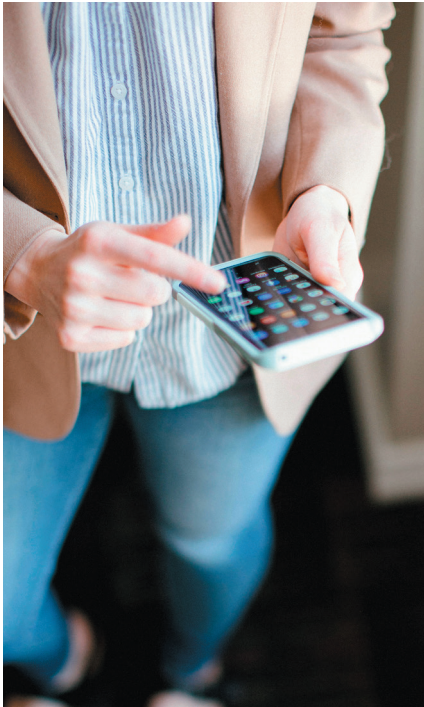
12 Month Sponsorship

24 issues

\$21,600

CONTACT EMILY SMITH 404-504-2947 esmith@gscpa.org

GSCPA Website - *www.gscpa.org*



DISPLAY ADS

Take advantage of the opportunity to get your name in front of the business community by advertising on the GSCPA website. Ads are placed on the home page of the website. Each display ad includes a link to the advertiser's website. Ad space is sold in 30-day increments. Flash and animation is not accepted.

AD SIZE: 300x300 pixels in JPG or PNG image format

SPONSORSHIP RATE: \$1200 for 30 days

DEADLINE FOR MATERIALS:

One week prior to the display date

280 CHARACTERS OR LESS

\$85 for members

\$105 for nonmembers

281-540 CHARACTERS

\$120 for members

\$140 for nonmembers

540-800 CHARACTERS

\$185 for members

\$205 for nonmembers

ONLINE CLASSIFIED ADS

Classified ads are available through the GSCPA website. These copy-only ads run in 30-day increments and are priced based on character count. Upload and pay directly on the website. Advertisers have the opportunity to edit ads while posted on the web site and email reminders are sent when ads are about to expire, should you want to extend the ad run.

To view current ads, or to post an ad, please visit the website: www.gscpa.org/classifieds/public/search.aspx

Credits CPE Event Catalog

Credits, GSCPA's continuing professional education event catalog, features seminars, conferences and self-study opportunities and is published four times a year in February (Spring), June (Summer), August (Fall) and October (Winter). It is distributed by mail to over 11,000 CPAs around Georgia and the U.S.

Catalog Display Ad Rates & Size Specifications

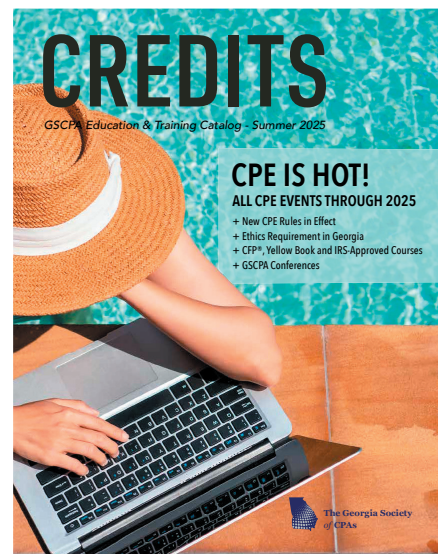
Back cover	\$3200	7.5" x 5"
Full page	\$2500	8.5" x 11" with 0.125" bleed
Half page	\$1600	7.5" x 5"
Quarter page	\$1200	3.5" x 5"

Deadlines for Insertion Order and Artwork

Summer issue	May 1
Fall issue	July 1
Winter issue	September 1
Spring issue	December 1

RESOLUTION: 300 dpi or higher

FILE FORMAT: PDF or EPS



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Current Accounts Magazine

Current Accounts, The Georgia Society of CPAs award-winning magazine, is distributed six times each year to over 11,000 CPAs, prospective members, subscribers and advertisers. The publication reaches readers the first week of the first month of the issue (i.e. January 1-7 for January/February issue).

Print Classified Ad Rates

50 WORDS OR LESS

\$150

51-100 WORDS

\$225

101-150 WORDS

\$350

WITH LOGO PLACEMENT

+\$100

CONFIDENTIAL FILE BOX

+\$5

Magazine Display Ad Rates & Specifications

Back cover half	\$3200	7.5" x 5"
Inside cover	\$3000	8.5" x 11" with 0.125" bleed
Full page	\$2500	8.5" x 11" with 0.125" bleed
Half page	\$1600	7.5" x 5"
Quarter page	\$1200	3.5" x 5"

Deadlines for Insertion Order and Artwork

Jan/Feb issue	November 1
March/April issue	January 1
May/June issue	March 1
July/August issue	May 1
Sept/Oct issue	July 1
Nov/Dec issue	September 1

RESOLUTION: 300 dpi or higher

FILE FORMAT: PDF or EPS

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Advertisement Rate Card

8.5" x 11"
with 0.125"
bleed on all sides

Inside front cover
Inside back cover
Full page

7.5" x 5"

Back cover
Half page

3.5" x 5"

Quarter page

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The Voice Email Newsletter Rates

<input type="checkbox"/> \$1000 x _____ issues		600x50 px
<input type="checkbox"/> 3 months	\$5,700	600x50 px
<input type="checkbox"/> 6 months	\$11,400	600x50 px
<input type="checkbox"/> 12 months	\$21,600	600x50 px

Website Display Ad

<input type="checkbox"/> \$1200 for 30 days x _____ days		300x50 px
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Website Classified Ad

<input type="checkbox"/> 280 characters or less	\$85 members/\$105 nonmembers
<input type="checkbox"/> 281-540 characters	\$120 members/\$140 nonmembers
<input type="checkbox"/> 540-800 characters	\$185 members/\$205 nonmembers

Catalog Display Ad Rates & Size Specifications

<input type="checkbox"/> Back cover	\$3200	7.5" x 5"
<input type="checkbox"/> Full page	\$2500	8.5" x 11" with 0.125" bleed
<input type="checkbox"/> Half page	\$1600	7.5" x 5"
<input type="checkbox"/> Quarter page	\$1200	3.5" x 5"

Current Accounts Display Ad Rates & Size Specifications

<input type="checkbox"/> Back cover half	\$3200	7.5" x 5"
<input type="checkbox"/> Inside cover	\$3000	8.5" x 11" with 0.125" bleed
<input type="checkbox"/> Full page	\$2500	8.5" x 11" with 0.125" bleed
<input type="checkbox"/> Half page	\$1600	7.5" x 5"
<input type="checkbox"/> Quarter page	\$1200	3.5" x 5"

Current Accounts Classified Ad Rates

<input type="checkbox"/> 50 words or less	\$150
<input type="checkbox"/> 51-100 words	\$225
<input type="checkbox"/> 101-150 words	\$350
<input type="checkbox"/> Logo placement	Additional \$100
<input type="checkbox"/> Confidential file box	Additional \$5

GSCPA Advertising Insertion Order

Contact and Company Information

Advertiser _____

Address _____

City _____ State _____ Zip _____

Contact Name _____

Phone _____ Email _____

Billing Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Payment Information

Check enclosed payable to The Georgia Society of CPAs

Visa MasterCard AmEx Discover Personal Card OR Company Card

Card# _____ Exp. Date _____

Cardholder Name _____ Signature _____

Terms & Conditions

Placement:

- Position in the publication is not guaranteed except for cover positions. Ads are placed according to the layout of the material. The advertiser of a cover position has the first right of refusal for space in the next scheduled issue.
- GSCPA reserves the right to change publishing timeline at their own discretion.
- Competing advertisers will not be placed on the same page.

Credit Terms:

- All accounts are due within 30 days of invoice date.
- All classified ads must be paid upon insertion. All major credit cards are accepted over the phone or a check may be mailed.

Artwork:

- All artwork must be submitted in completed form.

Restrictions:

- Advertising is restricted to companies selling products or services specific to the accounting industry.
- No advertiser may advertise any service or product in direct competition with a GSCPA service or product (i.e. CPE conferences and seminars)
- Ad content is subject to approval by the editor who reserves the right to reject misleading advertisements.
- Any cancellations by advertiser must be received by GSCPA in writing before the deadline for the issue in which the applicable advertisement is scheduled to appear. If GSCPA does not receive a written cancellation by the applicable deadline, then the advertiser shall remain obligated to pay GSCPA the full amount for the applicable advertisement.

Your signature below indicates that you understand and agree to the terms. Space will not be reserved without signature.

Company Representative's Signature

Date

Please complete application return with payment to:

Emily Smith, Manager, Strategic Relationships

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