



Advertising Opportunities

Iowa CPA is the official publication of the Iowa Society of CPAs. It reaches more than 4,100 print and digital subscribers 10 times per year. (February/March and July/August are combined issues.)

Iowa CPA display advertising

<i>Iowa CPA Display Ad Rates</i>							
Ad size	Frequency/Cost						
Description	Max. Space	1X	2X	3X	6X	8X	10X
1/2 page horizontal	7-1/2" X 4-1/2"	\$583	\$550	\$528	\$495	\$473	\$440
1/3 page vertical	4-3/4" X 4-3/4"	\$413	\$391	\$369	\$347	\$325	\$303
1/6 page vertical	2-1/2" X 4-3/4"	\$275	\$253	\$231	\$209	\$187	\$165
full page	8-1/2" X 11"	\$880	\$825	\$770	\$715	\$660	\$605

Company _____

Address _____

Contact name _____

Email _____ Phone _____

Client name (if agency) _____

Authorization signature _____ Date _____

Display ads should be .tif, .eps or .jpg file. Full color only. Space is limited. Multiple placements take priority. Submit your ad to kripley@iacpa.org.

Iowa CPA classified advertising

Advertise your practice or business for sale, equipment, furniture and other items. \$100 for up to 50 words. Additional words are \$1 each. Additional \$25 to appear in print newsletter. ISCPA members receive 25 percent ad discount.

All ads should be submitted to iacpa@iacpa.org by the 10th of the month (or nearest business day) prior to publication. Payment, cancellation and other policies are available at www.iacpa.org/advertising.

<i>Iowa CPA DISPLAY advertising</i>			<i>Iowa CPA CLASSIFIED advertising</i>		
<input type="checkbox"/> January	<input type="checkbox"/> September	Display ad size <input type="checkbox"/> full page <input type="checkbox"/> 1/2 page <input type="checkbox"/> 1/3 page <input type="checkbox"/> 1/6 page	<input type="checkbox"/> January	<input type="checkbox"/> September	
<input type="checkbox"/> February/March	<input type="checkbox"/> October		<input type="checkbox"/> February/March	<input type="checkbox"/> October	
<input type="checkbox"/> April	<input type="checkbox"/> November		<input type="checkbox"/> April	<input type="checkbox"/> November	
<input type="checkbox"/> May	<input type="checkbox"/> December		<input type="checkbox"/> May	<input type="checkbox"/> December	
<input type="checkbox"/> June	<input type="checkbox"/> All (10 issues)		<input type="checkbox"/> June	<input type="checkbox"/> All (10 issues)	
<input type="checkbox"/> July/August			<input type="checkbox"/> July/August		

- I'm sending a check payable to ISCPA with completed form.
- I will contact ISCPA at 800-659-6375 or 515-223-8161 with credit card information.

Please return completed form to iacpa@iacpa.org or mail to:

Iowa Society of CPAs • 1415 28th St, Ste 450, West Des Moines, IA 50266-1419
515-223-8161 • 800-659-6375 • www.iacpa.org

***Want to advertise career opportunities at your company?
Visit our Career Center at www.iacpa.org/job-postings.***

E-news advertising

Leverage ISCPA’s popular email publications to build critical brand awareness with our members.

- Business & Industry E-ssentials (monthly)
- Public Practice E-news (bi-monthly)
- Off Campus (bi-monthly)

E-newsletter banner ad specifications:

- 600px by 100px
- High resolution (300 dpi or higher)
- Must include company name or logo in the banner
- JPG, GIF or PNG, static images only. Flash cannot be used

Advertising space is limited to two ads per issue.

BUSINESS AND INDUSTRY E-SSENTIALS

Distributes news and information to ISCPA members working in a variety of corporate industries and financial roles.

Monthly distribution: >1,000

Ad cost: \$350 per issue or \$3,850 for full year

<i>Business and Industry E-ssentials advertising</i>			
<input type="checkbox"/> January	<input type="checkbox"/> April	<input type="checkbox"/> July	<input type="checkbox"/> October
<input type="checkbox"/> February	<input type="checkbox"/> May	<input type="checkbox"/> August	<input type="checkbox"/> November
<input type="checkbox"/> March	<input type="checkbox"/> June	<input type="checkbox"/> September	<input type="checkbox"/> December
<input type="checkbox"/> All (12 issues)			

PUBLIC PRACTICE E-NEWS

Distributes news and information to ISCPA members working in public accounting including firm leadership.

Bi-monthly distribution: >1,400

Ad cost: \$400 per issue or \$2,200 for full year

<i>Public Practice E-News advertising</i>		
<input type="checkbox"/> February	<input type="checkbox"/> June	<input type="checkbox"/> October
<input type="checkbox"/> April	<input type="checkbox"/> August	<input type="checkbox"/> December
<input type="checkbox"/> All (6 issues)		

OFF CAMPUS

Distributes news and information to ISCPA student members enrolled in colleges and universities across the state.

Bi-monthly distribution: >800

Ad Cost: \$200 per issue or \$1,000 for full year

<i>Off Campus advertising</i>		
<input type="checkbox"/> January	<input type="checkbox"/> May	<input type="checkbox"/> September
<input type="checkbox"/> March	<input type="checkbox"/> July	<input type="checkbox"/> November
<input type="checkbox"/> All (6 issues)		

Other publication advertising

BECOME A CPA IN IOWA

ISCPA’s guide on how to Become a CPA in Iowa is provided to students and pre-professionals across the state who are interested in exploring accounting careers, as well as the CPA designation. The guide features important CPA exam advice, career resources and steps to earning a CPA certificate. The Become a CPA in Iowa guide is printed and distributed to student members as well as posted online at www.iscpa.org. Space is limited and ads are available on first-come, first-served basis.

Ad options:

<i>Become a CPA in Iowa advertising</i>	
<input type="checkbox"/> Full page \$500	<input type="checkbox"/> Back cover \$1,000
<input type="checkbox"/> Inside back cover \$750	