

# FLORIDA CPATODAY

# 2023 ADVERTISING RATE CARD

Effective January 1, 2023

## BLACK AND WHITE RATES

|                          | 1x      | Frequency Discounts<br>4x |
|--------------------------|---------|---------------------------|
| Full page.....           | \$2,800 | \$2,460                   |
| 2/3 page.....            | \$2,010 | \$1,740                   |
| 1/2 page.....            | \$1,355 | \$1,150                   |
| 1/3 page.....            | \$1,075 | \$810                     |
| 1/6 page.....            | \$710   | \$620                     |
| Inside cover.....        | \$3,580 | \$3,100                   |
| Backcover*.....          | \$4,205 | \$3,880                   |
| Business Reply Card..... | \$2,935 | \$2,260                   |

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

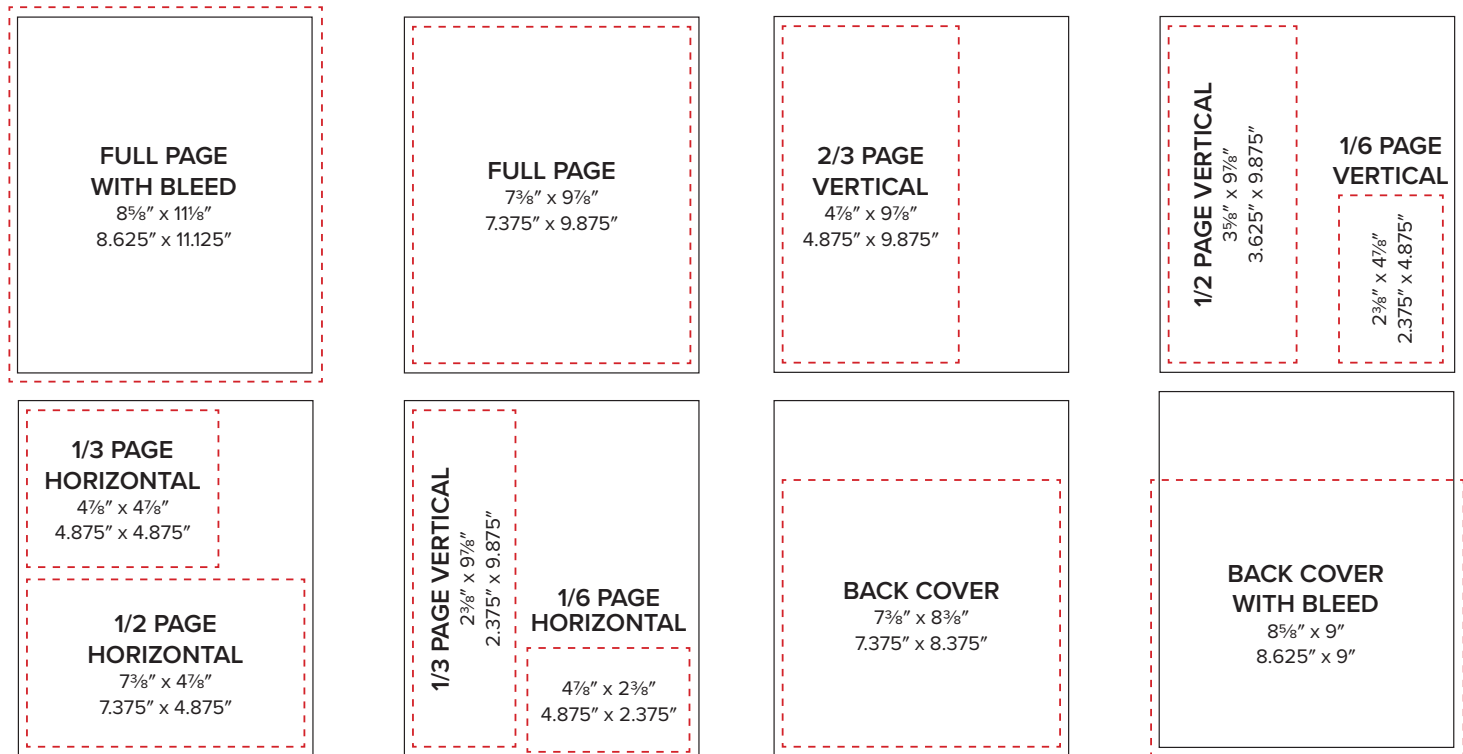
## COLOR RATES

|                          | 1x      | Frequency Discounts<br>4x |
|--------------------------|---------|---------------------------|
| Full page.....           | \$3,830 | \$3,365                   |
| 2/3 page.....            | \$2,755 | \$2,380                   |
| 1/2 page.....            | \$1,855 | \$1,575                   |
| 1/3 page.....            | \$1,470 | \$1,110                   |
| 1/6 page.....            | \$980   | \$845                     |
| Inside cover.....        | \$4,550 | \$3,940                   |
| Backcover*.....          | \$4,205 | \$3,880                   |
| Business Reply Card..... | \$4,025 | \$3,105                   |

## MAGAZINE SPECIFICATIONS (all dimensions in inches)

|                           | width x height   |
|---------------------------|--|
| Full page with bleed..... | 8 <sup>5</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> " |
| Full page (no bleed)..... | 7 <sup>3</sup> / <sub>8</sub> " x 9 <sup>7</sup> / <sub>8</sub> "  |
| 2/3 page vertical.....    | 4 <sup>7</sup> / <sub>8</sub> " x 9 <sup>7</sup> / <sub>8</sub> "  |
| 1/2 page vertical.....    | 3 <sup>5</sup> / <sub>8</sub> " x 9 <sup>7</sup> / <sub>8</sub> "  |
| horizontal.....           | 7 <sup>3</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "  |
| 1/3 page vertical.....    | 2 <sup>3</sup> / <sub>8</sub> " x 9 <sup>7</sup> / <sub>8</sub> "  |
| horizontal.....           | 4 <sup>7</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "  |

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



## 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.

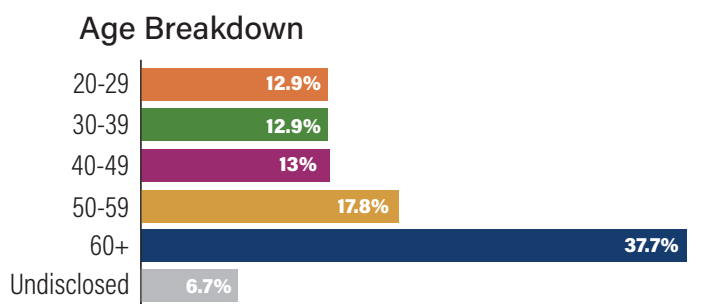
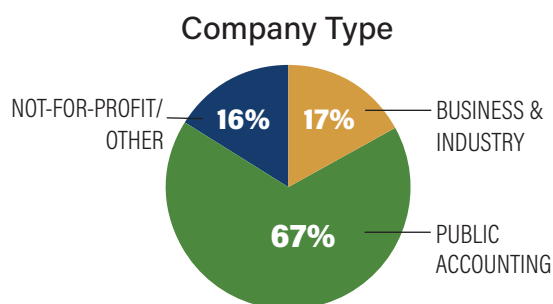
## RATE CARD

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

## PUBLICATION CALENDAR

| ISSUE  | PUBLICATION MONTH | SPACE RESERVATION DEADLINE | AD MATERIALS DEADLINE |
|--------|-------------------|----------------------------|-----------------------|
| Spring | May 2023          | <b>3/7/2023</b>            | <b>3/15/2023</b>      |
| Summer | August 2023       | <b>6/7/2023</b>            | <b>6/15/2023</b>      |
| Fall   | November 2023     | <b>9/7/2023</b>            | <b>9/15/2023</b>      |
| Winter | February 2024     | <b>12/7/2023</b>           | <b>12/15/2023</b>     |

## WHO ARE OUR READERS?



## TIME IS MONEY

*Our readers don't waste it*

**4 out of 5** Respondants gave a favorable rating to the FICPA's communication with its members.

**70%** Of respondents indicated they read the mailed editions of Florida CPA Today on a regular basis.

Florida CPA Today received favorable ratings in the areas of

**ACCURACY**  
**77%**

**QUALITY**  
**73%**

**TIMELINESS**  
**73%**

## DID YOU KNOW?

**Florida CPA Today magazine publishes 4 times a year.**

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).

### 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.

### SHIPPING INSTRUCTIONS

**For U.S. MAIL and EXPRESS DELIVERY:**

Florida CPA Today  
Florida Institute of CPAs  
Park Bldg  
250 S Orange Ave, Suite 300  
Orlando, FL 32801