

Effective January 1, 2021

BLACK AND WHITE RATES

	1x	Frequency Discounts 4x
Full page	\$2,546	\$2,236
2/3 page	1,828	1,581
1/2 page	1,232	1,045
1/3 page	976	734
1/6 page	647	562
Inside cover	3,254	2,819
Backcover*	3,821	3,527
Business Reply Card	2,669	2,057

(*Back Covers must be 4-color/CMYK process)

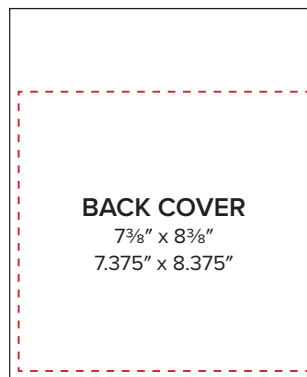
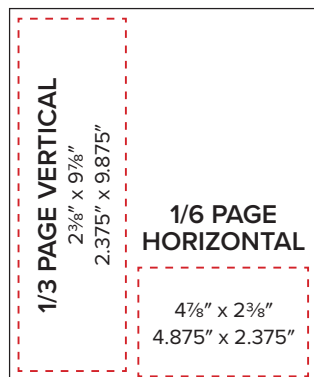
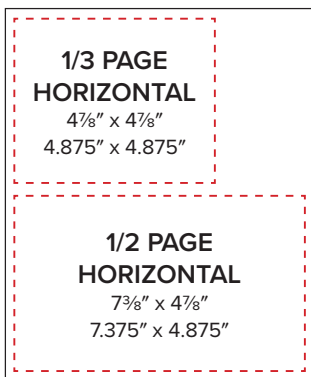
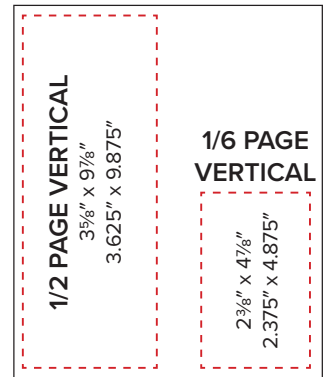
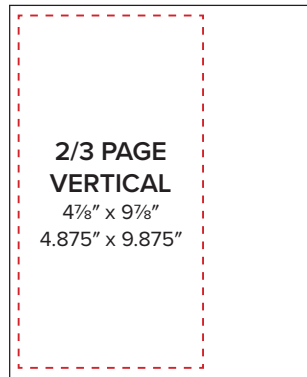
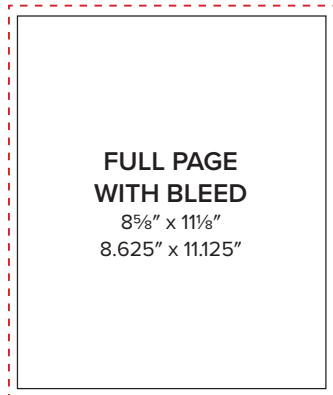
COLOR RATES

	1x	Frequency Discounts 4x
Full page	\$3,483	\$3,059
2/3 page	2,504	2,164
1/2 page	1,687	1,431
1/3 page	1,334	1,008
1/6 page	891	767
Inside cover	4,138	3,580
Backcover*	3,821	3,527
Business Reply Card	3,660	2,820

MAGAZINE SPECIFICATIONS (all dimensions in inches)

	width x height
Full page with bleed	8 ⁵ / ₈ " x 11 ¹ / ₈ "
Full page (no bleed)	7 ³ / ₈ " x 9 ⁷ / ₈ "
2/3 page vertical	4 ⁷ / ₈ " x 9 ⁷ / ₈ "
1/2 page vertical	3 ⁵ / ₈ " x 9 ⁷ / ₈ "
horizontal	7 ³ / ₈ " x 4 ⁷ / ₈ "
1/3 page vertical	2 ³ / ₈ " x 9 ⁷ / ₈ "
horizontal	4 ⁷ / ₈ " x 4 ⁷ / ₈ "

	width x height
1/6 page vertical	2 ³ / ₈ " x 4 ⁷ / ₈ "
horizontal	4 ⁷ / ₈ " x 2 ³ / ₈ "
Back cover	7 ³ / ₈ " x 8 ³ / ₈ "
with bleed	8 ⁵ / ₈ " x 9"
(bleeds bottom and sides)	
Trim size	8 ³ / ₈ " x 10 ⁷ / ₈ "



PRODUCTION MATERIALS

Mechanicals: Advertisers are required to submit ads by email (admaterials@ficpo.org) or on disk in EPS, PDF or TIFF formats. All fonts must be embedded. All ads submitted must be high resolution or 300 dpi. **No word documents are accepted.**

Important Note: Publisher does not compose, build, typeset, or correct any advertising.

RATE CARD

For more information, contact the FICPA Marketing Department at (800) 342.3197 or (850) 224.2727.

Did you know...

- ★ Florida CPA Today magazine publishes four times a year (quarterly).
- ★ The FICPA serves as the association for all CPAs certified in Florida and meets the needs of more than 18,500 members.
- ★ We accept major credit cards (e.g. Visa, Mastercard, American Express).

Time is money... our readers don't waste it

- ★ Almost four out of five (**79%**) respondents gave a favorable rating to the FICPA's communication with its members.
- ★ About **70%** of respondents indicated that they read the hard copy/mailed editions of Florida CPA Today on a regular basis.
- ★ Florida CPA Today received favorable ratings in the areas of accuracy (**77%**), quality of writing (**73%**) and timeliness (**73%**).
- ★ The overall percentage of favorable ratings for the magazine is **74%**.

SPECIAL POSITIONS

Add 15 percent to appropriate gross rate (contact editor for availability).

AGENCY COMMISSION

15 percent off gross rate for recognized agencies (those with three or more external clients).

SPECIAL EXHIBITOR DISCOUNT

Advertisers who participate as exhibitors in the Mega CPE Conference or Annual Accounting Show receive an additional 10-percent discount on all advertisements; advertisers who participate in both shows receive an additional 15-percent discount. Please call for details.

Who are our readers?

AGE BREAKDOWN

20-29.....	15.2%
30-39.....	13.5%
40-49.....	15.0%
50-59.....	22.8%
60+.....	29.5%

COMPANY TYPE

Business & Industry.....	18.8%
Public Accounting.....	54.8%
Not-for-Profit/Other.....	26.4%

SHIPPING INSTRUCTIONS

For U.S. MAIL and EXPRESS DELIVERY:
Florida CPA Today
Florida Institute of CPAs
3800 Esplanade Way, Suite 210
Tallahassee, Florida 32311