

# FLORIDA CPATODAY



2025 Rate Card

## DID YOU KNOW?

The FICPA serves as the association for all CPAs certified in Florida and meets the needs of more than 18,500 members.

Florida CPA Today (FCT) magazine publishes 4 issues a year in both print and digital format. FCT has an audience of over 15,000.

**4 out of 5**

Respondents gave a favorable rating to the FICPA's communication with its members.

**70%**

Of respondents indicated they read the print editions of Florida CPA Today on a regular basis.

Florida CPA Today received favorable ratings in the areas of

ACCURACY

**77%**

QUALITY

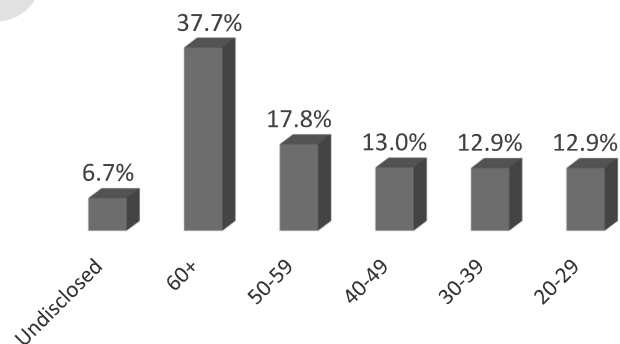
**73%**

TIMELINESS

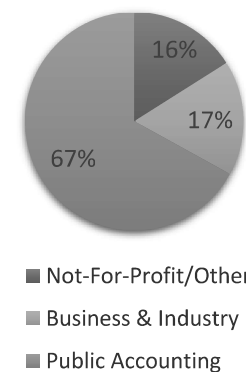
**73%**

## WHO ARE OUR READERS?

### Age Breakdown



### Company Type



## AD SIZES and RATES

SIZE	1x Rate	4x Rate
Two-Page Advertorial*	\$6,060	-
Back Cover	\$4,550	\$4,027
Inside Front Cover	\$4,205	\$3,721
Inside Back Cover	\$3,950	\$3,496
Full Page	\$3,830	\$3,365
Half Page	\$1,855	\$1,575
Quarter Page	\$1,550	\$1,372
Six-Page Centerfold*	\$10,000	-
Four-Page Centerfold*	\$7,200	-

\*Details on page 4

### Classified Ads:

[Click to view options](#)

#### Specifications:

- Total: 300 characters (approx. 50 words)
  - Recommended Headline: 30 characters (approx. 7 words)
  - Recommended Description: 250 characters (approx. 40 words)

Issue	Publication Month	Ad Due	Issue Focus
Winter	February	12/15/24	Tax
Spring	May	3/15/25	Legislative
Summer	August	6/15/25	FICPA Chair Profile
Fall	November	9/15/25	-

## AD SPECS

### FULL PAGE & INSIDE COVERS

Bleed: 8.75" x 11.25"

Trim: 8.25" x 10.75"

Live Area: 7.25" x 9.75"

### BACK COVER

Bleed: 8.75" x 8.93"

Trim: Come in .25" from bottom, left & right

Live Area: Come in .75" from bottom, left & right

### HALF PAGE VERTICAL

3.55" x 9.75"

### HALF PAGE HORIZONTAL

7.25" x 4.75"

### QUARTER PAGE VERTICAL

3.55" x 4.75"

### QUARTER PAGE HORIZONTAL

7.25" x 4.37"

## PRODUCTION MATERIALS

Submit ads via email ([marjories@ficpa.org](mailto:marjories@ficpa.org)) in PDF format only. Ads must be 300 dpi or higher. Fonts must be embedded.

## SPECIAL POSITIONS

Add 15% to gross rate. Based on availability.

## AGENCY COMMISSION

Add 15% off gross rate for recognized agencies (three or more external clients).

## IMPORTANT NOTE:

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

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

Contact Marjorie Stone, Director of Strategic Relationships  
[MarjorieS@ficpa.org](mailto:MarjorieS@ficpa.org) | 850-521-5950

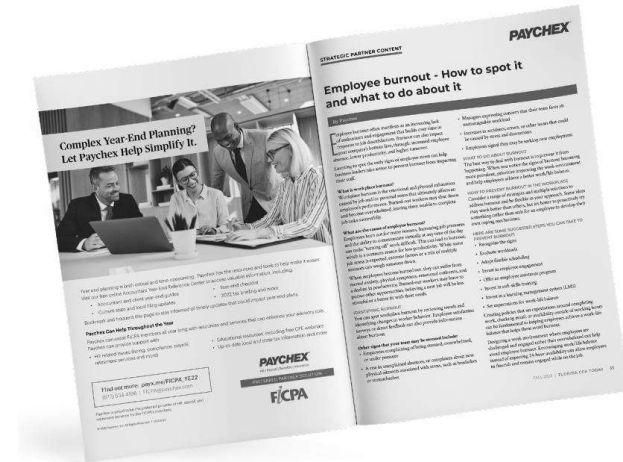


# FLORIDA CPA TODAY CENTERFOLD AND ADVERTORIAL GUIDELINES

## STANDARDS

Final layout must be two pages with no more than 450 words max per page. Copy must be edited according to Associated Press style. Copy must be submitted for the publisher's review 30 days prior to ad materials deadline. The publisher/editor will discuss any recommended changes with the advertiser or its agency.

- No advertorial is acceptable if it is misleading, deceitful, fraudulent, unlawful, suggestive, or in bad taste.
- No advertorial is acceptable if it reflects unfavorably upon any individual, race, religion, occupation, or institution, or if it discriminates or promotes discrimination against any person based on race, age, sex, national origin, or religion.
- The FICPA reserves the right to reject any advertising, notwithstanding the specific standards stated here.
- The FICPA assumes no responsibility for the costs of preparing or printing materials subsequently ruled unacceptable for publication.
- Advertorials are a combination of sponsored and ad content. Sponsor must be clearly identified.




## COPY RECOMMENDATIONS

- Write from a third-person perspective.
- Quote outside sources for authoritative copy and to support your viewpoint.
- Identify the write with a byline (or in a similar manner) and include a brief bio, if appropriate.

## FCT DIGITAL FEATURES – ENHANCE YOUR ONLINE PRESENCE

TRAVEL MAG



**Interstitial Video Advertisement**

Full Page “pop up” video ad that appears while scrolling.  
1x: \$650 | 4x: \$1,500

**Presentation Full Page Advertisement**

This is a full-page ad located to the left of the magazine cover that will be viewed on the desktop digital edition.  
1x: \$850 | 4x: \$2,000

FLORIDA CPATODAY

FICPA  
WINTER 2023 | VOLUME 41, ISSUE 1



**HORIZON AWARDS**

Recognizing Today's Leaders on Tomorrow's Horizon

**NEW MEMBER BENEFIT**

**avid**  
traveling  
REWARDS PROGRAM



Up to 60% off cruises, resorts, hotels, car rentals.

FICPA members receive \$750 in complimentary Savings Credits.

**ENROLL NOW »**

### Banner Advertisement

You can have multiple banner ads, place any version of the banner ads on multiple pages or have them appear on specific pages.  
1x: \$500  
4x: \$950

Digital Tracker Ad: Clickable text and/or image persistent throughout the magazine digital edition.



### Slideshow Ad

You can have multiple ads/images included as a slideshow on the magazine digital edition. 1x: \$550 | 4x: \$1,000

### Digital Tracker Ad

1x: \$250 | 4x: \$750