An audience you can trust

Media kit | 2021
An audience you can trust

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20 Digital advertising policies
Connect with the AICPA and the Association of International Certified Professional Accountants

The American Institute of CPAs® (AICPA®) has more than 431K members and a history of serving the public interest since 1887. AICPA members represent many areas of practice, including business and industry, public practice, government, education and consulting.

The Association of International Certified Professional Accountants® (the Association) is the most influential body of professional accountants, combining the strengths of the AICPA and the Chartered Institute of Management Accountants® (CIMA®) to power opportunity, trust and prosperity for people, businesses and economies worldwide.

Editorial excellence

For more than 100 years, CPAs and professional accountants have trusted the AICPA. Today, the award-winning editorial team has evolved into a daily news organization providing real-time professional and regulatory updates, breaking news, and videos across a multitude of platforms. Professional accountants from around the world trust and rely on the information the AICPA editorial team provides for industry news and insight.

Association facts

600K+
Members and students the Association represents.

425K+
AICPA members.

184
Countries our network of CPAs, CGMA® designation holders and next generation leaders spans.

41
Office locations around the world that provide insight from the front lines of business, support members and students, and advocate on behalf of the profession.

31
Credentials and certificates we offer in specialized areas such as business valuation and International Financial Reporting Standards.

2
Premier designations — CPA and CGMA – that we support.

Readers of the Journal of Accountancy agree or strongly agree:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong credibility</td>
<td>98.7%</td>
</tr>
<tr>
<td>Useful</td>
<td>96.9%</td>
</tr>
<tr>
<td>Articles are balanced</td>
<td>98.3%</td>
</tr>
<tr>
<td>Reader/user friendly</td>
<td>98.1%</td>
</tr>
<tr>
<td>Enjoyable to read</td>
<td>98.0%</td>
</tr>
</tbody>
</table>


Readers of The Tax Adviser agree or strongly agree:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong credibility</td>
<td>99.3%</td>
</tr>
<tr>
<td>Useful</td>
<td>99.0%</td>
</tr>
<tr>
<td>Articles are balanced</td>
<td>99.0%</td>
</tr>
<tr>
<td>Reader/user friendly</td>
<td>97.5%</td>
</tr>
<tr>
<td>Enjoyable to read</td>
<td>97.8%</td>
</tr>
</tbody>
</table>

AICPA advertising and integrated marketing solutions

Our integrated marketing solutions, which include print, web, conferences and e-newsletters, can target more than 400,000 CPAs and accounting professionals — and their clients — who count on our content as an essential resource.

Reach your future partners ... today!

### Print

<table>
<thead>
<tr>
<th></th>
<th>Brand building</th>
<th>Thought leadership</th>
<th>Lead gen</th>
<th>Networking</th>
<th>Direct response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal of Accountancy</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>The Tax Adviser</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>FM magazine</td>
<td>✓</td>
<td>✓</td>
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</table>

### Digital

<table>
<thead>
<tr>
<th></th>
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<th>Thought leadership</th>
<th>Lead gen</th>
<th>Networking</th>
<th>Direct response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal of Accountancy.com</td>
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<td>✓</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>TheTaxAdviser.com</td>
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<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>FM-magazine.com</td>
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<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>E-newsletters</td>
<td>✓</td>
<td>✓</td>
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<td></td>
<td>✓</td>
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<tr>
<td>E-briefs</td>
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<td>✓</td>
<td></td>
<td></td>
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</tr>
</tbody>
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### Live events

<table>
<thead>
<tr>
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<th>Thought leadership</th>
<th>Lead gen</th>
<th>Networking</th>
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<tr>
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<td>Podcasts</td>
<td>✓</td>
<td>✓</td>
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<td></td>
<td></td>
</tr>
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</table>

E-newsletters are written in-house and include Tax Insider and CPA Insider.

E-briefs deliver curated news and include CPA Letter Daily, CGMA Advantage, Inclusion Solutions, Financial Planning Digest and ThisWaytoCPA.

### Websites

- [TheTaxAdviser.com](http://www.TheTaxAdviser.com)
- [FM-magazine.com](http://www.FM-magazine.com)

These are the online authorities for millions of CPAs, financial professionals and C-level decision-makers nationwide and abroad.

### E-newsletters

A powerful combination of top news headlines and in-depth columns that connect with engaged subscribers.

### Print

Actively engage and build trust with Association members from around the world through our three print publications — Journal of Accountancy, The Tax Adviser and Financial Management (FM) magazine.

### Branded podcasts

Our podcasts contain timely, relevant, and useful info that is important to our listeners. Align your brand with our content to enhance your reputation and generate new opportunities.
### Editorial calendar and themes

<table>
<thead>
<tr>
<th>Issue</th>
<th>Journal of Accountancy</th>
<th>The Tax Adviser</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space close: 11/23</td>
<td>Get ready for tax season</td>
<td>Tax season</td>
</tr>
<tr>
<td>Materials due: 11/23</td>
<td>Tax practice and procedures</td>
<td>D.C. Currents</td>
</tr>
<tr>
<td><strong>February</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space close: 12/28</td>
<td>Career development</td>
<td>Partners &amp; partnerships</td>
</tr>
<tr>
<td>Materials due: 12/31</td>
<td>Tax practice responsibilities</td>
<td></td>
</tr>
<tr>
<td><strong>March</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space close: 1/25</td>
<td>Fraud</td>
<td>Individual taxation</td>
</tr>
<tr>
<td>Materials due: 1/28</td>
<td>S corporations</td>
<td></td>
</tr>
<tr>
<td><strong>April (TTA only)</strong></td>
<td>Special April/May issue</td>
<td>Tax practice and procedures</td>
</tr>
<tr>
<td>Space close: 2/24</td>
<td>Not-for-Profit</td>
<td>D.C. Currents</td>
</tr>
<tr>
<td>Materials due: 3/1</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>May</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space close: 3/29</td>
<td>Technology</td>
<td>Tax practice responsibilities</td>
</tr>
<tr>
<td>Materials due: 4/1</td>
<td>Personal financial planning</td>
<td>D.C. Currents</td>
</tr>
<tr>
<td><strong>June</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space close: 4/26</td>
<td>July</td>
<td>Personal financial planning</td>
</tr>
<tr>
<td>Materials due: 4/29</td>
<td>Space close: 5/24</td>
<td>Tax practice and procedures</td>
</tr>
<tr>
<td></td>
<td>Materials due: 5/27</td>
<td>D.C. Currents</td>
</tr>
<tr>
<td><strong>August</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space close: 6/28</td>
<td>August</td>
<td>Innovation</td>
</tr>
<tr>
<td>Materials due: 7/1</td>
<td>Space close: 6/28</td>
<td>Current developments</td>
</tr>
<tr>
<td></td>
<td>Materials due: 7/1</td>
<td>Tax practice responsibilities</td>
</tr>
<tr>
<td><strong>September</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space close: 7/26</td>
<td>September</td>
<td>Tax Software Survey</td>
</tr>
<tr>
<td>Materials due: 7/29</td>
<td>Tax Software Survey</td>
<td>Individual taxation</td>
</tr>
<tr>
<td></td>
<td>Materials due: 7/29</td>
<td>Personal finance planning</td>
</tr>
<tr>
<td><strong>October</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space close: 8/30</td>
<td>October</td>
<td>Auditing and financial reporting</td>
</tr>
<tr>
<td>Materials due: 9/2</td>
<td>Estate planning</td>
<td>D.C. Currents</td>
</tr>
<tr>
<td><strong>November</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space close: 9/27</td>
<td>November</td>
<td>Management accounting</td>
</tr>
<tr>
<td>Materials due: 9/30</td>
<td>Current developments</td>
<td>Tax practice responsibilities</td>
</tr>
<tr>
<td><strong>December</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space close: 10/25</td>
<td>December</td>
<td>The year ahead</td>
</tr>
<tr>
<td>Materials due: 10/28</td>
<td>December</td>
<td>State and local taxes (SALT)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Issue</th>
<th>FM magazine</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>March</strong></td>
<td>Each issue focuses on topics relevant to management accountants and financial executives such as:</td>
</tr>
<tr>
<td>Space close: 1/19</td>
<td>Leadership and career development</td>
</tr>
<tr>
<td>Materials due: 1/21</td>
<td>Change management</td>
</tr>
<tr>
<td><strong>June</strong></td>
<td>Skill development</td>
</tr>
<tr>
<td>Space close: 4/20</td>
<td>The ways we work</td>
</tr>
<tr>
<td>Materials due: 4/22</td>
<td>Ethics and fraud</td>
</tr>
<tr>
<td><strong>September</strong></td>
<td>Technology</td>
</tr>
<tr>
<td>Space close: 7/20</td>
<td>Fraud</td>
</tr>
<tr>
<td>Materials due: 7/22</td>
<td>Human capital</td>
</tr>
<tr>
<td><strong>December</strong></td>
<td>Global business threats</td>
</tr>
<tr>
<td>Space close: 10/19</td>
<td>Disruption management</td>
</tr>
<tr>
<td>Materials due: 10/21</td>
<td>Soft skills</td>
</tr>
</tbody>
</table>

**Ad Perception Studies**
As an added benefit to our print clients, we provide a study that offers feedback from readers on what they thought of your ad. Survey performed by Readex Research.

**Ad Study by Readex in these months**
- Journal of Accountancy: April/May, June and October

**The following features appear in every JofA print issue:**

**The following features appear in every TTA print issue:**
- Tax Clinic
- Tax Trends
- News Notes

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**Editorial calendar and themes**

- **Journal of Accountancy**
- **The Tax Adviser**
- **Financial Management (FM) magazine**
- **CPA Insider**
- **CGMA Advantage**
- **CPA Letter Daily**
- **Financial Planning Digest**
- **Inclusion Solutions**
- **ThisWaytoCPA**
- **Print advertising policies and specifications**
- **Digital advertising policies**
Journal of Accountancy

As the flagship publication of the AICPA, the Journal of Accountancy is the preeminent and authoritative publication for CPAs and professional accountants, providing timely, in-depth, practical, and comprehensive information to help maintain their status as the most trusted adviser of the 21st century.

Reader feedback
- The Journal of Accountancy is the most-used and most-valued benefit among members.
- Based on our 2019 reader survey, the percentage of readers who agree or strongly agree with the following statements about the Journal of Accountancy:
  - Strong credibility: 98.7%
  - Useful: 96.9%
  - Timely: 98.3%
  - Reader/user friendly: 98.1%
  - Enjoyable to read: 98.0%

Topics
- Personal financial planning, fraud and ethics, technology, tax, practice management, cybersecurity, HR/payroll and career.

Audience
- CPAs who work in public practice and business and industry in the U.S. and around the globe, C-level executives such as CEOs and CFOs, financial professionals and students.

Journal of Accountancy readers provide guidance to their clients on critical business matters, such as:
- Technology investments
- Accounting, payroll and tax systems
- Cybersecurity
- Human capital management
- Enterprise resource planning (ERP)
- Artificial intelligence and business automation

350K+ subscribers
Source: Internal AICPA mailing records, June 2020.

52% subscribers who work in business and industry (non-public practice).
Source: Internal AICPA Member Data, June 2020.

150K subscribers who look at or read every issue.

B1 breakdown
- C-suite, VP, controllers, officers and owners: 56%
- GM, financial/accounting managers and staff and auditors: 31%
- Government, education and military: 13%

Source: Internal AICPA Member data, June 2020.
Journal of Accountancy

Firm/company size update Breakdown
- 1 13%
- 2 to 5 13%
- 6 to 10 6%
- 11 to 20 5%
- 21 to 74 19%
- 75 or more 44%

Source: Internal AICPA data, unknown firm size not included.

Print pricing per issue – Rate card – 1/1/21

<table>
<thead>
<tr>
<th>Number of placements</th>
<th>Four color</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$22,150</td>
<td>$20,600</td>
<td>$19,050</td>
<td>$17,000</td>
<td></td>
</tr>
<tr>
<td>Spread</td>
<td>$38,100</td>
<td>$35,000</td>
<td>$31,950</td>
<td>$28,850</td>
<td></td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>$14,950</td>
<td>$13,900</td>
<td>$13,250</td>
<td>$12,300</td>
<td></td>
</tr>
</tbody>
</table>

Covers (four color)
- IFC – Cover 2 $27,550
- IBC – Cover 3 $24,450
- BC – Cover 4 $27,550

Lead gen/sponsored report $23,700
Includes full-page, four-color advertisement.

To learn more about Ask the Expert Thought Leadership packages, please contact your Account Manager.

Journal of Accountancy.com

Journal of Accountancy.com is the ultimate resource for today’s CPA, providing daily professional and regulatory updates, breaking news and videos.

Ad units
- Expandable super leaderboard with mobile banner 970x90 790x250
- Super leaderboard with mobile banner 970x90
- Leaderboard with mobile banner 728x90
- Banner (3) 300x250
- Video pre-roll 15 seconds

- Mobile banner ad size is 300x500 and is included with all leaderboard packages.

1.176M unique monthly visitors
1.947M monthly page views

Source: AICPA Google Analytics data, June 2020.

<table>
<thead>
<tr>
<th>Number of placements</th>
<th>Ad units</th>
<th>Size</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10x+</th>
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<tbody>
<tr>
<td>Super leaderboard</td>
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<td>$11,325</td>
<td>$9,750</td>
<td>$8,250</td>
<td>$7,000</td>
<td></td>
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<tr>
<td>970x250</td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard with mobile banner 728x90</td>
<td>$9,550</td>
<td>$8,100</td>
<td>$6,900</td>
<td>$5,950</td>
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<td>300x50</td>
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</tr>
<tr>
<td>Rectangle A</td>
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<td>$9,550</td>
<td>$8,100</td>
<td>$6,900</td>
<td>$5,950</td>
<td></td>
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<td></td>
<td>300x250</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rectangle B</td>
<td>300x250</td>
<td>$8,350</td>
<td>$7,050</td>
<td>$6,050</td>
<td>$5,100</td>
<td></td>
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<tr>
<td></td>
<td>300x250</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rectangle C</td>
<td>300x250</td>
<td>$4,200</td>
<td>$3,500</td>
<td>$3,050</td>
<td>$2,600</td>
<td></td>
</tr>
<tr>
<td></td>
<td>300x250</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>Video pre-roll</td>
<td>15 seconds</td>
<td>$5,300</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

To learn more about Ask the Expert Thought Leadership packages, please contact your Account Manager.
The preeminent professional tax journal for CPAs, providing them with timely, in-depth, practical and comprehensive information that helps CPAs maintain their identification with and leadership in the field of tax.

**Topics**
Personal financial planning, trends and technology, state and local taxes, tax practice and procedures, tax practice management and tax education.

**Audience**
AICPA Tax Section members (the “rock stars” of the tax profession), CPAs in tax practice both in public accounting firms and in corporate tax departments, decision-makers, purchasers and influencers.

**The Tax Adviser** celebrated 50 years of editorial excellence in 2020.

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**Reader feedback**
Based on our 2019 reader survey, the percentage of readers who agree or strongly agree with the following statements about The Tax Adviser:

- **Strong credibility**: 98.7%
- **Useful**: 96.9%
- **Timely**: 98.3%
- **Reader/user friendly**: 98.1%
- **Enjoyable to read**: 98.0%

**Paid subscribers**
Source: TTA readership survey 2019

- 24K+

**Occupation breakdown**

- Public accounting: 66%
- C-suite, VP, controllers, officers and owners: 15%
- Other: 19%

Source: AICPA member data, June 2020

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**The Tax Adviser readers influence purchases of the following:**
- Tax software
- Sales-and-use-tax solutions
- Accounting software
- Payroll software
- Fixed asset software
- CRM
- ERP

**34%**
of subscribers spend at least one hour reading each issue.
Source: TTA readership survey 2019

**96%**
of readers are compensated for their work in tax roles.
Source: TTA readership survey 2019

**96%**
of readers spend at least one hour reading each issue.
Source: TTA readership survey 2019

**34%**
The Tax Adviser readers influence purchases of the following:
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- Payroll software
- Fixed asset software
- CRM
- ERP

- Tax software
- Sales-and-use-tax solutions
- Accounting software
- Payroll software
- Fixed asset software
- CRM
- ERP

---

**Source:**
TTA readership survey 2019.

**Source:**
TTA readership survey 2019.

---

**Source:**
Internal AICPA mailing records, June 2020.
The Tax Adviser

Company size of TTA readers

<table>
<thead>
<tr>
<th>Number of employees</th>
<th>Breakdown</th>
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<tbody>
<tr>
<td>1–49</td>
<td>78%</td>
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<tr>
<td>50–99</td>
<td>4%</td>
</tr>
<tr>
<td>100–249</td>
<td>4%</td>
</tr>
<tr>
<td>250–499</td>
<td>2%</td>
</tr>
<tr>
<td>500–999</td>
<td>2%</td>
</tr>
<tr>
<td>1,000–4,999</td>
<td>6%</td>
</tr>
<tr>
<td>5,000–9,999</td>
<td>1%</td>
</tr>
<tr>
<td>10,000+</td>
<td>3%</td>
</tr>
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</table>

Source: TTA Survey 2019, unknown firm size not included.

Print pricing per issue — Rate card – 1/1/21

<table>
<thead>
<tr>
<th>Four color</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10x+</th>
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<tbody>
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<td>$5,500</td>
<td>$5,400</td>
<td>$5,300</td>
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<tr>
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<td>$11,075</td>
<td>$10,600</td>
<td>$10,250</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,450</td>
<td>$4,250</td>
<td>$4,150</td>
<td>$4,050</td>
</tr>
</tbody>
</table>

Covers (four color)

| IF – Cover 2 | $7950 |
| IBC – Cover 3 | $6,400 |
| BC – Cover 4  | $7950 |

Lead gen/sponsored report $16,000

Includes full-page, four-color advertisement.

To learn more about Ask the Expert Thought Leadership packages, please contact your Account Manager.

The Tax Adviser.com

The Tax Adviser.com is the online home of The Tax Adviser and is the trusted resource for the latest tax-planning techniques and tax-saving methods.

Ad units

<table>
<thead>
<tr>
<th>Leaderboard with mobile banner</th>
<th>728x90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner (3)</td>
<td>300x250</td>
</tr>
</tbody>
</table>

- Banner ads displayed across all website pages (Run of site or ROS).
- The mobile-friendly and responsive design ensures your banner is properly displayed on all devices.

The Tax Adviser.com

466K+ unique monthly visitors
572K+ monthly page views

Source: AICPA Google Analytics data, June 2020.

<table>
<thead>
<tr>
<th>Number of placements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad units</td>
</tr>
<tr>
<td>Size</td>
</tr>
<tr>
<td>Leaderboard with mobile banner</td>
</tr>
<tr>
<td>300x50</td>
</tr>
<tr>
<td>Rectangle A</td>
</tr>
<tr>
<td>Rectangle B</td>
</tr>
<tr>
<td>Rectangle C</td>
</tr>
</tbody>
</table>

To learn more about Ask the Expert Thought Leadership packages, please contact your Account Manager.
**Financial Management (FM) magazine**

Printed four times per year, FM magazine provides the necessary resources to maintain advanced proficiency in finance, operations, strategy and leadership in all areas of business.

**Topics**
Budgeting and reporting, ethics/fraud, leadership, HR/talent management, mergers and acquisitions and career skills/professional development.

**Audience**
CGMA designation holders, which include: CFOs, CEOs, board members, financial executives, management accountants and business strategists.

Print pricing per issue ~ Rate card ~ 1/1/21

<table>
<thead>
<tr>
<th>Number of placements</th>
<th>Four color</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
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<td>$8,250</td>
<td>$8,000</td>
<td>$7,750</td>
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</tr>
<tr>
<td>Spread</td>
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<td>$14,050</td>
<td>$13,600</td>
<td>$13,100</td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td>$5,775</td>
<td>$5,600</td>
<td>$5,400</td>
<td>$5,175</td>
<td></td>
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<tr>
<td>Covers</td>
<td>$10,500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Lead gen/sponsored report**
$16,000
Includes full-page, four-color advertisement

**Lead gen integrated marketing**
$19,000
Includes full-page, four-color ad in FM magazine and Journal of Accountancy

**FM magazine readers are typically corporate decision-makers in the following roles:**
- CFO
- CEO/President/Owner
- Vice President/Director of Finance
- Controller
- Board members
- Finance manager

**U.S. subscribers:**
35K+
Source: Internal AICPA mailing records, June 2020.

Ask your account manager how to reach our global audience.

97% of readers have 5 years or more of work experience.
Source: Internal AICPA/CIMA member data, U.S. only.

50% of readers work for organizations with revenue over $250M.
FM-magazine.com includes new content throughout the week by the Association’s staff of senior editors, contributing authors and thought leaders.

- Leaderboard with mobile banner 728x90
- Banner (2) 300x250

<table>
<thead>
<tr>
<th>Ad units</th>
<th>Size</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>$2,850</td>
<td>$2,700</td>
<td>$2,550</td>
<td>$2,425</td>
</tr>
<tr>
<td>with mobile banner</td>
<td>300x50</td>
<td>$2,650</td>
<td>$2,525</td>
<td>$2,350</td>
<td>$2,125</td>
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<tr>
<td>Rectangle A</td>
<td>728x90</td>
<td>$2,450</td>
<td>$2,350</td>
<td>$2,200</td>
<td>$1,950</td>
</tr>
<tr>
<td>300x250</td>
<td></td>
<td>$2,350</td>
<td>$2,200</td>
<td>$1,950</td>
<td></td>
</tr>
<tr>
<td>Exclusive sponsorship</td>
<td></td>
<td>$8,500</td>
<td>$8,075</td>
<td>$7,850</td>
<td>$7,625</td>
</tr>
</tbody>
</table>

Rectangle A package includes leaderboard on home page, rectangle on all other pages.
Lead generation, sponsored reports, custom content and podcast marketing

Sponsored reports and lead generation
Lead gen reports provide timely content on topics of importance to CPAs and financial executives. Sponsors receive hundreds of opt-in leads from individuals who download the report. Advertisers also receive:
- Brand building through targeted promotions on the vast media channels of the AICPA, resulting in thousands of digital impressions.
- Full-page ad in the report.
- Name on the cover.

Our audience wants to hear from you.
Content marketing provides the opportunity to showcase your brand and build awareness with readers. You supply the content, and our editorial team will review it to ensure it meets our standards.

Branding and custom content for our advertisers includes:
- Ask the Expert features a Q&A showcasing your thought leader. You create the content of the column. Our editors will provide suggestions to you about a featured topic, but you direct the tone. Available in both print and digital formats.
- Sponsored content and advertorials in print, on the web and in our newsletters.
- Co-branded research studies.

Align your brand with the AICPA through podcast sponsorships.
- Build brand awareness directly with your target audience.
- Listen to in-depth discussions on the latest issues with thought leaders from around the profession.

2021 Lead gen schedule

<table>
<thead>
<tr>
<th>Topic</th>
<th>Month</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting &amp; audit challenges to watch</td>
<td>April/May</td>
<td>Journal of Accountancy</td>
</tr>
<tr>
<td>Technology/Data analytics</td>
<td>June</td>
<td>Journal of Accountancy</td>
</tr>
<tr>
<td>Year end tax planning</td>
<td>October</td>
<td>Journal of Accountancy</td>
</tr>
</tbody>
</table>

Ask your account manager about custom research surveys and additional lead gen opportunities.
For nearly 20 years, CPA Insider has been the most widely read weekly newsletter in the accounting profession. Each edition reaches highly engaged CPAs, decision-makers, and corporate leaders with relevant content that readers want. This vehicle is the conduit to place thought leadership, case studies and white papers slating your company as a leader in your industry.

Advertise in CPA Insider:

- **Leaderboard** — 728x90
- **Sponsored section**, which includes:
  - banner (180x150)
  - 40-character headline
  - 250-character text blurb — linking to a URL of your choice.
- **Jumbo banner** (600x155)

**Opt-In subscribers**: 128K+

**Frequency**

**Weekly**

**Included topics**

Practice management, case studies, business development, tax, fraud detection and prevention, career, young CPA challenges, internal control, financial reporting, IFRS and personal financial planning.

**Reach**

Sole practitioners, business & industry, corporate finance, tax professionals and professional accountants.

---

<table>
<thead>
<tr>
<th>Ad units</th>
<th>Size</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>$4,750</td>
<td>$4,500</td>
<td>$4,225</td>
<td>$4,075</td>
</tr>
<tr>
<td>Sponsored section</td>
<td>180x150</td>
<td>$4,750</td>
<td>$4,500</td>
<td>$4,225</td>
<td>$4,075</td>
</tr>
<tr>
<td>Jumbo banner</td>
<td>600x155</td>
<td>$4,750</td>
<td>$4,500</td>
<td>$4,225</td>
<td>$4,075</td>
</tr>
</tbody>
</table>

Source: Internal AICPA newsletter data, June 2020.
Important tax news, insightful articles, document summaries and more to help readers stay current with the latest news and insights for CPAs, tax professionals and corporate accountants.

**Advertising options**

- **Leaderboard** — 728x90
- **Sponsored section**, which includes
  - banner (180x150)
  - 40-character headline
  - 250-character text blurb — linking to a URL of your choice.

---

**Tax Insider** — Rates by issue frequency (weekly)

<table>
<thead>
<tr>
<th>Ad units</th>
<th>Size</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
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<td>Leaderboard</td>
<td>728x90</td>
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<td>$4,075</td>
</tr>
<tr>
<td>Sponsored section</td>
<td>180x150</td>
<td>$4,750</td>
<td>$4,500</td>
<td>$4,225</td>
<td>$4,075</td>
</tr>
</tbody>
</table>

---

**Opt-In subscribers**

- **54K+**

**Frequency**

- **Weekly**

**Included topics**

Taxation of individuals and small business, pass through entities, tax planning techniques and strategies, corporate tax and practice management.

**Reach**

CPAs, CFOs, financial executives, corporate accountants and tax professionals.

Source: Internal AICPA newsletter data, June 2020

---

**Lead generation, sponsored reports, custom content and podcast marketing**

**CPA Insider**

**Tax Insider**

**CGMA Advantage**

**CPA Letter Daily**

**Financial Planning Digest**

**Inclusion Solutions**

**ThisWaytoCPA**

**Print advertising policies and specifications**

**Digital advertising policies**
CGMA Advantage is a curated roundup of must-read articles for finance professionals. Senior editors curate the content from FM magazine and other publications. This vehicle is the conduit to place thought leadership, case studies and white papers to position your company as an industry leader to this exclusive audience of decision-makers and influencers.

**CGMA Advantage — Rates by issue frequency**

<table>
<thead>
<tr>
<th>Ad units</th>
<th>Size</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>$3,200</td>
<td>$3,050</td>
<td>$2,850</td>
<td>$2,700</td>
</tr>
<tr>
<td>Section sponsorship 1</td>
<td></td>
<td>$3,875</td>
<td>$3,675</td>
<td>$3,500</td>
<td>$3,050</td>
</tr>
<tr>
<td>Section sponsorship 2</td>
<td></td>
<td>$2,725</td>
<td>$2,600</td>
<td>$2,475</td>
<td>$2,350</td>
</tr>
</tbody>
</table>

**Advertising options**

1. Leaderboard — 728x90
2. Sponsored section, which includes:
   - Banner (180x150)
   - 40-character headline
   - 250-character text blurb — linking to a URL of your choice.

**Opt-In subscribers**

100K+

**Frequency**

Tuesday and Thursday

**Included topics**

Budgeting and reporting, ethics/fraud, leadership, HR/talent management, mergers and acquisitions and career skills/professional development.

**Reach**

CFOs, C-suite, financial executives and management accountants.

Source: Internal AICPA newsletter data, June 2020.
CPA Letter Daily

CPA Letter Daily delivers the latest news — from the AICPA and other trusted sources — to CPAs and financial professionals in a clean, easy-to-read format resulting in consistent engagement.

Advertising options

- Leaderboard — 728x90
- Section sponsorships (four available)
  - 120x60 logo
  - 180x150 banner
  - 40-character headline
  - 250-character text blurb — linking to a URL of your choice.

Opt-In subscribers

190K+

Frequency

Every business day

Included topics

The hottest news stories in accounting, finance, and business.

Reach

CPAs, financial planning consultants, small and larger firms, CFOs and other financial executives.

Source: Internal AICPA newsletter data, June 2020.

<table>
<thead>
<tr>
<th>Ad units</th>
<th>Size</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10x+</th>
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<td>$2,850</td>
<td>$2,700</td>
</tr>
<tr>
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<td></td>
<td>$3,875</td>
<td>$3,675</td>
<td>$3,500</td>
<td>$3,050</td>
</tr>
<tr>
<td>Section sponsorship 2</td>
<td></td>
<td>$2,725</td>
<td>$2,600</td>
<td>$2,475</td>
<td>$2,350</td>
</tr>
<tr>
<td>Section sponsorship 3</td>
<td></td>
<td>$2,725</td>
<td>$2,600</td>
<td>$2,475</td>
<td>$2,350</td>
</tr>
<tr>
<td>Section sponsorship 4</td>
<td></td>
<td>$2,725</td>
<td>$2,600</td>
<td>$2,475</td>
<td>$2,350</td>
</tr>
<tr>
<td>Weekly blitz — five consecutive days</td>
<td></td>
<td>$7,950</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Financial Planning Digest

The personal financial planning resource for CPAs. Each edition features news, tools, and ideas for CPAs who are personal financial planners or offer this service.

### Advertising options
- **Leaderboard** — 728x90
- Section sponsorships (four available):
  - 120x60 logo
  - 180x150 banner
  - 40-character headline
  - 250-character text blurb — linking to a URL of your choice.

### Opt-In subscribers

- **78K+**

### Frequency

- **Weekly**

### Included topics

- Forward-thinking client strategies, retirement, estate planning, life transitions, health care, tax and risk.

### Reach

- CPAs and financial planning professionals.

### Financial Planning Digest — Rates by issue frequency (weekly)

<table>
<thead>
<tr>
<th>Ad units</th>
<th>Size</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>$1,250</td>
<td>$1,350</td>
<td>$1,100</td>
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<tr>
<td>Section sponsorship 1</td>
<td>$1,250</td>
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<tr>
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<td>$1,050</td>
<td>$1,000</td>
<td>$950</td>
<td></td>
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<tr>
<td>Section sponsorship 3</td>
<td>$1,025</td>
<td>$950</td>
<td>$900</td>
<td>$850</td>
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</tr>
<tr>
<td>Section sponsorship 4</td>
<td>$925</td>
<td>$850</td>
<td>$800</td>
<td>$750</td>
<td></td>
</tr>
</tbody>
</table>

Source: Internal AICPA newsletter data, June 2020.
Inclusion Solutions

A monthly snapshot of diversity and inclusion articles with news from The Wall Street Journal, DiversityInc, Diversity Executive and other leading sources. This informative newsletter allows readers to stay on top of diversity and inclusion articles for the accounting profession.

Advertising options

- **Leaderboard** — 728x90
- **Section sponsorships** (four available):
  - 120x60 logo
  - 180x150 banner
  - 40-character headline
  - 250-character text blurb — linking to a URL of your choice.

Opt-In subscribers

- **25K+**

Frequency

- **Monthly**

Included topics

- Leadership and Trends, recruiting and retention, pipeline and education and AICPA Diversity & Inclusion.

Reach

- CPAs and professionals interested in diversity in accounting and ways to promote workforce engagement.

---

### Inclusion Solutions — Rates by issue frequency (monthly)

<table>
<thead>
<tr>
<th>Ad units</th>
<th>Size</th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>$1,250</td>
<td>$1,150</td>
<td>$1,100</td>
<td>$1,050</td>
</tr>
<tr>
<td>Section sponsorship 1</td>
<td></td>
<td>$1,250</td>
<td>$1,150</td>
<td>$1,100</td>
<td>$1,050</td>
</tr>
<tr>
<td>Section sponsorship 2</td>
<td></td>
<td>$1,125</td>
<td>$1,050</td>
<td>$1,000</td>
<td>$950</td>
</tr>
<tr>
<td>Section sponsorship 3</td>
<td></td>
<td>$1,025</td>
<td>$950</td>
<td>$900</td>
<td>$850</td>
</tr>
<tr>
<td>Section sponsorship 4</td>
<td></td>
<td>$925</td>
<td>$850</td>
<td>$800</td>
<td>$750</td>
</tr>
</tbody>
</table>

Source: Internal AICPA newsletter data, June 2020.
ThisWaytoCPA

Providing college students and young professionals with the wisdom and motivation to become CPAs.

Advertising options
- Banner 300x250
- Full Banner 468x60

Opt-In subscribers
- 87K+

Frequency
- Monthly

Included topics
- Career tools and advice, information about the accounting profession, exam prep and education.

Reach
- College students and young professionals studying for the Uniform CPA Examination.

Source: Internal AICPA newsletter data, June 2020.

Ad units | Size | Rate
--- | --- | ---
Banner or full banner | 468x60 or 300x250 | $2,800
Rate policy

- Advertising copy, including illustrations, is subject to approval of the publisher.
- A short-rate invoice will be issued when it is apparent that the full contract, upon which billing has been based, cannot be completed.
- The publisher is not responsible for errors in keyed or box-numbered ads.
- The publisher is not responsible for failure to publish or to circulate all or part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances outside the publisher’s control.
- The publisher reserves the right to reject or cancel any ad at any time before publication.
- Pre-payment required for first-time advertisers.
- Rate earned is determined by the total number of insertions or different advertisements, published in any one or more issues during a 12-month period.
- Conditions appearing on contracts, orders or copy instructions that conflict with the publisher’s policies will not be binding on the publisher.

Print advertising policies and specifications

Advertisements copy, including illustrations, is subject to approval of the publisher. A short-rate invoice will be issued when it is apparent that the full contract, upon which billing has been based, cannot be completed. The publisher is not responsible for errors in keyed or box-numbered ads. The publisher is not responsible for failure to publish or to circulate all or part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances outside the publisher’s control. The publisher reserves the right to reject or cancel any ad at any time before publication. Pre-payment required for first-time advertisers. Rate earned is determined by the total number of insertions or different advertisements, published in any one or more issues during a 12-month period. Conditions appearing on contracts, orders or copy instructions that conflict with the publisher’s policies will not be binding on the publisher.

Advertising Production Specifications

General
Trim size: 8" x 10 1/2", saddle stitched
Bleed: Add 1/8" all sides
Platemaking: computer-to-plate, 133-line screen
Printing: web offset, SWOP tolerances
Paper: 60-lb gloss coated body, 100-lb dull coated cover

Ad sizes

<table>
<thead>
<tr>
<th>Spread bleed</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 1/2&quot;</td>
<td>9 1/4&quot;</td>
</tr>
<tr>
<td>Page bleed</td>
<td>7 1/4&quot;</td>
</tr>
<tr>
<td>1/2 pg. on 2 columns (vertical)</td>
<td>4 1/4&quot;</td>
</tr>
</tbody>
</table>

Preferred ad formats

PDF X1a
PDF files must have all fonts and images embedded. Images must be CMYK (no spot colors) and at least 300 dpi.

Bleed:

- 1/8" all sides
- 4 1/4" (vertical)
- 7 3/4" (vertical)
- 10 1/2" (vertical)
- 1/8" on each side of gutter
- Please break into two full-page ads before submission.

Safety

• 7/8" from trim, on all sides, for live matter not intended to bleed
• Gutter Safety: 1/4" on each side of gutter
• Please break into two full-page ads before submission.
Print advertising policies and specifications

Color reproduction
For accurate color reproduction, a customer-supplied proof meeting SWOP standards (swop.org) is recommended for all advertisements. The AICPA will not be responsible for color reproduction without proofs that meet SWOP standards and are printed on a substrate that simulates publication-grade paper stock.

Submitting advertorials
Advertorials may not mimic the Journal of Accountancy, FM magazine or The Tax Adviser editorial pages. They must use a two- or four-column layout (three-column layout is not acceptable) and fonts different from both publications.

• Advertorials must feature a color border around the perimeter of each page.
• Advertorials must carry a header identifying the pages as advertising.

Issuance and closing dates
• Display advertising orders and creative materials are due the first of the month prior to the issue date. Note: In cases when the first of the month falls on a weekend or holiday, orders and creative materials are due the nearest preceding business day.
• Space cancellation after the closing date will result in a 33% cancellation charge.

Pre-printed inserts: Due dates vary.
Format requirements: Materials should be provided via email. If the file is too large to email, please contact the production manager.

Submit materials and questions to:
Eric Olson
Production Manager
Eric.olson@aicpa-cima.com
919.402.4021
220 Leigh Farm Road
Durham, NC 27707-8110

Digital advertising policies
The below policies apply to all digital media the AICPA offers to advertisers for sponsorship — including our websites, e-newsletters, e-briefs, and any new digital media that may be created for the advertiser.

• All material must meet the material guidelines specified on the insertion order for each digital property and must be received 10 business days before the agreed publish date for the advertising material. If material is not received on time, the AICPA reserves the right to decline the advertisement and will not be liable for any financial losses or make-goods resulting from late submission of the ad material.
• Advertiser proofs will not be supplied, as all materials submitted must be final.
• The AICPA reserves the right to reject or cancel any ad at any time before publication for any reason.
• Additionally, the AICPA reserves the right to label an advertisement with the word “advertisement” or “sponsored” when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.
• Client/agency may not cancel their advertising commitment without providing their account manager at the AICPA with 30 days prior notice.
• Pre-payment is required for first-time advertisers.
• The AICPA will provide monthly performance reports for advertising campaigns.
• Digital advertising prices are based on flat rates. Prices are not based on impressions or clicks.

Submit materials and questions to:
Jason Reese
Digital Advertising Production Manager
E: adprod@aicpa.org
P: 919.402.4874

Color reproduction
For accurate color reproduction, a customer-supplied proof meeting SWOP standards (swop.org) is recommended for all advertisements. The AICPA will not be responsible for color reproduction without proofs that meet SWOP standards and are printed on a substrate that simulates publication-grade paper stock.

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The below policies apply to all digital media the AICPA offers to advertisers for sponsorship — including our websites, e-newsletters, e-briefs, and any new digital media that may be created for the advertiser.

• All material must meet the material guidelines specified on the insertion order for each digital property and must be received 10 business days before the agreed publish date for the advertising material. If material is not received on time, the AICPA reserves the right to decline the advertisement and will not be liable for any financial losses or make-goods resulting from late submission of the ad material.
• Advertiser proofs will not be supplied, as all materials submitted must be final.
• The AICPA reserves the right to reject or cancel any ad at any time before publication for any reason.
• Additionally, the AICPA reserves the right to label an advertisement with the word “advertisement” or “sponsored” when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.
• Client/agency may not cancel their advertising commitment without providing their account manager at the AICPA with 30 days prior notice.
• Pre-payment is required for first-time advertisers.
• The AICPA will provide monthly performance reports for advertising campaigns.
• Digital advertising prices are based on flat rates. Prices are not based on impressions or clicks.

Submit materials and questions to:
Jason Reese
Digital Advertising Production Manager
E: adprod@aicpa.org
P: 919.402.4874
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