



# **The Public Accountant Society of Colorado**

2010-2011

**Rate Card**

***Online  
&  
The Professional Public  
Accountant Newsletter***  
(6 publications a year)



*Public Accountants Society of Colorado  
PO Box 1078 Eastlake, CO 80614-1078  
Phone 303-452-8227 (1-800-578-4451) Fax 303-457-0770*

[www.coloradoaccountant.org](http://www.coloradoaccountant.org)

## ***The Professional Public Accountant***

### **Our members are your prospects**

The Professional Public Accountant newsletter is sent to all members of the PASC (approximately 300), a non-member list of approximately 150 non members within 38 states, convention attendees, and seminar attendees (we had 808 last year). Our newsletter is read by Public Accountants (PA's), Enrolled Agents (EA's), Certified Public Accountants (CPA's), Certified Financial Planners (CFP's) and other financial professionals - many of them are the key decision makers you need to reach. Our ongoing commitment to providing quality editorial material to our Accounting members makes PASC worthy of your advertising dollars. It's a great way to get your message out to hundreds of potential clients, whether in public accounting, industry, government, or education.

### **General Information**

- The Professional Public Accountant Newsletter is published 6 times per year (January, March, May, July, September, November)
- Our newsletter reaches over 300 members, 150 non members within 38 states, and convention attendees (we had 808 last year)
- We reach college age to retired professionals
- The Professional Public Accountant is published in a four color process (CMYK), with anywhere from 10-16 pages (including cover)
- Both advertising and editorial content is due by the 10th of the month prior to publication
- The PASC requires a signed contract for any advertising 45 days prior to publication
- Currently advertising is primarily in the fields of insurance, banking, business services, office products and equipment used by CPAs and Accounting Professionals.
- Advertiser assumes liability for the content of its advertisements
- We do not accept advertising for continuing professional education courses without official approval by an Executive of the Public Accountant Society of Colorado
- Editor reserves the right to refuse any advertising deemed unsuitable for The Professional Public Accountant
- Acceptable formats for submission of advertisements is PDF, InDesign, Illustrator, or Photoshop files (CS4 versions are accepted). Editorial submissions are requested to be sent in a Microsoft Word document.

For more information contact:

#### **Lynette Myers**

Public Accountant Society of Colorado

*Webmaster & Editor*

Email: [newslettereditor@coloradoaccountant.org](mailto:newslettereditor@coloradoaccountant.org)

Or

#### **Ruth Bustamante**

*Administrative Assistant and Events Coordinator*

Email: [ruth@coloradoaccountant.org](mailto:ruth@coloradoaccountant.org)

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# The Professional Public Accountant

## Advertising Rates

### Newsletter Display Advertisement

#### Display Advertisements:

Size	1 Time	3 Times	6 Times
Full Page	\$250	\$325	\$400
1/2 Page	\$175	\$275	\$325
1/3 Page	\$150	\$225	\$275
1/4 Page	\$100	\$125	\$175
1/6 Page	\$75	\$85	\$125

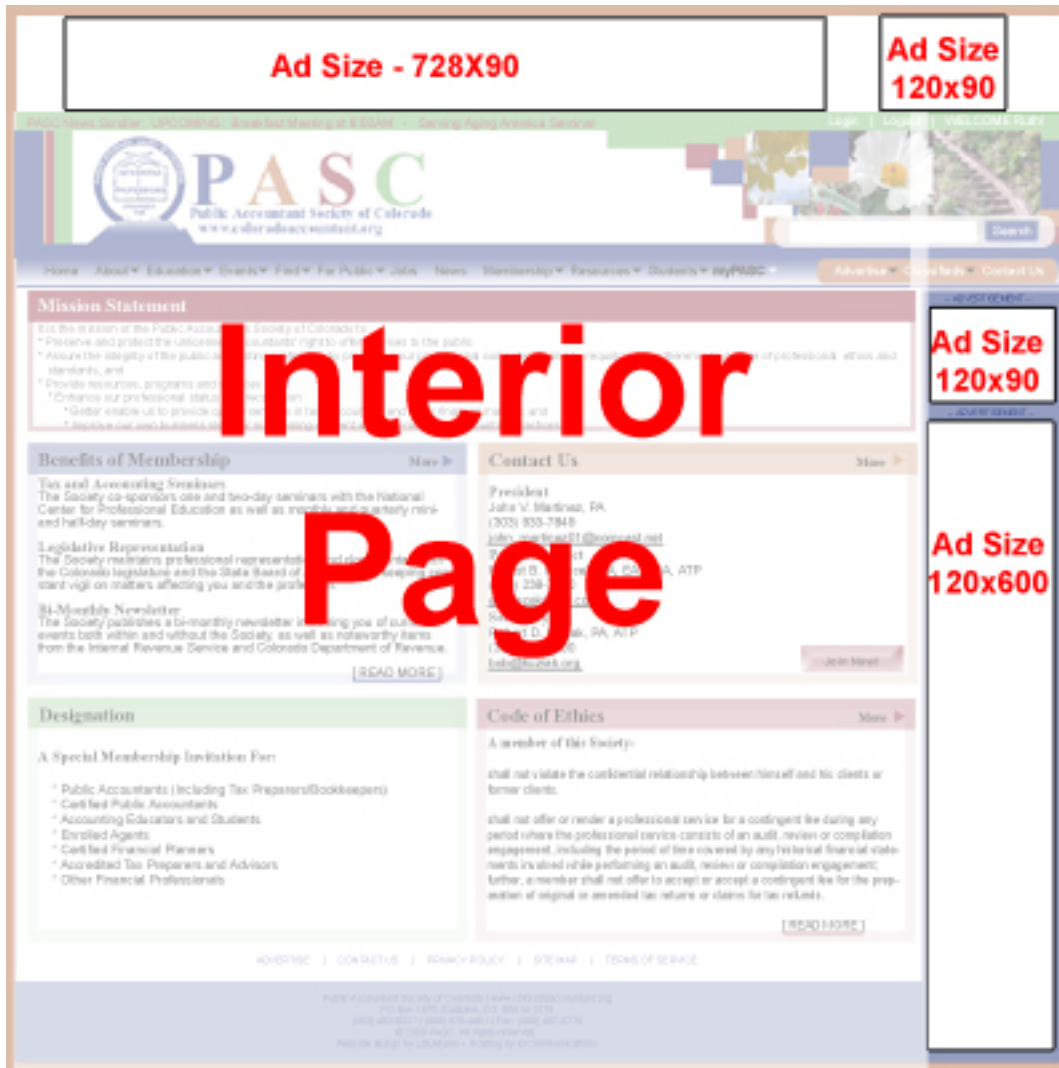
#### Display Advertisement Dimensions:

<b>Full Page</b>	7 1/2" X 10"		
<b>1/2 Page</b>	7 1/2" X 5"	3 5/8" X 10"	
<b>1/3 Page</b>	7 1/2" X 3 1/3"	4 7/8" X 4 3/4"	2 3/8" X 10"
<b>1/4 Page</b>	7 1/2" x 2 1/2"	3 5/8" x 5"	2 3/8" x 7 7/8"
<b>1/6 Page</b>	5" x 2 3/8"	2 3/8" X 5"	

With a print ad, you can add an online ad for 1/2 price. To run an online ad, select the below item desired and reduce the cost by 1/2.

#### Online Advertisements

The image shows a screenshot of the PASC (Public Accountant Society of Colorado) website home page. The page features a navigation menu, a 'Membership' section with a mission statement, 'News' and 'Events' sections, and a 'Find & Learn' section. A large red watermark 'Home Page' is overlaid on the center. Two callouts on the right side indicate ad sizes: 'Ad Size 120x90' and 'Ad Size 120x600'. The website footer includes contact information and a copyright notice for 2009.



### Online Ad - Run Of Site

Size	1 Month	3 Months	6 Months	12 Months
120x90 Top	50	125	200	350
728x90 Top	100	275	475	900
120x600 Side	150	425	800	1550
120x90 Side	40	95	140	230

### Online Ad - Home Page

Size	1 Month	3 Months	6 Months	12 Months
120x600 Side	75	125	225	425
120x90 Side	20	40	55	90

### Online Ad - 1 Selected Interior Page

Size	1 Month	3 Months	6 Months	12 Months
120x90 Top	15	25	40	50
728x90 Top	25	70	115	215
120x600 Side	40	100	190	365
120x90 Side	10	15	20	40

To add another interior page, add ½ the amount for the run time. IE if you want to 120x90 Top for 6 months your total would be 112.50 (37.5 + 75).

(120x90 = .4"x.3", 728x90=2.427"x.3", 120x600=.4"x2")

**Classified Ad Rate:**

Group	Up to 50 Words	51- 100
Members	Free	\$50
Non-Members	\$40	\$60

\*\*Classified Ads will be placed online, if space is available, free of charge with purchase in the Newsletter.

\*Special Positions – Request allowed, but not guaranteed.

\* Advertorials are available based on availability for \$150/Full Page(300 words) for Members, \$250 for non-Members (includes name, email, logo, company name, address, phone numbers, website)

Classified Ads must be submitted via e-mail to: [newslettereditor@coloradoaccountant.org](mailto:newslettereditor@coloradoaccountant.org)

## ***The Professional Public Accountant***

### **Editorial Guidelines**

**Circulation:** over 300 members, 150 non members within 38 states, and convention attendees and seminar attendees (we had 808 last year)

Edited by the Public Accountant Society of Colorado Staff Members

**Description:** The Professional Public Accountant newsletter is published 6 times a year (January, March, May, July, September, November). Our newsletter covers information and issues relevant to Colorado Public Accountants (PA's), Enrolled Agents (EA's), Certified Public Accountants (CPA's), Certified Financial Planners (CFP's), and Accounting Students, who practice in Public Accounting, Tax Planning, and business management.

**Submission:** Article length should range from 700 – 1,200 words and anything over will be considered on a case by case basis.

### **Areas of interest to readers:**

Current legislation

Articles targeted towards sole practitioners

Tax issues

Marketing

Practice management

New laws

Advocacy

Technology

\*\* Please include short biography of author with article and email address.

**Deadline:** Editorial content is due by the 10th of the month prior to publication. All articles are reviewed and approved before use.

You may include your Logo and website address and Company details for \$10 per publication

### **Contact/Submission Information: Lynette Myers**

Public Accountant Society of Colorado

*Webmaster & Editor*

Email: [newslettereditor@coloradoaccountant.org](mailto:newslettereditor@coloradoaccountant.org)

Articles must be submitted by e-mail to: [newslettereditor@coloradoaccountant.org](mailto:newslettereditor@coloradoaccountant.org)

***The Professional Public Accountant***

**Business Directory**

## ***The Professional Public Accountant***

### **Editorial Calendar**

<b>2010 Issue Month</b>	<b>Deadlines</b>
January - February	12/10
March - April	2/10
May - June	4/10
July - August	6/10
September - October	8/10
November - December	10/10

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