



# 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***

<b><i>Iowa CPA Display Ad Rates</i></b>							
Ad size	Frequency/Cost						
Description	Max. Space	1X	2X	3X	6X	8X	10X
1/2 page horizontal	7-1/2" X 4-1/2"	\$530	\$500	\$480	\$450	\$430	\$400
1/3 page vertical	4-3/4" X 4-3/4"	\$375	\$355	\$335	\$315	\$295	\$275
1/6 page vertical	2-1/2" X 4-3/4"	\$250	\$230	\$210	\$190	\$170	\$150
full page	8-1/2" X 11"	\$800	\$750	\$700	\$650	\$600	\$550

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 [troof@iacpa.org](mailto:troof@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](mailto: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](http://www.iacpa.org/advertising).

<b><i>Iowa CPA DISPLAY advertising</i></b>			<b><i>Iowa CPA CLASSIFIED advertising</i></b>	
<input type="checkbox"/> January	<input type="checkbox"/> September	<b>Display ad size</b>	<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	
			<input type="checkbox"/> full page	
		<input type="checkbox"/> 1/2 page		
		<input type="checkbox"/> 1/3 page		
		<input type="checkbox"/> 1/6 page		

- 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](mailto: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](http://www.iacpa.org)

***Want to advertise career opportunities at your company?  
 Visit our Career Center at [www.iacpa.org/careers](http://www.iacpa.org/careers).***

## 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

<b>Business and Industry E-ssentials advertising</b>			
<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

<b>Public Practice E-News advertising</b>		
<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

<b>Off Campus advertising</b>		
<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](http://www.iscpa.org).

Space is limited and ads are available on first-come, first-served basis.

Ad options:

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