

CPA Practice Advisor

*Today's Technology
for Tomorrow's Firm*

MEDIA GUIDE 2020



360 MARKETING

REACH ALL YOUR SALES PROSPECTS ... WHEN THEY WANT AND HOW THEY WANT!

24/7 ACCESS

CPAPracticeAdvisor.com



932,579[^]

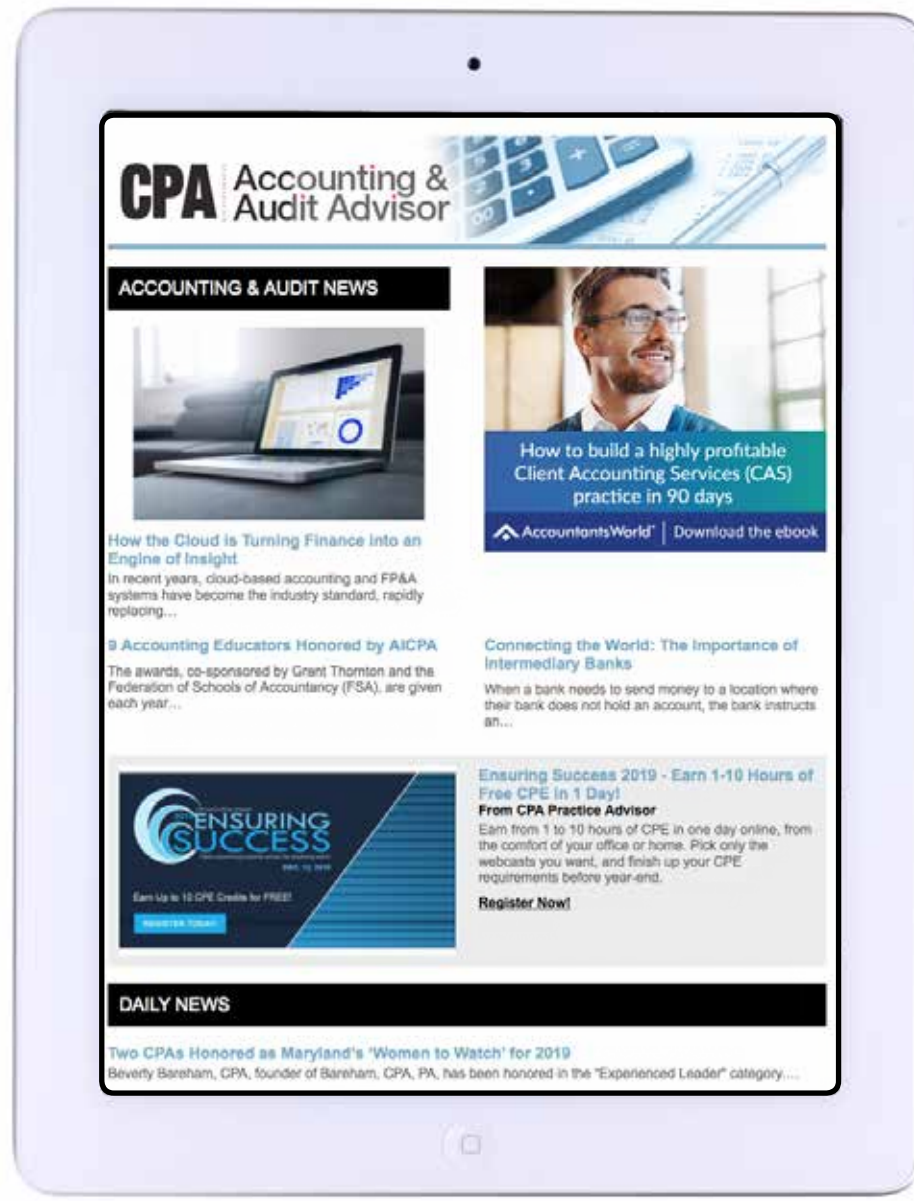
CPAPracticeAdvisor.com
Monthly Ad Impressions

969,625[^]

CPAPracticeAdvisor.com
Monthly Page Views

380,185[^]

CPAPracticeAdvisor.com
Monthly Unique Visitors



DAILY OUTBOUND MARKETING^x

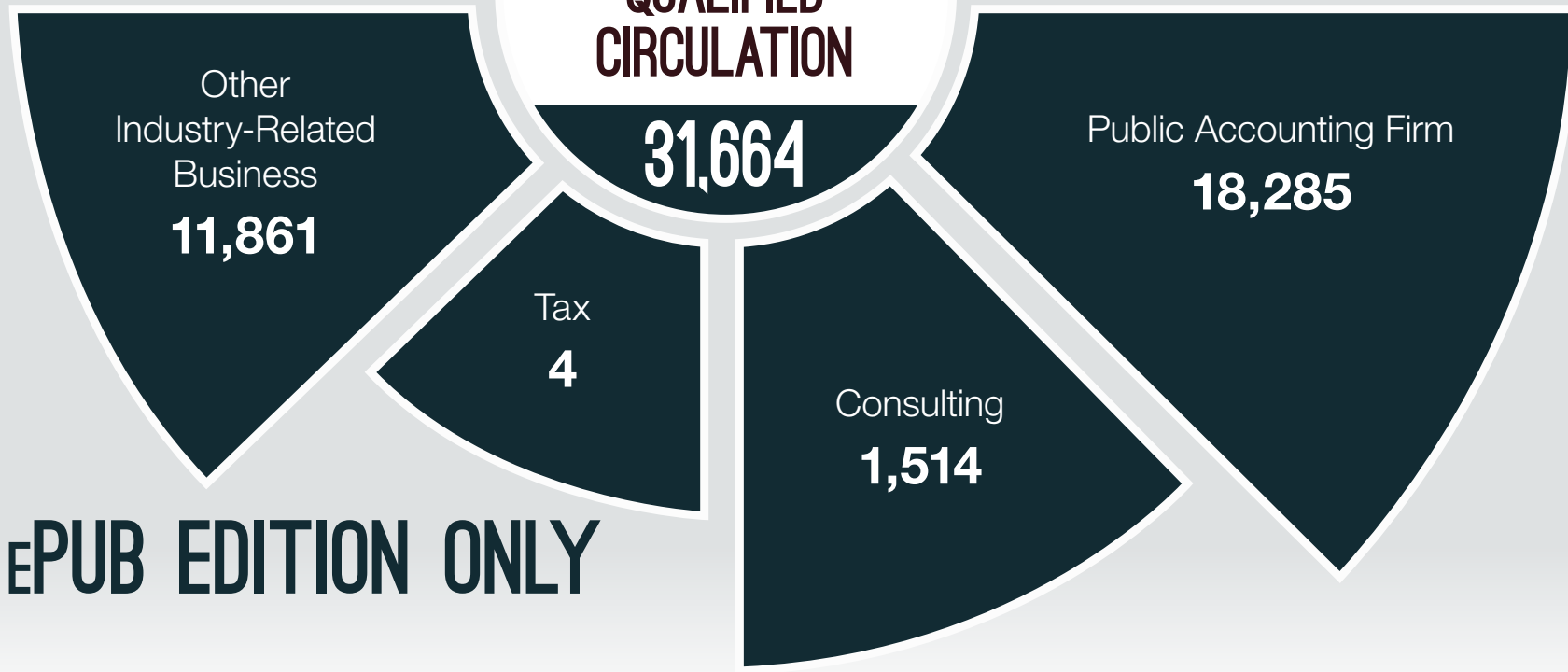
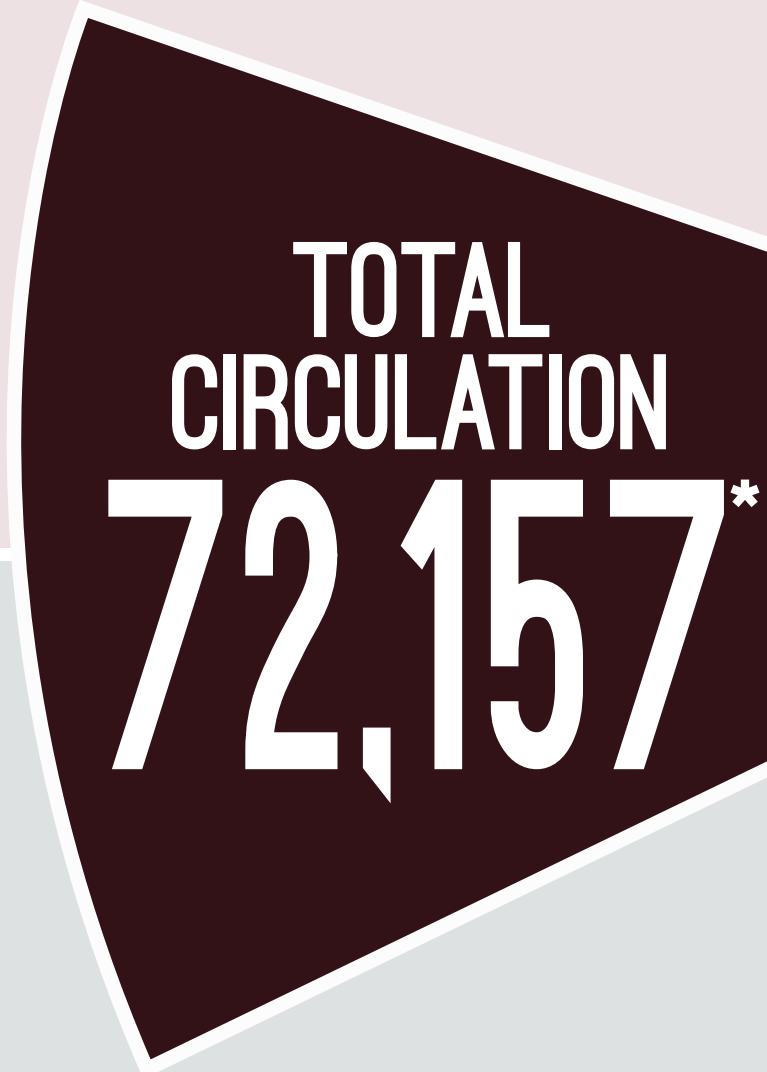
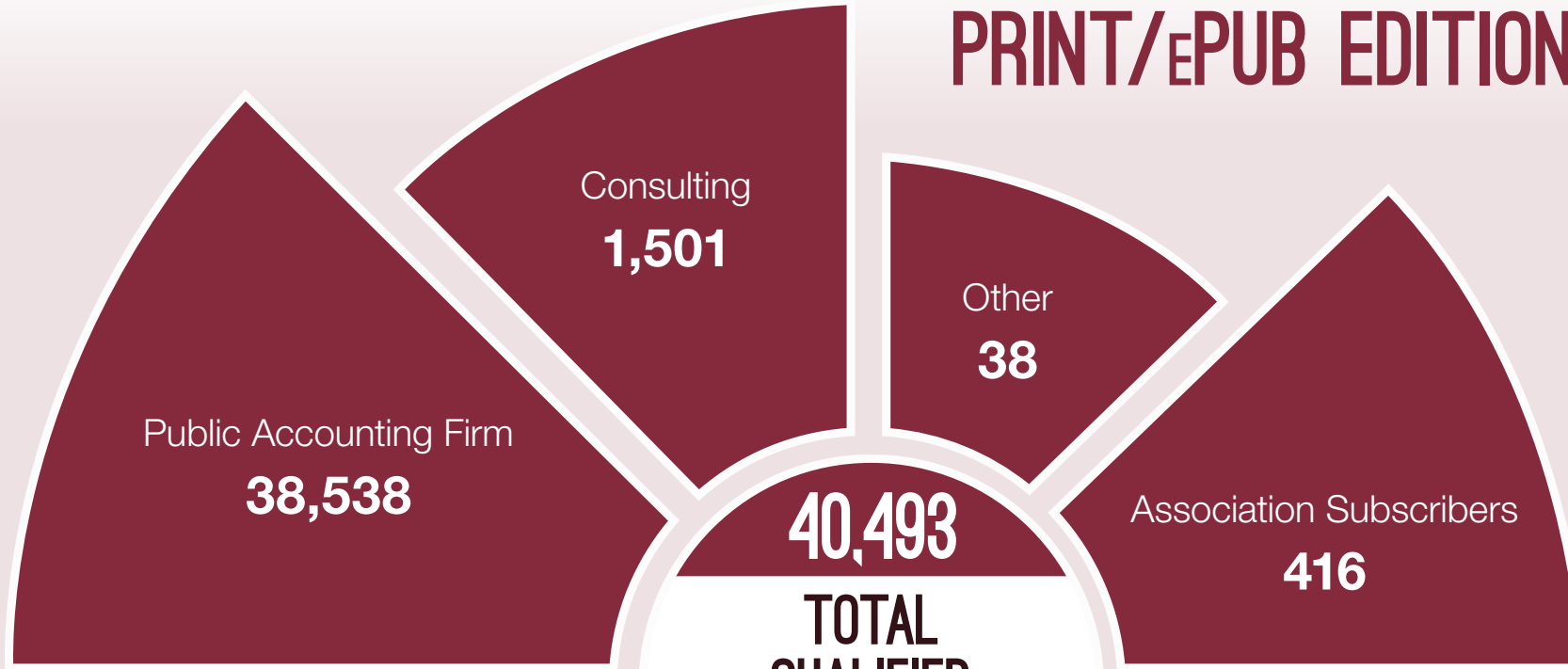
MONDAY: CPA Tax & Compliance Advisor	85,765
TUESDAY: CPA SMB Client Advisor CPA Tax Practice Advisor	32,732 67,389
WEDNESDAY: CPA Firm Management Advisor	80,004
THURSDAY: CPA Accounting & Audit Advisor	29,899
FRIDAY: CPA Payroll Advisor	28,854

* Publisher's Own Data x As of Sept 2019
^ Google Analytics Nov. 2018-Oct. 2019 « OpenX

CONTACT A SALES REPRESENTATIVE AND LET US CREATE A MULTIMEDIA MARKETING PROGRAM FOR YOU.

BUSINESS & INDUSTRY*

PRINT/EPUB EDITION



EPUB EDITION ONLY

* Publisher's Own Data

CONTACT A SALES REPRESENTATIVE AND LET US CREATE A MULTIMEDIA MARKETING PROGRAM FOR YOU.

FEATURED COLUMNISTS



GAIL PERRY

CPA, Editor-In-Chief

Gail Perry is the editor-in-chief of *CPA Practice Advisor*. She also speaks at many accounting events, trade shows, and webinars. She is the author of over 30 books including: *The Idiot's Guide to Introductory Accounting* and *Mint.com for Dummies*, and she maintains a small tax practice.

Gail is a graduate of Indiana University where she earned a bachelors degree in journalism. She returned to school to study accounting at Illinois State University, became a CPA, and worked for Deloitte in the Chicago tax department. She has taught college-level accounting principles and personal financial planning and was on staff for 10 years at the Indiana CPA Society as a computer applications instructor. Gail was the publisher and editor-in-chief of AccountingWEB before joining the *CPA Practice Advisor* team.



ISAAC O'BANNON

Managing Editor

With more than 16 years of experience in technologies for professional firms and small businesses, Isaac particularly enjoys writing about gadgets and mobile tech, and is often cited as a source on sales and use taxation.



JIM BOOMER

CPA, CITP

The next generation of leaders in the profession is coming into its own every day, and Jim is one of the faces of that change, sharing his expertise on managing technology and knowledge management in firms.



RANDY JOHNSTON

MCS, MCP

Randy brings more than 30 years of experience as a technology professional serving accountants, and is widely respected as one of the foremost thought leaders serving the profession. He was the inaugural inductee to the *CPA Practice Advisor's* Tax & Accounting Hall of Fame in 2011.



PAUL McDONALD

Paul McDonald is senior executive director at Robert Half, the world's first and largest specialized staffing firm. He writes and speaks frequently on hiring, workplace and career-management topics. Over the course of more than 30 years in the recruiting field, McDonald has advised thousands of company leaders and job seekers on how to hire and get hired.



AMY VETTER

Amy Vetter, CPA.CITP, CGMA (@AmyVetterCPA) is Xero's Global Vice President, Education & Head of Accounting, USA.



GARRETT WAGNER

Garrett Wagner, CPA, is an entrepreneur, consultant and "Business Therapist" for the accounting firm Thaney & Associates.



MARY GIRSCH-BOCK

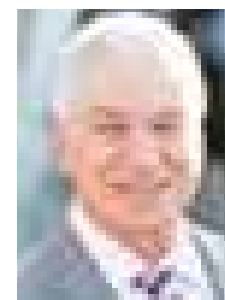
Mary Girsch-Bock began her career as an accountant in the property management and healthcare industries. She is now a freelance writer specializing in business and technology issues and is the author of her first book, several HR handbooks, training manuals, and other in-house publications.



ROMAN KEPczyk

CPA.CITP

Firm workflow has become more important than ever in building and maintaining a competitive edge. Roman shares his knowledge and experience on optimizing internal production processes within accounting practices.



KEN BERRY, ESQ

Ken Berry is a nationally-known writer and editor specializing in tax and financial planning matters. During a career of more than 35 years, he has served as managing editor of a publisher of content-based marketing tools and vice president of an online continuing education company in the financial services industry. As a freelance writer, Ken has authored thousands of articles for a wide variety of newsletters, magazines and other periodicals, emphasizing a sense of wit and clarity.

THOUGHT LEADERSHIP

CPA Practice Advisor 2018 WHO'S WHO

Meet Justworks. Payroll, benefits, HR, and compliance - all in one place.

Among Those Serving the Tax & Accounting Profession

Benefits, payroll, HR, and everything you and your clients need to work fearlessly.

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NUMBER OF EMPLOYEES
707
YEAR FOUNDED
2012

Cloud Computing

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3 Questions to Ask When Deciding Which 'Cloud' is Right for Your Firm

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2019 EXECUTIVE PREDICTIONS & YEAR IN REVIEW 2018

Q&A with Ben Richmond

Future proof your practice

XERO **Hubdoc**

18 DECEMBER 2018 www.CPAPracticeAdvisor.com

WHO'S WHO

The annual Who's Who section provides a way for you to introduce or reinforce your corporate brand and product offerings. A discount rate offers room for a full page ad and 800 words of editorial.

OCCURS APRIL 2020

CLOUD

All of the editorial content in the special Cloud Issue is focused on web-based and mobile tech. A special section offers a two-page spread with a Q&A advertorial facing your advertising message.

OCCURS OCTOBER 2020

EXECUTIVE PREDICTIONS

Establish your company's top executive as a thought leader. The Executive Predictions & Year in Review section lets your CEO explain the significant advances your company made in the past year and offer predictions and expectations for the year to come.

OCCURS DECEMBER 2020

PACKAGES BEGIN AT
\$8,875

* Publisher's Own Data

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AWARDS

READERS' CHOICE AWARDS

The Readers' Choice Awards allow our print and online readers to name the **technologies they prefer** when it comes to **more than 30 types of practice services and small business tools**. From tax prep and planning to write-up and cloud technologies. **Get your users involved and get out the vote!**

OCCURS APRIL 2020

MOST POWERFUL WOMEN IN ACCOUNTING

The Most Powerful Women in the Accounting Profession award recognizes the **leadership and achievements** of the most **influential women** in the tax and accounting space. Their **determination and mentor roles** are critical to the continued **advancement of the profession**.

OCCURS JUNE 2020

40 UNDER 40

The 40 Under 40 program seeks to **recognize top young individuals** by allowing accountants, tax professionals, and others in and related to the profession to nominate those persons that they strongly believe exemplify the **very best in their field**. You are the ones who have observed them and we have confidence that you will **help us identify** those who will help steer the profession for the decades to come.

OCCURS AUGUST 2020

TAX & ACCOUNTING TECHNOLOGY INNOVATION AWARDS

Over the past **13 years**, the Innovation Awards have become the **pinnacle of achievement** for technology vendors serving the tax and accounting profession. Winners receive ultimate bragging rights over the competition, and the award provides **validation for the hard work and determination** of those who achieve the recognition.

OCCURS AUGUST 2020

Limited sponsorship opportunities are available in conjunction with these awards, contact your sales representative for more information.

CONTACT A SALES REPRESENTATIVE AND LET US CREATE A MULTIMEDIA MARKETING PROGRAM FOR YOU.

2020 EDITORIAL CALENDAR

	FEBRUARY DIGITAL ONLY	MARCH DIGITAL ONLY	APRIL PRINT & DIGITAL	MAY DIGITAL ONLY	JUNE PRINT & DIGITAL	JULY DIGITAL ONLY	AUGUST PRINT & DIGITAL	SEPTEMBER DIGITAL ONLY	OCTOBER DIGITAL ONLY	NOVEMBER DIGITAL ONLY	DECEMBER PRINT & DIGITAL
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AD CLOSE	01/13/2020	02/07/2020	03/13/2020	04/13/2020	05/08/2020	06/08/2020	07/06/2020	08/07/2020	09/04/2020	10/12/2020	11/05/2020
MATERIALS DUE	01/17/2020	02/13/2020	03/19/2020	04/17/2020	05/14/2020	06/12/2020	07/10/2020	08/13/2020	09/11/2020	10/16/2020	11/11/2020
ISSUE EMPHASIS	Client Meetings	Employee Benefits	Staffing Accounting Conferences and Your CPE Requirements	Practice Management	Building Your Professional (Non-Accounting) Team	Client Accounting Services (CAS) The Outsourced CFO	Multi-State Taxation	The Latest in Auditing	Payroll	Cybersecurity Update	Gearing Up for Tax Season
SPECIAL SECTIONS			Who's Who Reader's Choice				Innovation Awards Product/Service Guide		In the Cloud 40 Under 40	Powerful Women	Executive Predictions
REVIEWS	Expense Management CRM	Time & Billing	Nonprofit Accounting	Retail Inventory Practice Management	Tax Prep/ Planning	Small Biz Accounting POS	Tax Doc Automation Fixed Assets	Document Management Document Storage	Payroll Portals Liability Insurance	Sales Tax Compliance Hosting	Website Builders W2/1099

In Every Issue: Year in the Life of a Payroll Accountant, AICPA / State Societies Report, Apps We Love, The ProAdvisor Spotlight - Intuit, The Latest in Tax and Reviews by Mary Girsch-Bock

Columnists: From the Trenches - Randy Johnston, Bridging the Gap - Jim Boomer, The Staffing and HR Advisor - Paul McDonald, The 21st Century Accountant - Brian Tankersley, The Millennial Advisor - Garrett Wagner and The Leadership Advisor - Amy Vetter

2020 MAGAZINE RATES & SPECS

PRINT/EPUB EDITION

	1X	2X	3X	4X	6X
2-PAGE SPREAD	\$18,865	\$17,271	\$16,965	\$16,245	\$15,096
1/2 SPREAD	\$13,158	\$12,330	\$11,858	\$11,327	\$10,908
FULL PAGE	\$10,481	\$9,595	\$9,425	\$9,025	\$8,387
2/3	\$8,895	\$8,264	\$8,017	\$7,632	\$7,241
1/2	\$7,310	\$6,850	\$6,588	\$6,293	\$6,060
1/3	\$5,750	\$5,360	\$5,160	\$4,952	\$4,698
1/4	\$4,450	\$4,129	\$4,010	\$3,890	\$3,615

ePUB EDITION

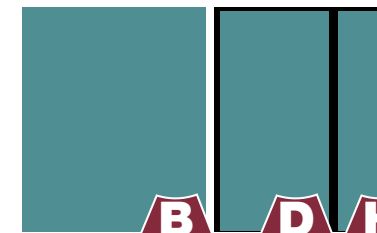
	1X	2X	3X	4X	5X
2-PAGE SPREAD	\$7,546	\$7,271	\$6,965	\$6,498	\$6,038
1/2 SPREAD	\$5,263	\$4,932	\$4,743	\$4,531	\$4,363
FULL PAGE	\$4,192	\$3,838	\$3,770	\$3,610	\$3,355
1/2	\$2,924	\$2,740	\$2,635	\$2,517	\$2,424
1/4	\$1,780	\$1,652	\$1,604	\$1,556	\$1,446



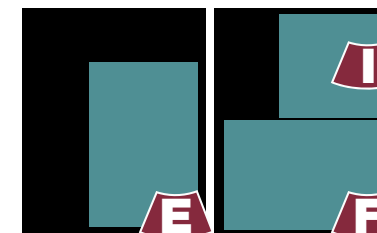
A 2-PAGE SPREAD: 18 x 10 7/8
Trim: 18 x 10 7/8
Bleed: 18 1/4 x 11 1/8



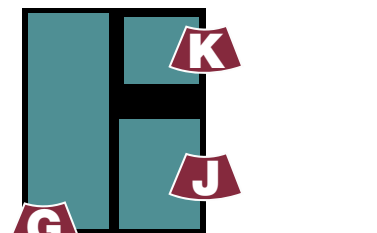
B FULL PAGE: 9 x 10 7/8
Trim: 9 x 10 7/8
Bleed: 9 1/4 x 11 1/8



C 1/2 PAGE SPREAD (h): 17 1/2 x 4 7/8
Trim: 18 x 5 3/16
Bleed: 18 1/4 x 5 7/16



D 2/3 PAGE (v): 4 5/8 x 10
Trim: 5 1/8 x 10 7/8
Bleed: 5 1/4 x 11 1/8



E 1/2 PAGE (s): 4 5/8 x 7 3/4
Trim: 5 1/8 x 8 5/8
Bleed: 5 1/4 x 9



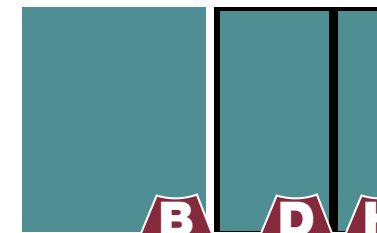
F 1/2 PAGE (h): 8 1/2 x 4 7/8
Trim: 9 x 5 3/16
Bleed: 9 1/4 x 5 7/16



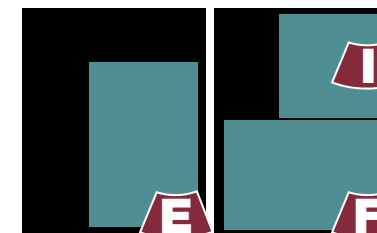
G 1/2 PAGE (v): 3 3/4 x 10
Trim: 4 1/4 x 10 7/8
Bleed: 4 1/2 x 11 1/8



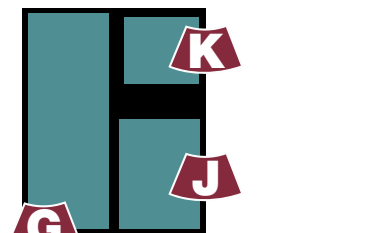
H 1/3 PAGE (v): 2 5/16 x 10



I 1/3 PAGE (s): 4 5/8 x 4 7/8



J 1/4 PAGE (s): 3 3/4 x 4 7/8



K PRACT. RESOURCES: 4 x 3 7/8

[Click here for print ad guideline and term & conditions](#)

CPAPRACTICEADVISOR.COM

BANNER ADVERTISING

SITE-WIDE OR CHANNEL TARGETING

High-visibility banner advertising is available run-of-site, or targeted to channels aligned with market segments.

CPAPracticeAdvisor.com automatically resizes to your screen, including desktop, tablet and smartphone. In-view ad loading means ads are not counted as impressions unless they appear in a viewable area of the page.



932,579[^]

Monthly Ad Impressions

969,625[^]

Monthly Users

380,185[^]

Monthly Page Views

1 BILLBOARD – 970x250
\$148 cpm

2 LEADERBOARD – 970x90
(+ responsive sizing)
\$118 cpm

3 MEDIUM RECTANGLE – 300x250
\$128 cpm

4 CONTENT AD – 300x250
\$138 cpm

5 LARGE SKYSCRAPER – 300x600
\$128 cpm

6 NEW: RESKIN
\$185 cpm

7 PAGE PEEL 500x500/75x75
\$2,600/week

EXPANDABLE AD UNITS AVAILABLE:

- ▶ 970 x 90 expandable to 970 x 415
- ▶ 300 x 250 expandable to 600 x 250
- ▶ 300 x 600 expandable to 600 x 600

Upcharge applies

AUDIENCE AND SOCIAL RETARGETING

Visitors to CPAPracticeAdvisor.com can be retargeted with your ads, on other websites and on Facebook.

[^] Google Analytics: Nov. 2018-Oct. 2019

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PRODUCT & SERVICE GUIDE

MAKE YOUR PRODUCTS STAND OUT!

The Online Product and Service Guide provides visitors with an interactive listing of products, services and solutions located in one, easy-to-navigate place and provides leads to the companies whose products and services are listed. Visitors are encouraged to view products listed in the guide through ongoing promotion of your listing alongside reviews, articles and news items. Your product will also be featured in *CPA Practice Advisor's* annual print directory at no additional cost.

For the many products *CPA Practice Advisor* reviews, there is an opportunity to gain additional exposure and leads. While reading your product's review, visitors can now request information about your product with one click. Additionally, your Product and Service Guide listing will link back to your review.

\$975/year

*(Includes company listing and one product.
Discounts available for multiple product listings.)*

**WANT TO FURTHER ENHANCE YOUR LISTING?
ASK YOUR SALES REPRESENTATIVE ABOUT
ADDING A PRODUCT WALK-THROUGH VIDEO.**

Product & Service Guide

Accounting software & technology solutions / services to help your practice be more productive and profitable.

PRODUCTS

 **OnPay**
OnPay
HUMAN RESOURCES & PAYROLL SEP. 2, 2019

 **Doc.It Connect**
Doc.It
PRODUCT & SERVICE GUIDE JULY 11, 2019

 **Doc.It Suite**
Doc.It
DOCUMENT MANAGEMENT JULY 11, 2019

 **Taxfyle**
Taxfyle
TAX MAY 13, 2019

Practice Engine
PRODUCT & SERVICE GUIDE FEB. 24, 2019

16,808[^]

Monthly Page Views

12,303[^]

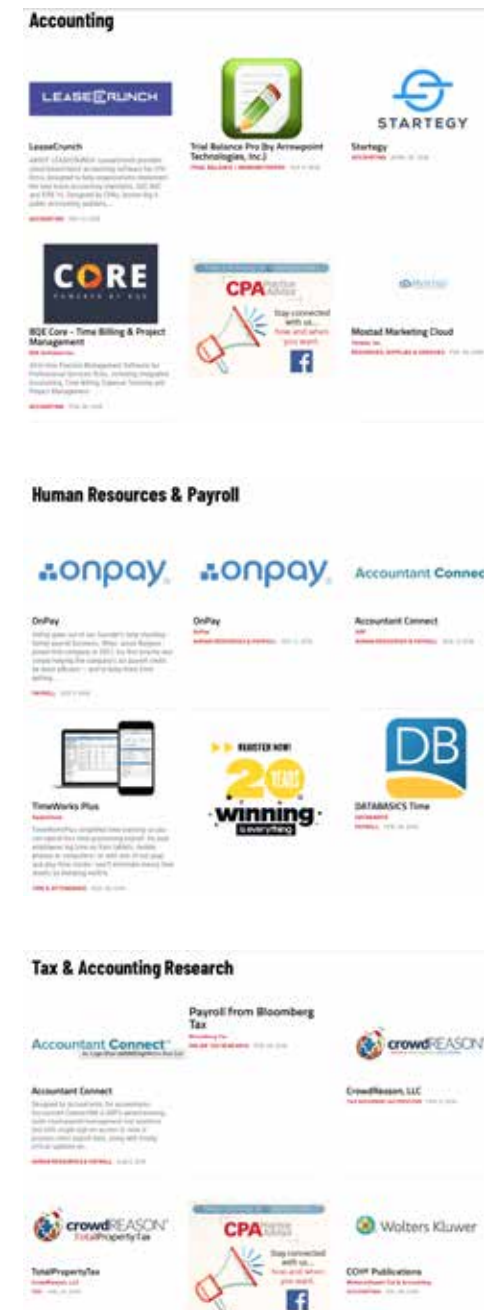
Monthly Unique Users

36,175[“]

Monthly Page Views

CONTENT CATEGORIES

- Accounting >
- Apps >
- Business Management >
- Business Valuation >
- Construction, Manufacturing & Distribution >
- Disaster Recovery >
- Document Management >
- E-Tools >
- Financial >
- Financial Planning >
- Hardware >
- Human Resources & Payroll >
- Portals >
- Practice Management >
- QuickBooks Add-ons >
- Resources, Supplies & Services >
- Retail / Point-of-Sale >
- Tax >
- Tax & Accounting Research >
- Tax Document Automation >
- Vertical Industries >
- Workflow >



EMAIL BLASTS

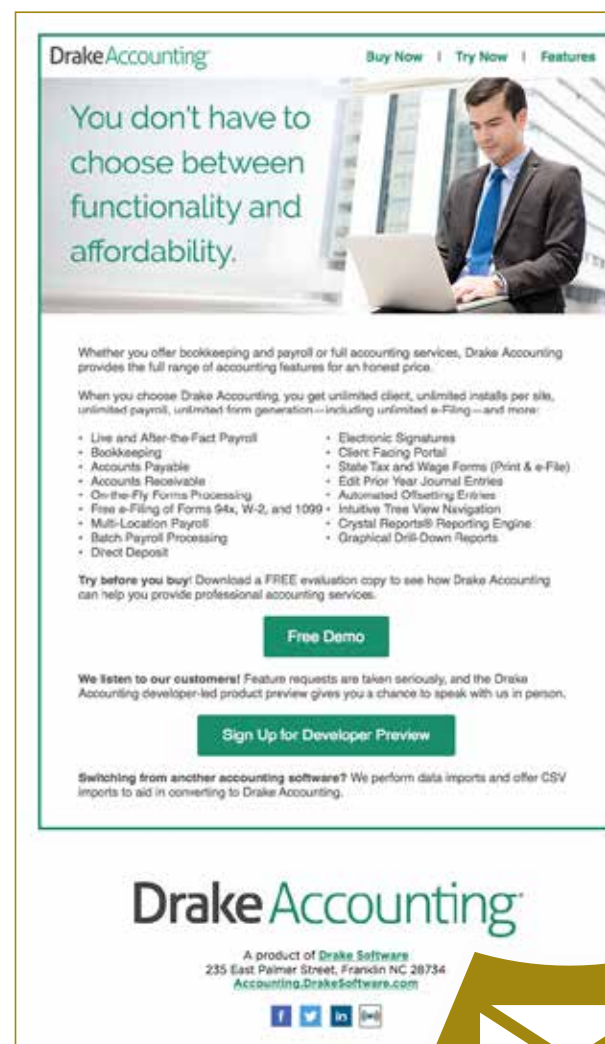
CUSTOMIZED EMAIL CAMPAIGNS

eBLASTS

Email blasts are the most effective form of direct-response advertising. Sponsored exclusively by YOU, eMail blasts ensure that your message stands out from the crowd. Email blasts enable you to generate leads, increase awareness of your brand or products, and drive traffic to your website.

.35/name

(\$1,000 minimum)



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You don't have to choose between functionality and affordability.

Whether you offer bookkeeping and payroll or full accounting services, Drake Accounting provides the full range of accounting features for an honest price.

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- Accounts Receivable
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- Free e-Filing of Forms 94x, W-2, and 1099
- Multi-Location Payroll
- Batch Payroll Processing
- Direct Deposit
- Electronic Signatures
- Client Facing Portal
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- Automated Offsetting Entries
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Drake Accounting

A product of Drake Software
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Accounting.DrakeSoftware.com

[f](#) [t](#) [in](#) [v](#)



CORE Speed up Cash Flow with CORE ePayments [LEARN MORE](#)

Did you know 66% of all point-of-sale (POS) transactions are done with credit, debit or gift cards? Whereas just 27% of purchases are done with cash (including checks), according to Community Merchants USA.

Technology is making it easier than ever for businesses to accept and manage credit card transactions. Gone are the days of manual invoicing - printing, reviewing, stuffing envelopes, paying for postage and following up on payments.

Nostalgia is overrated when it comes to payments. And that's why BIQE announced its latest invoicing and payment feature - Core ePayments. This new feature speeds up your payment process by allowing you to send "payment-enabled" invoices and emails so that your clients can pay instantly and securely with their credit cards.

- Clients click the "pay now" button, enter their credit card information on the secure payment page and select a partial or full payment.
- Your client's credit card is charged for the amount entered, and they receive confirmation that their invoice was paid.
- Once a client pays you, Core automatically records the payment, instantly syncs with Core's accounting system and updates your Accounts Receivable.

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- + To learn more about additional Lead-Gen options, [click here](#)
- ▶ To learn more about Video-Lead-Gen, [click here](#)

All Digital Rates

[Click Here](#)

* Publisher's Own Data

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eNEWSLETTERS

TARGETED ENGAGEMENT

CPA Practice Advisor offers a series of five weekly eNewsletters. Each eNewsletter is content specific and complements the CPAPracticeAdvisor.com channels.

Subscribers*

MONDAY: CPA Tax & Compliance Advisor.....	85,765
TUESDAY: CPA SMB Client Advisor.....	33,732
CPA Tax Practice Advisor.....	67,389
WEDNESDAY: CPA Firm Management Advisor.....	80,004
THURSDAY: CPA Accounting & Audit Advisor.....	29,899
FRIDAY: CPA Payroll Advisor.....	28,854

eNEWSLETTER ADVERTISING RATES

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
LEADERBOARD 600 x 100	\$2,650	\$2,300	\$2,075	\$1,185
HEADLINE BANNER 300 x 250	\$1,950	\$1,675	\$1,500	\$1,350
CONTENT AD	\$2,300	\$1,950	\$1,725	\$1,525
STORY BANNER 300 x 250	\$1,300	\$1,050	\$950	\$875

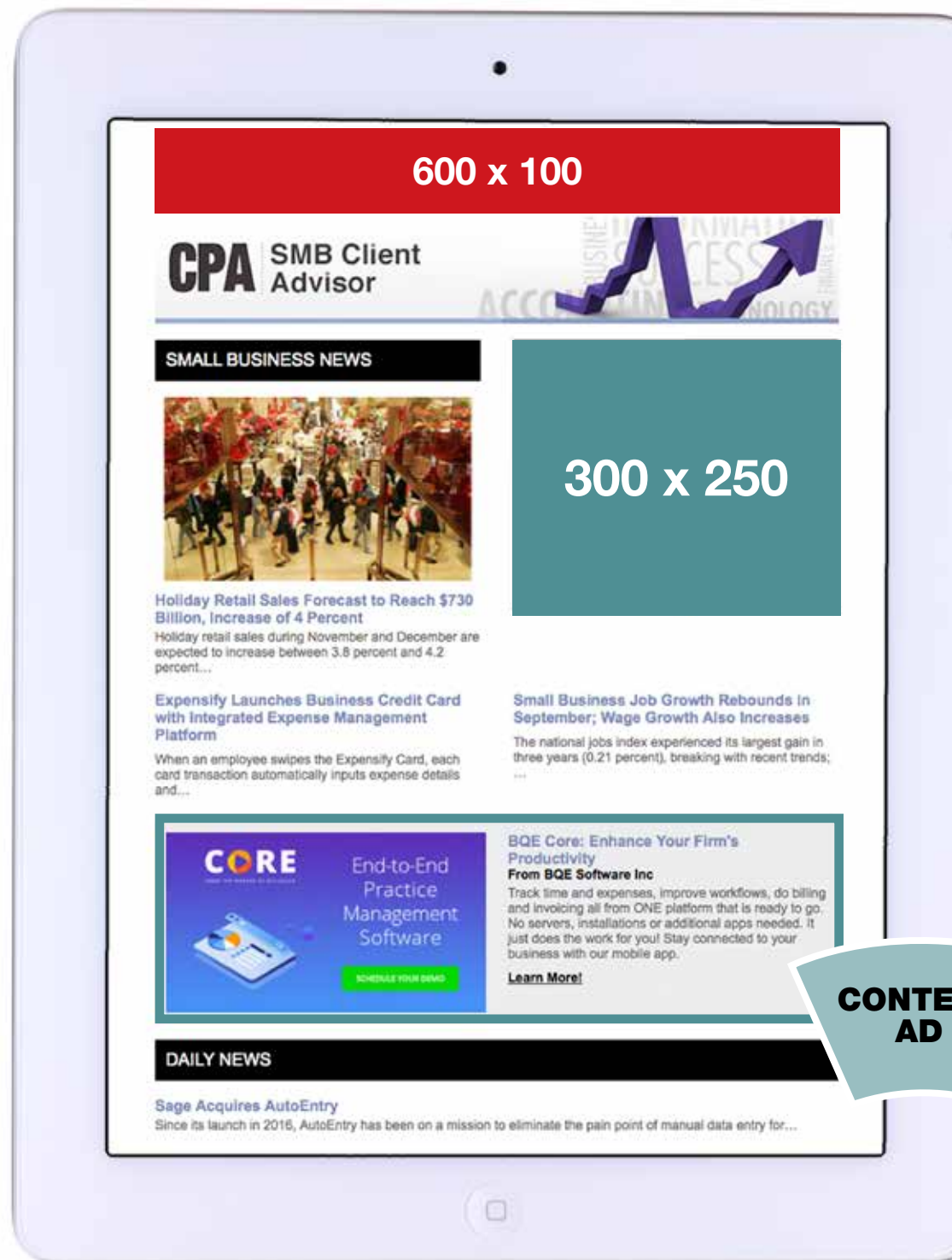
Add Video Lead-Gen \$875 (Content Ad only; per video)

All Digital Rates

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CONTENT AD

VIDEO

VIDEO LEAD-GEN

Sales prospects who view your marketing videos at CPAPracticeAdvisor.com are highly engaged. Gain the ability to market directly to them! With Video Lead-Gen programs, you receive demographics and contact information on visitors who view your marketing video. Also includes view time data by individual, and identifies the viewers who click through to your site.

Priced per program.

Available with:

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Product Showcase eBlast

CPA Practice Advisor newsletters (Content Ad)

VIDEO SPOTLIGHT

Your Branded Content — Our Reach

Bring more attention to your videos with the Video Spotlight program. Your video reaches an engaged audience by being posted prominently in the Media Center at CPAPracticeAdvisor.com.

Priced per program.

Inclusion Starts With I
HOME AUG. 15, 2018

2019's States with the Highest & Lowest Credit-Card Debts
PAYROLL JULY 30, 2018

The Perfect Taco - What It's Like To Work At Accounting Firm Armanino
Building the perfect taco takes a mixture of the finest ingredients, brought together to create a complex flavor profile. What does a perfect taco have to do with the accounting and consulting firm Armanino?
FIRM MANAGEMENT SEP. 17, 2018

How Replaceable Are You At Work?
with Maxem Sytch
MEDIA CENTER JUNE 28, 2018

CheckMark Payroll Software - The Best Payroll Software for Small Business
Tired of payroll programs that are too...
MEDIA CENTER FEB. 28, 2018

Friedman LLP Team Day 2018
MEDIA CENTER OCT. 8, 2018

GRANNY MAKES IRS SCAMMER GO INSANE
MEDIA CENTER JULY 8, 2018

Top Sales Tax Issues for 2019: From Ensuring Success
A panel of sales and use tax experts discuss the Wayfair ruling and other top sales and use tax issues. CPA Practice Advisor editor-in-chief Gail Perry is joined by Jason Patr, Andy Johnson and Avalara VP Ray Bigley.
MEDIA CENTER FEB. 5, 2019

Forecast 2019: The Trade War's Effect on Startup Investment
Jim Price is a lecturer in entrepreneurial studies at the University of Michigan Ross School of Business. He is a serial entrepreneur, the author of the recent book "The Launch Lens: 20 Questions Every Entrepreneur Should Ask," and a contributing ...
MEDIA CENTER JAN. 28, 2019

AVERAGE VIDEO VIEW TIME:
2:53**

All Digital Rates
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WEBINARS

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CUSTOM WEBINARS

Generate leads and position your company in the expert role. Perfect for marketing, training, new product introductions, and corporate communications.

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- Navigating data entry
- e-Filing tax returns

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Drake Tax again received high marks in the NATP and JoA software surveys, including being voted #1 in overall satisfaction by respondents. Click [HERE](#) to read more.

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Monday September 18th, 2019 • 2pm EDT • 1pm CDT • **REGISTER TODAY!**

The Evolving Accountant: Overcoming Commoditization and Adding Value

It's clear that most accounting firms need to look beyond basic tax compliance in order to grow and thrive. Fortunately, there are better ways to spur growth than simply doing more work in less time. With the right tools and processes, firms can provide services that clients want to pay for, rather than constantly battling fee pressure and commoditization.

In this one-hour session, we'll cover:

- Becoming more profitable without churning out more tax returns.
- Moving to value-based or fixed-fee billing.
- New metrics and KPIs that measure what matters – not necessarily billable hours.

Accounting firms aren't disappearing, they're evolving. Find out how to make the transition to more valuable and fulfilling services.

Program level: Basic (no prerequisites required).
Receive 1 hour of free CPE credit for participating in this live webcast.
Please test your system for webcast compatibility by [clicking here](#).

[CLICK HERE TO REGISTER »](#)

Presented by:

 Christopher M. Salisbury CPA/CFP, CFP®/CSEP Partner, SMCP & Advisors, PLLC	 Shari Dodgen Director of Strategic Relationships and Product Marketing, Mid/Large Firms Wolters Kluwer Tax and Accounting US	 Robin Gensler Solution Architect Wolters Kluwer Tax and Accounting US	 Gail Perry Editor-in-Chief CPA Practice Advisor
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All Digital Rates
[Click Here](#)

PRODUCE YOUR OWN WEBINARS?

WE CAN DRIVE ATTENDEES FOR YOU!

If you have produced and conducted your own webinar to demo a product or promote your brand, we can drive additional attendees and leads with our new program. Includes promotion at CPAPracticeAdvisor.com, and via email to our list of more than 33,000* accounting professionals.

Priced per program.

* Publisher's Own Data

LEAD GENERATION

QUALIFIED LEADS BECOME QUALITY LEADS

Receive demographics and contact information for each individual who clicks on your content, views your marketing video, or registers for a whitepaper or online event.

COST-PER-LEAD PROGRAMS

CPAPracticeAdvisor.com's highly qualified audience and targeting capabilities provide an effective platform for cost-per-lead programs. Each program is configured to your requirements and content assets.

Priced per program.

LEAD-GEN OPTIONS:

- ▶ Cost-per-lead
- ▶ eMail Blast
- ▶ Video (via eMail Blast, Product Showcase, or eNewsletter Content Ad)
- ▶ Webinars
- ▶ Whitepapers & Case Studies
- ▶ TRACKtion Leads

LEAD-GEN REPORT:

- ▶ Name
- ▶ Company
- ▶ Title
- ▶ eMail Address
- ▶ Phone Number
- ▶ Firm Size
- ▶ Mailing Address
- ▶ Supplementary Demographic Information

LEAD NURTURING

Follow up with sales prospects who click through on an email-based campaign with additional marketing that moves them further along the sales funnel.

\$995 per follow-up eBlast



WEBINARS

To learn more about the benefits of Webinars

>> [Click here.](#)

All Digital Rates
[Click Here](#)



WHITEPAPERS & CASE STUDIES

CPAPracticeAdvisor.com Online Whitepapers & Case Studies offer you the opportunity to reach CPAs who are researching business strategies and practice solutions. Typically, this type of research ultimately will result in purchase decisions. Includes an eBlast to over 33,000* CPA Practice Advisor magazine subscribers, as well as contact information for each lead who downloads your whitepaper or case study.

Priced per program.

TRACKTION LEADS

Combine direct marketing with social media and primary research to generate highly qualified leads that convert into sales. The best way to know if your brand messaging is gaining traction is to track who's seeing your message in the marketplace. The TRACKtion Leads program provides complete campaign transparency. Receive contact information on each lead, reports on progress, engagement and results.

Priced per program.

* Publisher's Own Data

CONTACT A SALES REPRESENTATIVE AND LET US CREATE A MULTIMEDIA MARKETING PROGRAM FOR YOU.

VIDEO LEAD GENERATION

THREE WAYS TO DISTRIBUTE YOUR MARKETING VIDEOS AND COLLECT SALES LEADS!

Receive demographics and contact information on each individual who views your marketing video. Also includes viewtime data by individual, and identifies the viewers who click through to your site.

1. eBlast + Video Lead-Gen

2. eNewsletter Content Ad + Video Lead-Gen

Priced per program.

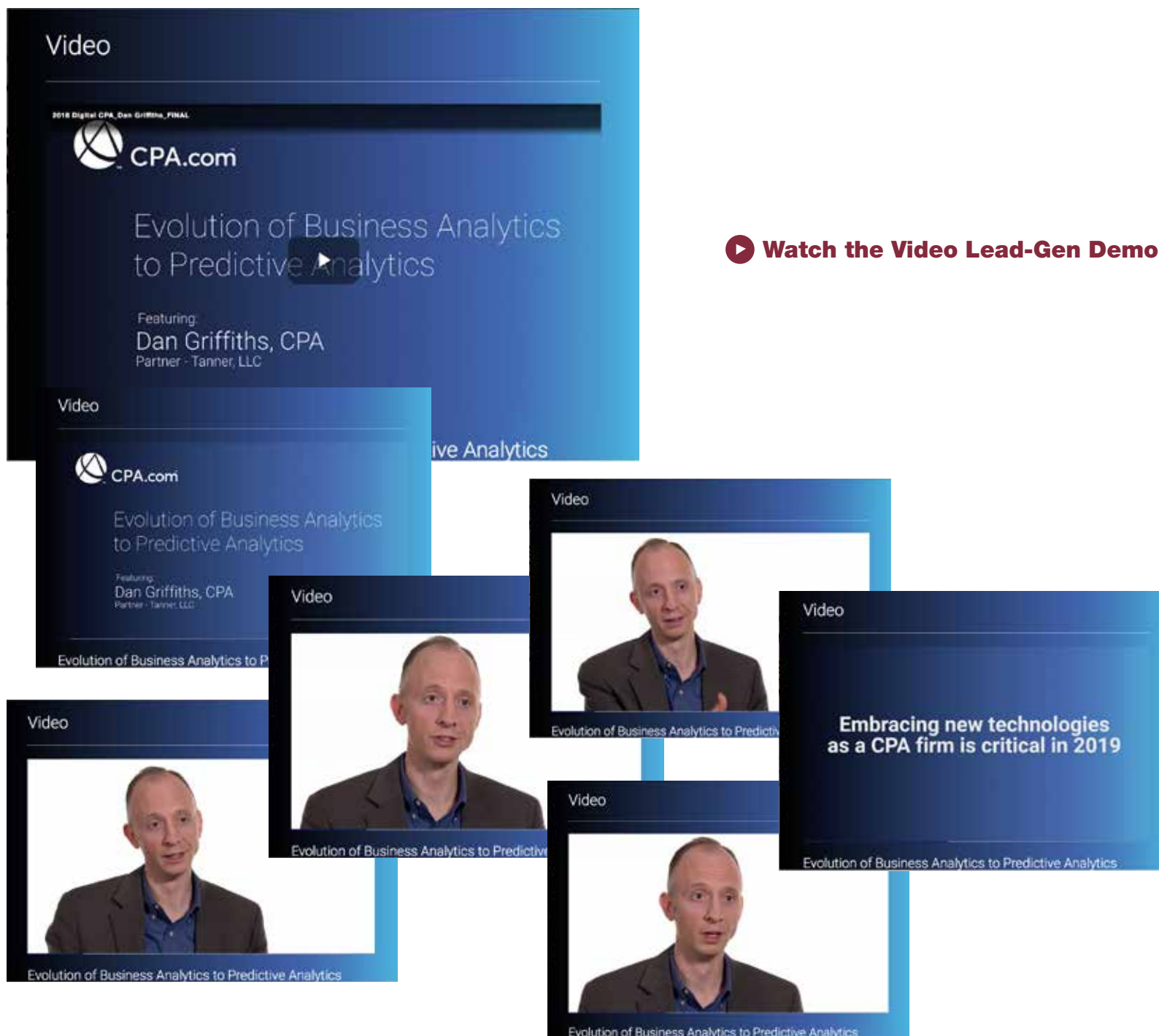
VIDEO LEAD-GEN REPORT:

ALL LEAD DATA:

- ▶ Name
- ▶ Company
- ▶ Title
- ▶ eMail Address
- ▶ Phone Number
- ▶ Firm Size
- ▶ Mailing Address
- ▶ Supplementary Demographic Information

VIDEO VIEWING STATISTICS:

- ▶ Total Views
- ▶ Unique Views
- ▶ Average Time per View
- ▶ Total View Time



[▶ Watch the Video Lead-Gen Demo](#)

CONTENT CONNECT

CUSTOM eNEWSLETTER + CUSTOM WEB CHANNEL

Content Connect is a turnkey content marketing program featuring a custom eNewsletter, co-branded with your logo and *CPA Practice Advisor*, that delivers editorial-style content to your target audience. Readers who click newsletter content land on your own branded custom website “channel” at CPAPracticeAdvisor.com. Your ads exclusively surround your content on both the newsletter and your CPA-PracticeAdvisor.com channel.

CONTENT REPORTING

- Learn what content your target audience is most interested in (content clicks, visits and page views), as well as engagement levels (pages per visit, time on site).

AD REPORTING

- Impressions, clicks and CTR.

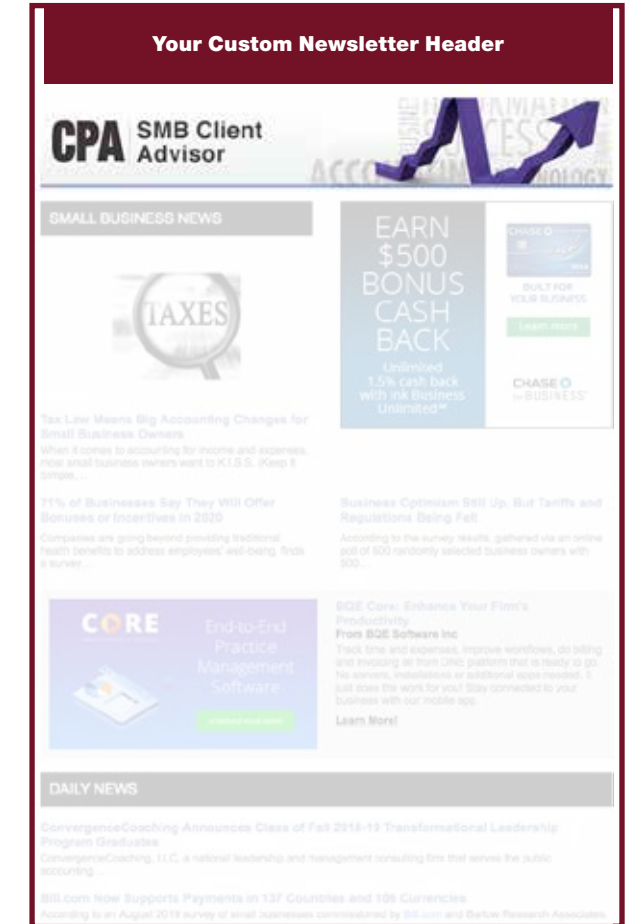
OPTIONS:

SALES LEADS

- Name, title, company, email address and additional demographics on each individual who clicks on your content.
- **Commissioned Content**
- **Retargeting and Social Promotion**



CUSTOM eNEWSLETTER



CONTENT MARKETING STARTER OPTIONS

New to content marketing? Content ads are an easy and cost-effective way to get started.



CLARITY

HAVE US PROMOTE YOUR UNBIASED PRODUCT REVIEW

A BETTER WAY TO BRAND

Clarity is not an ad. It's a content-driven, long-form digital periodical. Delivered to a qualified user database, or driven by social media engagement, Clarity makes an indelible impression on a target audience – an average of eight minutes spent with the product.

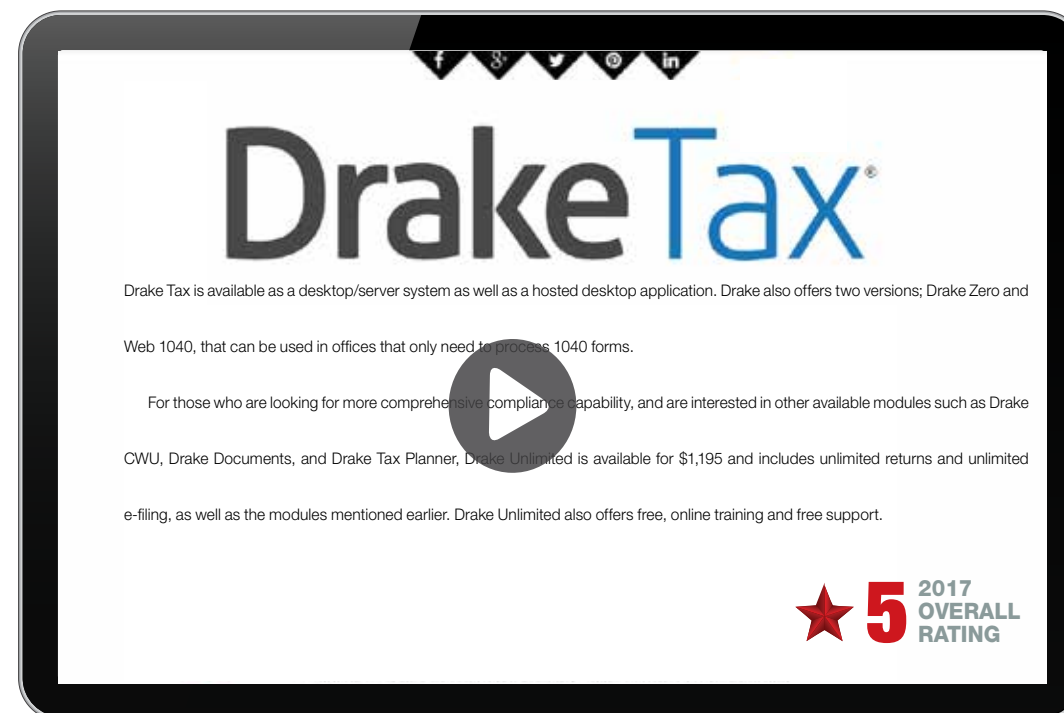
Content is customizable and is obtained in two ways:

- ▶ Provided by the client and curated by our editors or,
- ▶ Written as custom content by the editors

ANALYTICS

Since your Clarity issue is sent to a defined, qualified audience and new users are asked to register, audience analytics are generated. We identify anyone who engages with:

- ▶ Clarity content – no unknown “fly-by” traffic
- ▶ Which content pages were viewed
- ▶ How much time was spent on each page and video – Clarity typically outperforms other products
- ▶ Identifying “Influencers”- those readers who shared the issue and how broadly
- ▶ Clarity is also interactive so reader can request more information and participate in surveys and polls.



CLARITY

Content marketing. Enlightened.

CUSTOM SOLUTIONS

LEVERAGE THE INDUSTRY EXPERTISE AND AUDIENCE TRUST OF *CPA PRACTICE ADVISOR* AND CPAPRACTICEADVISOR.COM.

Custom solutions span content marketing, digital, video, print, and research projects.

SOCIAL MEDIA CAMPAIGNS

CPA Practice Advisor offers several options for leveraging social media, including:

- Audience and Social Retargeting, including Facebook ads
- Content Connect and Clarity content marketing programs
- TRACKtion Leads

CUSTOM VIDEO

The *CPA Practice Advisor* team can be your full-service video production house. From conception to completion, we've got the resources to produce a high-quality product — and at a competitive price.



DIGITAL RATES

WEBSITE ADVERTISING

Available channels: Accounting & Audit, Firm Management, Payroll, Small Business, Tax & Compliance

1 Month ROS

BILLBOARD 970x250	\$148 cpm
LEADERBOARD 970x90 + responsive resizing	\$118 cpm
MEDIUM RECTANGLE 300x250	\$128 cpm
CONTENT AD 300x250	\$138 cpm
LARGE SKYSCRAPER 300x600	\$128 cpm
RESKIN	\$185 cpm
EXCLUSIVE CHANNEL SPONSORSHIP (includes Leaderboard, 300x250 and 300x600)	\$6,800/month
ROADBLOCK	Priced per program

Expandable options available on Leaderboard, Medium Rectangle and Large Skyscraper.

DIGITAL SPECIAL REPORTS

SPECIAL REPORTS	Priced per program
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PRODUCT & SERVICE GUIDE

COMPANY LISTING and 1 PRODUCT	\$975/year
MULTIPLE PRODUCTS AVAILABLE	

LEAD GENERATION

Per Program

COST-PER-LEAD PROGRAMS	Priced per program
LEAD-GEN OR VIDEO LEAD GEN + EBLAST	Priced per program
VIDEO LEAD-GEN + PRODUCT SHOWCASE	Priced per program
WHITEPAPERS AND CASE STUDIES	Priced per program
TRACKtion LEADS	Priced per program
LEAD NURTURING (follow-up eblast)	\$995

CPA PRACTICE ADVISOR DAILY eNEWSLETTERS

BANNER (600x100 + responsive resizing)	\$2,650/month
HEADLINE BANNER (300x250)	\$1,950/month
CONTENT AD	\$2,300/month
STORY BANNER (300x250)	\$1,300/month
VIDEO LEAD-GEN UPGRADE	\$875/per video

eMAIL BLASTS

PER eMAIL ADDRESS	\$0.35 (\$1,000 minimum)
PRODUCT SHOWCASE eBLAST	\$975
LEAD-GEN or VIDEO LEAD-GEN UPGRADE	Priced per program

WEBINARS

Priced per event

VIDEO

VIDEO LEAD-GEN + DEDICATED eBLAST	Priced per program
VIDEO SPOTLIGHT	Priced per program
CUSTOM VIDEO	Priced per program

CONTENT MARKETING AND CUSTOM

CONTENT CONNECT	Priced per project
CLARITY	Priced per project
CUSTOM PROGRAMS	Priced per project

AUDIENCE AND SOCIAL RETARGETING

Priced per program

DIGITAL EDITION:

	1X	2X	3X	4X	5X
2-PAGE SPREAD	\$7,848	\$7,562	\$7,244	\$6,758	\$6,280
1/2 SPREAD	\$5,474	\$5,129	\$4,933	\$4,712	\$4,538
FULL PAGE	\$4,360	\$3,992	\$3,921	\$3,754	\$3,489
1/2	\$3,041	\$2,850	\$2,740	\$2,618	\$2,521
1/4	\$1,851	\$1,718	\$1,556	\$1,618	\$1,504

Send digital materials to:

Jackie Vogel,
Digital Ad Materials Coordinator
800-547-7377, Ext. 1642
jvogel@southcomm.com

Digital specifications

For file size specifications and digital standards, [click here](#)

All Rates Net

EVENTS

THOUGHT LEADER SYMPOSIUM 2020

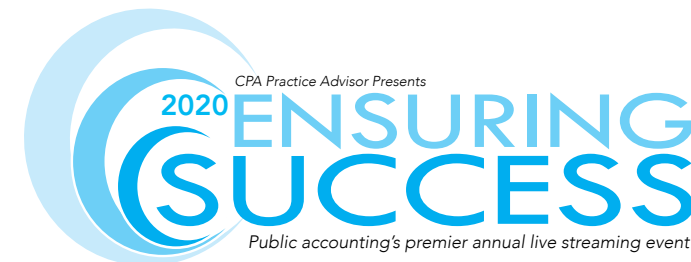
As a leading technology vendor within the tax & accounting profession, you have an opportunity to **join together with the top thought leaders** for integrated confidential roundtable discussions and brainstorming sessions during this **annual think tank retreat** for key members of the accounting profession.

OCCURS FEBRUARY 2020

YOUNG LEADERS ACCOUNTING THINKTANK

The purpose of the **40 Under 40 Symposium** is to provide our profession's young leaders with an **annual forum for strategic thought**, create a **bridge to the existing Accounting Thought Leader Symposium** think tank — which is made up of 30 well known and innovative leaders in the profession — and offer an opportunity for **collaboration and networking** with colleagues to discuss the current and future state of the accounting profession.

OCCURS OCTOBER 2020



Ensuring Success, a **one-day national conference event**, brings together the brightest minds in the accounting profession to share their knowledge and insight through a **live streaming conference**. Become a sponsor and **benefit from interaction** with attendees through various marketing opportunities including commercial spots, direct contact, lead generation, marketing materials and pre/post-event marketing. Visit www.ensuringsuccess.com for more information.

OCCURS DECEMBER 2020

* Publisher's Own Data

CONTACT A SALES REPRESENTATIVE AND LET US CREATE A MULTIMEDIA MARKETING PROGRAM FOR YOU.

MARKETING AND RESEARCH SOLUTIONS

WE ARE OFFERING A FREE, COMPREHENSIVE AUDIT OF YOUR WEBSITE.

THIS DETAILED REPORT WILL INCLUDE RECOMMENDATIONS ON HOW TO MAKE YOUR SITE THE ABSOLUTE BEST IT CAN BE.

You'll receive a comprehensive report of more than 30 tests on up to 100 pages, examining content, experience, compliance, find ability, and technology best practices, including:

- ▶ Your website's quality and functionality
- ▶ User experience
- ▶ Search optimization and marketing
- ▶ Competitive ranking for traffic and keyword search
- ▶ Technical issues "under-the-hood" of mobile and desktop sites

Get Started!

Fill out the audit form and send to your sales rep.

Download Form, [click here](#)

The form is titled "FREE GIFT Exclusive offer! Receive a COMPLIMENTARY analysis of your company website!". It lists benefits: "You'll receive a report on up to 100 pages, examining content, experience, compliance, findability, and technology best practices, including:" followed by a list of 6 items. Below this is a "SIGN ME UP!" section with fields for "First Name", "Last Name", "Company", "Email", and "Website (Please provide URL)". There is also a "Please fill up for full contact details" section with fields for "Phone", "Fax", "Address", and "City/State/Zip". The form ends with "Fill out the form and send to your sales rep." and the Endeavor Business Media logo.



RESEARCH & DATA SOLUTIONS

SURVEYS

For an easy and effective method for gathering the information you need, tap Endeavor Research's robust lists of aviation contacts to generate responses to your organization's questions. Results are analyzed and compiled into a special report in PowerPoint and Excel. In addition you'll receive the raw data (not including respondent names).

INFOGRAPHICS

Infographics are graphic representations of data and information that can be absorbed at a glance. Presenting information in a visual format provides viewers immediate knowledge. Infographics are also a great way to present your custom content.

CONSULTING

Endeavor Research provides insight and analysis at the company, country and industry level including but not limited to competitor and market data, valuations, market trends, product pipelines and forecasts.

With vetted experts across the globe, our team delivers high quality analysis and business intelligence from in-depth primary and secondary research to proprietary databases and directories.



FOR A COMPLETE LISTING OF MARKETING SERVICES, [CLICK HERE](#)



CONTACT A SALES REPRESENTATIVE AND LET US CREATE A MULTIMEDIA MARKETING PROGRAM FOR YOU.

AUDIENCE RETARGETING

EXTEND YOUR REACH WITH FACEBOOK RETARGETING

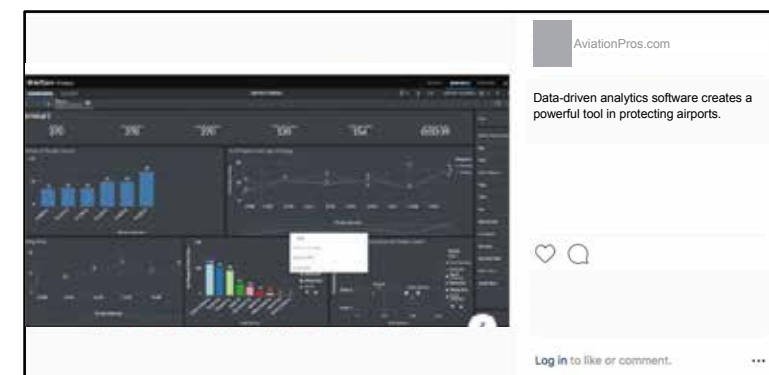
Your company can advertise to *CPA Practice Advisor's* audience on Facebook. It's easy, effective, and cost-efficient, and keeps your brand in front of sales prospects.

BENEFITS

- ▶ Click-through rates as high as 1%
- ▶ Targeted audience
- ▶ Amplified branding and purchase prompts
- ▶ Cost-effective
- ▶ One ad fits all
- ▶ Facebook ad shows in newsfeed, right rail & mobile app
- ▶ Ad serves on Instagram

\$51 CPM*

*Requires a minimum 50,000 impressions purchased on CPAPracticeAdvisor.com.



FACEBOOK AD SPECS

- ▶ Recommended image size:
 - 1,200 x 628 pixels and should include minimal or no text
 - Image ratio: 1.9:1
- ▶ Text: 125 characters
- ▶ Headline: 25 characters
- ▶ Link description: 30 characters

147%

Retargeting can lead to a

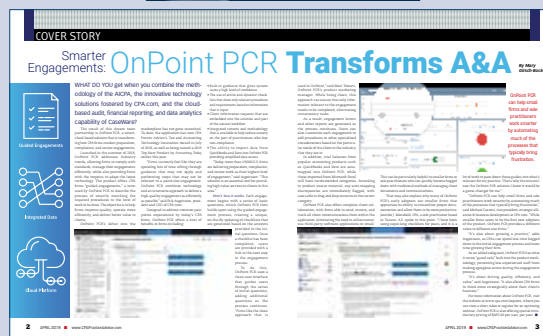
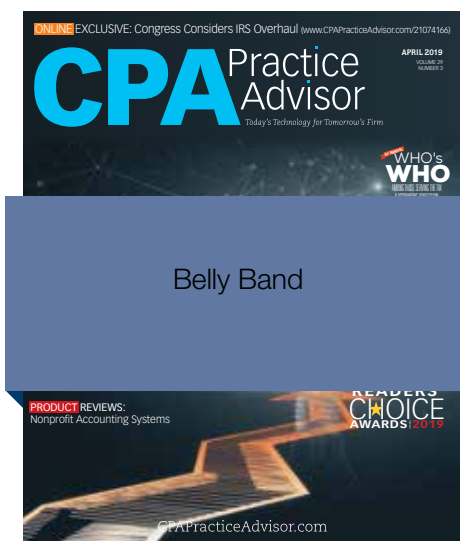
higher conversion rate over time in certain industries when used in combination with prospecting, according to CMO.^^

* Publisher's Own Data

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CUSTOM PRINT

BELLY BAND, MULTIPLE INSERTS AND REPRINTS



BELLY BAND	FULL RUN
	\$6,300

* One available per bonus distribution show

REPRINT*	4 PAGE	8 PAGE
500	\$1,175	\$2,400
1,000	\$1,770	\$3,100

* Includes digital version

INSERT	4 PAGE	8 PAGE
Per issue, full run.	\$7,500	\$9,500

Includes 1,000 copies and digital version

CPA PRACTICE ADVISOR – MEET OUR TEAM



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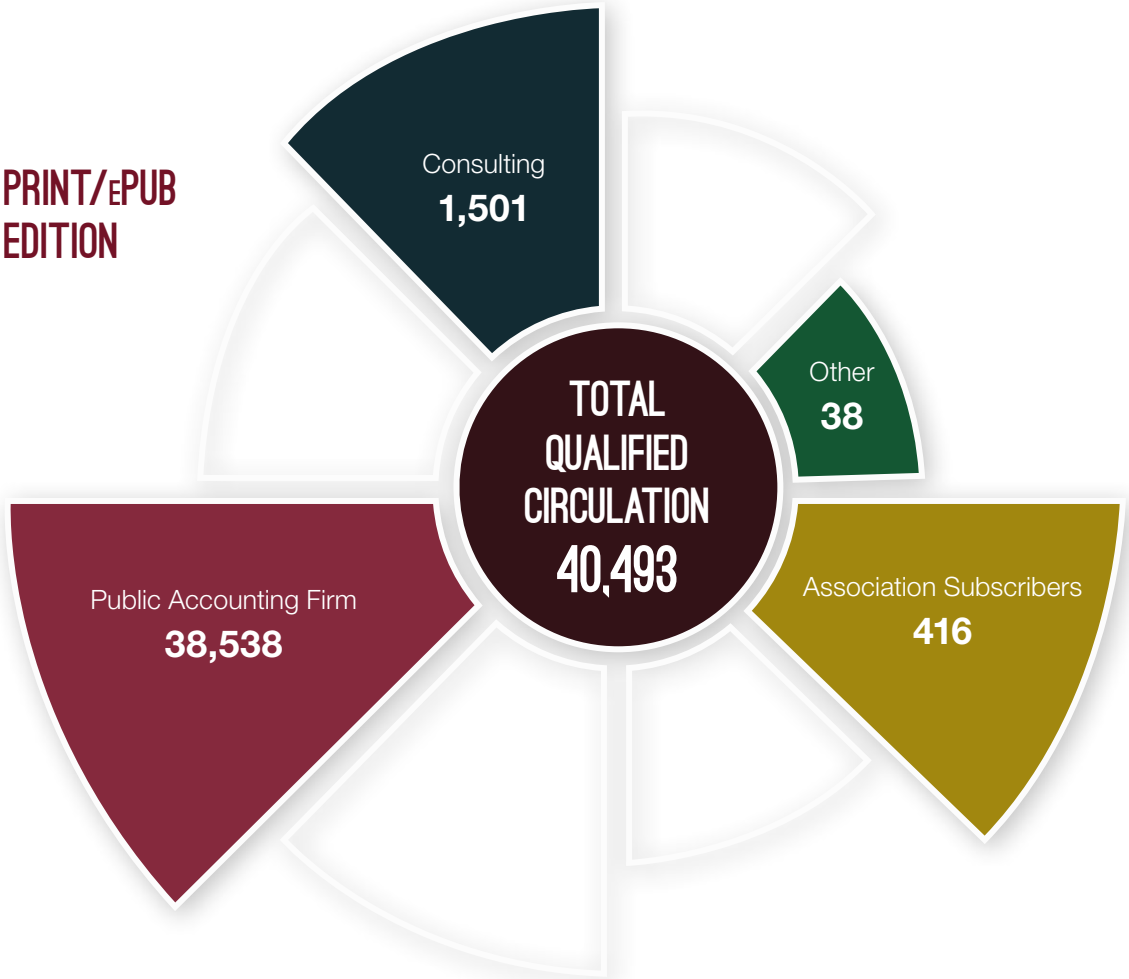
Send Press/Product Releases to: Editor@CPAPracticeAdvisor.com

* Publisher's Own Data

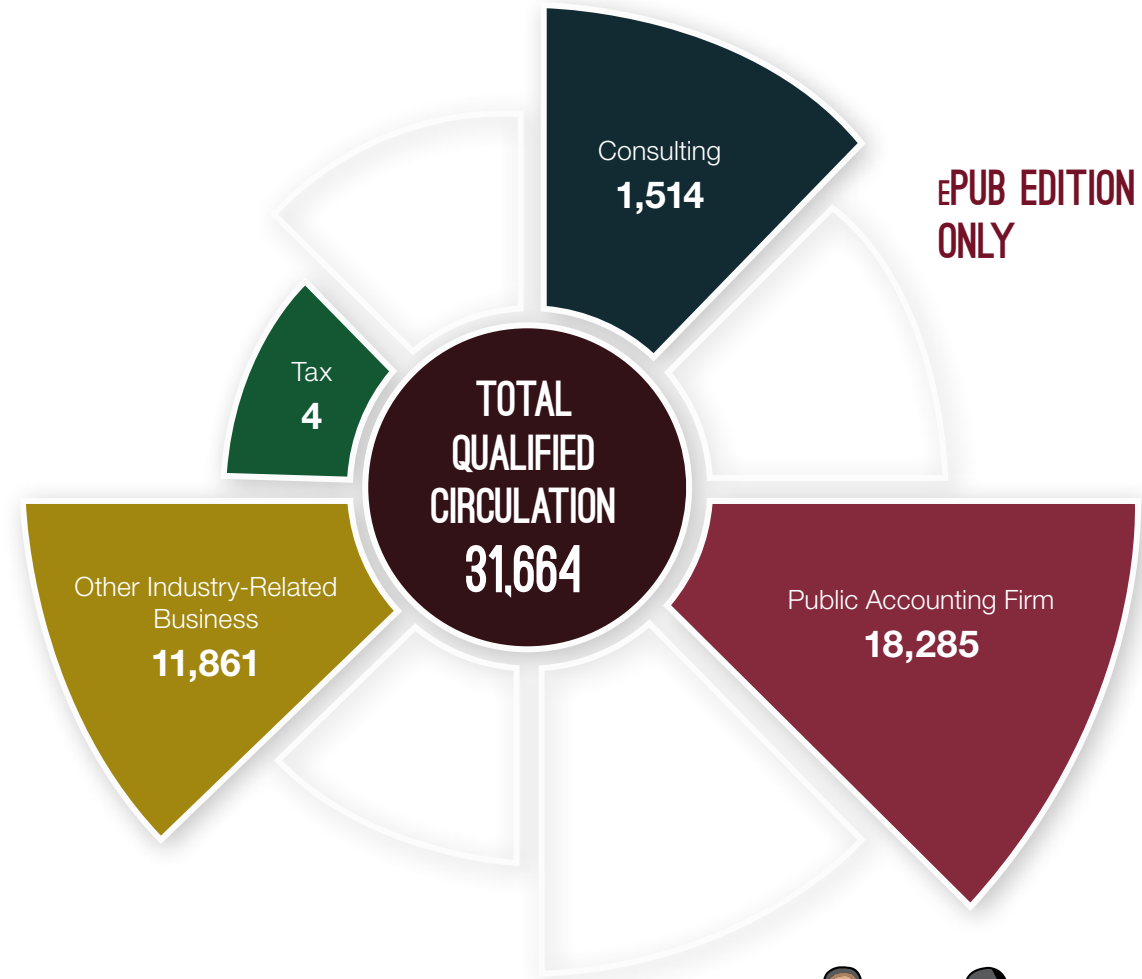
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BUSINESS & INDUSTRY*

PRINT/EPUB EDITION



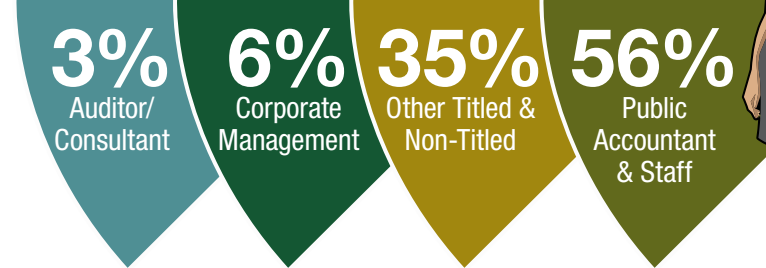
EPUB EDITION ONLY



TITLE: PRINT/DIGITAL EDITION*



TITLE: DIGITAL EDITION ONLY*



* Publisher's Own Data

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