An audience
you can trust

Media kit | 2021

AICPA
An audience you can trust
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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.

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.

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.

Readers of the Journal of Accountancy agree or strongly agree:

98.7%
Strong credibility

96.9%
Useful

98.3%
Timely

98.1%
Reader/user friendly

98.0%
Enjoyable to read


Readers of The Tax Adviser agree or strongly agree:

99.3%
Strong credibility

99.0%
Useful

99.0%
Articles are balanced

97.5%
Reader/user friendly

97.8%
Enjoyable to read

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!

<table>
<thead>
<tr>
<th>Print</th>
<th>Brand building</th>
<th>Thought leadership</th>
<th>Lead gen</th>
<th>Networking</th>
<th>Direct response</th>
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<table>
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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
JournalofAccountancy.com, TheTaxAdviser.com and FM-magazine.com 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>January</td>
<td>Get ready for tax season</td>
<td>Tax season</td>
</tr>
<tr>
<td>Space close: 11/23 Materials due: 11/23</td>
<td>Tax practice and procedures</td>
<td>D.C. Currents</td>
</tr>
<tr>
<td>February</td>
<td>Career development</td>
<td>Partners &amp; partnerships</td>
</tr>
<tr>
<td>Space close: 12/28 Materials due: 12/31</td>
<td></td>
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</tr>
<tr>
<td>March</td>
<td>Fraud</td>
<td>Individual taxation</td>
</tr>
<tr>
<td>Space close: 1/25 Materials due: 1/28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April (TTA only)</td>
<td>Space close: 2/24 Materials due: 3/1</td>
<td>Tax practice and procedures</td>
</tr>
<tr>
<td>May</td>
<td>Special April/May issue Not-for-Profit</td>
<td>Tax practice responsibilities</td>
</tr>
<tr>
<td>Space close: 3/28 Materials due: 4/1</td>
<td></td>
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</tr>
<tr>
<td>June</td>
<td>Technology</td>
<td>Tax practice management</td>
</tr>
<tr>
<td>Space close: 4/26 Materials due: 4/29</td>
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<td></td>
</tr>
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<td>July</td>
<td>Personal financial planning</td>
<td>Tax practice and procedures</td>
</tr>
<tr>
<td>Space close: 5/24 Materials due: 5/27</td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>Innovation</td>
<td>Current developments</td>
</tr>
<tr>
<td>Space close: 6/28 Materials due: 7/1</td>
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<td>September</td>
<td>Tax Software Survey</td>
<td>Tax Software Survey</td>
</tr>
<tr>
<td>Space close: 7/26 Materials due: 7/29</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>Auditing and financial reporting</td>
<td>Estate planning</td>
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<tr>
<td>Space close: 8/30 Materials due: 9/2</td>
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<tr>
<td>November</td>
<td>Management accounting</td>
<td>Current developments</td>
</tr>
<tr>
<td>Space close: 9/27 Materials due: 9/30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>The year ahead</td>
<td>State and local taxes (SALT)</td>
</tr>
<tr>
<td>Space close: 10/25 Materials due: 10/28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Issue</td>
<td>FM magazine</td>
<td>Each issue focuses on topics relevant to management accountants and financial executives such as:</td>
</tr>
<tr>
<td>March</td>
<td>Space close: 1/19</td>
<td>Leadership and career development</td>
</tr>
<tr>
<td>Materials due: 1/21</td>
<td>Change management</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Space close: 4/20</td>
<td>Skill development</td>
</tr>
<tr>
<td>Materials due: 4/22</td>
<td>The ways we work</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Space close: 7/20</td>
<td>Ethics and fraud</td>
</tr>
<tr>
<td>Materials due: 7/22</td>
<td>Technology</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>Space close: 10/19</td>
<td>Fraud</td>
</tr>
<tr>
<td>Materials due: 10/21</td>
<td>Human capital</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Global business threats</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Disruption management</td>
</tr>
<tr>
<td></td>
<td></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
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.

**Journal of Accountancy**

**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, finance 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.
### Firm/company size update

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<th>Size Range</th>
<th>Percentage</th>
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<tr>
<td>1</td>
<td>13%</td>
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<tr>
<td>2 to 5</td>
<td>13%</td>
</tr>
<tr>
<td>6 to 10</td>
<td>6%</td>
</tr>
<tr>
<td>11 to 20</td>
<td>5%</td>
</tr>
<tr>
<td>21 to 74</td>
<td>19%</td>
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<tr>
<td>75 or more</td>
<td>44%</td>
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</table>

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 1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10x+</th>
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<tbody>
<tr>
<td>Cover (four color)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IFC — Cover 2</td>
<td>$27,550</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IBC — Cover 3</td>
<td>$24,450</td>
<td></td>
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<td>BC — Cover 4</td>
<td>$27,550</td>
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<td></td>
</tr>
</tbody>
</table>

| Includes full-page, four-color advertisement | $23,700 |

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

### JournalofAccountancy.com

JournalofAccountancy.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, 970x250
- **Super leaderboard with mobile banner**: 970x90
- **Leaderboard with mobile banner**: 728x90
- **Banner (3)**: 300x250
- **Video pre-roll**: 15 seconds

- Mobile banner ad size is 300x50 and is included with all leaderboard packages.

![1.176M unique monthly visitors, 1.947M monthly page views](source: AICPA Google Analytics data, June 2020)

- 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.

### Ad units

<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>Super leaderboard</td>
<td>970x90</td>
<td>$11,325</td>
<td>$9,750</td>
<td>$8,250</td>
<td>$7,000</td>
</tr>
<tr>
<td>Super leaderboard</td>
<td>970x250</td>
<td>$11,325</td>
<td>$9,750</td>
<td>$8,250</td>
<td>$7,000</td>
</tr>
<tr>
<td>Leaderboard with mobile banner</td>
<td>728x90</td>
<td>$9,550</td>
<td>$8,100</td>
<td>$6,900</td>
<td>$5,950</td>
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<tr>
<td>Leaderboard with mobile banner</td>
<td>300x50</td>
<td>$9,550</td>
<td>$8,100</td>
<td>$6,900</td>
<td>$5,950</td>
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<td>Rectangle A</td>
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<td>Rectangle B</td>
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<td>$8,350</td>
<td>$7,050</td>
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<tr>
<td>Rectangle C</td>
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<td>$8,350</td>
<td>$7,050</td>
<td>$6,050</td>
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<td>Rectangle D</td>
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<td>$7,050</td>
<td>$6,050</td>
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<td>Rectangle E</td>
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<td>$7,050</td>
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<td>$7,050</td>
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<td>Video pre-roll</td>
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</table>

For more information on Ask the Expert Thought Leadership packages, contact your Account Manager.
The Tax Adviser

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.

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%

Source: TTA readership survey 2019

The Tax Adviser readers influence purchases of the following:
- Tax software
- Payroll software
- Sales-and-use-tax solutions
- Accounting 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

24K+ Paid subscribers
Source: Internal AICPA mailing records, June 2020

Occupation breakdown
- Public accounting: 66%
- C-suite, VP, controllers, officers and owners: 15%
- Other: 19%
Source: AICPA member data, June 2020

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

- 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.

- Reader feedback:
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  - ERP

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  - Public accounting: 66%
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  - Other: 19%

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

Company size of TTA readers

<table>
<thead>
<tr>
<th>Number of employees</th>
<th>Breakdown</th>
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<td>1–49</td>
<td>78%</td>
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<tr>
<td>50–99</td>
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<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.

TheTaxAdviser.com

TheTaxAdviser.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

- Leaderboard with mobile banner 728x90
- Banner (3) 300x250

- 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

Covers (four color)

<table>
<thead>
<tr>
<th></th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
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<td>$5,500</td>
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<td>$4,450</td>
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</table>

Covers (four color)

<table>
<thead>
<tr>
<th></th>
<th>1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10x+</th>
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<td>IFC — Cover 2</td>
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<tr>
<td>IBC — Cover 3</td>
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</tr>
<tr>
<td>BC — Cover 4</td>
<td>$7,950</td>
<td></td>
<td></td>
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</table>

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.
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>
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<th>Spread</th>
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<th>Covers</th>
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<td>$14,500</td>
<td>$5,775</td>
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<tr>
<td>4–6x</td>
<td>$8,250</td>
<td>$14,050</td>
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<tr>
<td>7–9x</td>
<td>$8,000</td>
<td>$13,600</td>
<td>$5,400</td>
<td></td>
</tr>
<tr>
<td>10x+</td>
<td>$7,750</td>
<td>$13,100</td>
<td>$5,175</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

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

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.
(50% of readers work for organizations with revenue over $250M)

Source: Internal AICPA/CIMA member data, U.S. only.
FM-magazine.com includes new content throughout the week by the Association's staff of senior editors, contributing authors and thought leaders.

Ad units

<table>
<thead>
<tr>
<th>Leaderboard with mobile banner</th>
<th>728x90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner (2)</td>
<td>300x250</td>
</tr>
</tbody>
</table>

Number of placements

<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 with mobile</td>
<td>728x90</td>
<td>$2,850</td>
<td>$2,700</td>
<td>$2,550</td>
<td>$2,425</td>
</tr>
<tr>
<td>mobile banner</td>
<td>300x50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rectangle A</td>
<td>728x90</td>
<td>$2,650</td>
<td>$2,525</td>
<td>$2,350</td>
<td>$2,125</td>
</tr>
<tr>
<td>300x250</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rectangle B</td>
<td>300x250</td>
<td>$2,450</td>
<td>$2,350</td>
<td>$2,200</td>
<td>$1,950</td>
</tr>
<tr>
<td>Exclusive sponsorship</td>
<td>300x250</td>
<td>$8,500</td>
<td>$8,075</td>
<td>$7,850</td>
<td>$7,625</td>
</tr>
</tbody>
</table>

Rect-angle A package includes leader board on home page, rectangle on all other pages.

93K+ unique visitors
Source: AICPA Google Analytics data, June 2020.

165K+ page views
Source: AICPA Google Analytics data, June 2020.

66% of users view the site on a desktop/laptop
Source: AICPA Google Analytics data, June 2020.

Ad units  Size 1–3x 4–6x 7–9x 10x+
Leaderboard with mobile banner 728x90 $2,850 $2,700 $2,550 $2,425
Banner (2) 300x250
Rectangle A 728x90 $2,650 $2,525 $2,350 $2,125
300x250
Rectangle B 300x250 $2,450 $2,350 $2,200 $1,950
Exclusive sponsorship 300x250 $8,500 $8,075 $7,850 $7,625

Rectangle A package includes leader board on home page, rectangle on all other pages.

Source: AICPA Google Analytics data, June 2020.
ThisWaytoCPA.com

Advertisers can connect with college students, recent graduates, and young professionals who are looking for wisdom and motivation to become CPAs. The site features a mobile-friendly and responsive design that ensures your banner is properly displayed on all devices.

**Banner Ad Package**

<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 with mobile banner (2)</td>
<td>728x90</td>
<td>$5,050</td>
<td>$4,250</td>
<td>$3,700</td>
<td>$3,200</td>
</tr>
<tr>
<td>Rectangle Banner</td>
<td>300x250</td>
<td>$12,500</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Number of placements**

Source: AICPA Google Analytics data, March 2021.

42K+ unique visitors

110K+ page views

Source: AICPA Google Analytics data, March 2021.

ThisWaytoCPA.com

Lead generation, sponsored reports, custom content and podcast marketing

CPA Insider

Tax Insider

CPA Letter Daily

Financial Planning Digest

Inclusion Solutions

ThisWaytoCPA

Print advertising policies and specifications

Digital advertising policies
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.

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.

Publications

- Journal of Accountancy
- The Tax Adviser
- Financial Management (FM) magazine

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, finance professionals and students.

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.

Print advertising policies and specifications

Digital advertising policies

Lead generation, sponsored reports, custom content and podcast marketing

Spend time with your audience.

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.
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.

**Advertising options**
- **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**
Solo practitioners, business & industry, corporate finance, tax professionals and professional accountants.

**CPA 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>
<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.

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

**Jumbo banner** (600x155)

---

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

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>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>728x90</td>
<td>$4,750</td>
<td>$4,500</td>
<td>$4,225</td>
<td>$4,075</td>
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<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.
**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.

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**CPA Letter Daily — Rates by issue frequency (daily)**

<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>728x90</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>728x90</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>728x90</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>728x90</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>728x90</td>
<td>$7,950</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**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>
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<th>1–3x</th>
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<tr>
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<td>728x90</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 blur — 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.

Source: Internal AICPA newsletter data, June 2020.

Financial Planning Digest — Rates by issue frequency (weekly)

<table>
<thead>
<tr>
<th>Ad units</th>
<th>Size 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>
</tr>
<tr>
<td>Section sponsorship 1</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>$1,125</td>
<td>$1,050</td>
<td>$1,000</td>
<td>$950</td>
</tr>
<tr>
<td>Section sponsorship 3</td>
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<td>$900</td>
<td>$850</td>
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<tr>
<td>Section sponsorship 4</td>
<td>$925</td>
<td>$850</td>
<td>$800</td>
<td>$750</td>
</tr>
</tbody>
</table>

Financial Planning Digest — Rates by issue frequency (weekly)

<table>
<thead>
<tr>
<th>Ad units</th>
<th>Size 1–3x</th>
<th>4–6x</th>
<th>7–9x</th>
<th>10x+</th>
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</tr>
<tr>
<td>Section sponsorship 2</td>
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<td>$1,000</td>
<td>$950</td>
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<tr>
<td>Section sponsorship 3</td>
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<td>$900</td>
<td>$850</td>
</tr>
<tr>
<td>Section sponsorship 4</td>
<td>$925</td>
<td>$850</td>
<td>$800</td>
<td>$750</td>
</tr>
</tbody>
</table>

Leader generation, sponsored reports, custom content and podcast marketing
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.

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.

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.

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>
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<tbody>
<tr>
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<td>$1,150</td>
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<td></td>
<td>$1,250</td>
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<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 or 300x250
- Full Banner 468x60

ThisWaytoCPA — Rates by issue frequency (monthly)

<table>
<thead>
<tr>
<th>Ad units</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner or full banner</td>
<td>468x60 or 300x250</td>
<td>$2,800</td>
</tr>
</tbody>
</table>

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.
Print advertising policies and specifications

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.

Ad sizes
<table>
<thead>
<tr>
<th>Standard non-bleed units</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>15½”</td>
<td>9½”</td>
</tr>
<tr>
<td>Page (incl. cover)</td>
<td>7½”</td>
<td>9½”</td>
</tr>
<tr>
<td>1½ pg. on 2 columns (vertical)</td>
<td>4¼”</td>
<td>7¼”</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.

Ad sizes
<table>
<thead>
<tr>
<th>Bleed Units</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread bleed</td>
<td>16¼”</td>
<td>10¾”</td>
</tr>
<tr>
<td>One Page bleed (incl. cover)</td>
<td>8¼”</td>
<td>10¾”</td>
</tr>
</tbody>
</table>

Safety
• ⅜” from trim, on all sides, for live matter not intended to bleed
• Gutter Safety: ¼” on each side of gutter.
• Please break into two full-page ads before submission.

Ad sizes
<table>
<thead>
<tr>
<th>Bleed Units</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread bleed</td>
<td>16¼”</td>
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<tr>
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<td>9½”</td>
</tr>
<tr>
<td>7½”</td>
<td>9½”</td>
</tr>
<tr>
<td>4¼”</td>
<td>7¼”</td>
</tr>
</tbody>
</table>

Advertising Production Specifications
General
Trim size: 8” x 10½”, saddle stitched
Bleed: Add ⅛” 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

Publications of the American Institute of Certified Public Accountants
Advertising Production Specifications
General
Trim size: 8” x 10½”, perfect bound (JofA) or saddle stitched (TTA)
Bleed: Add ¼” all sides
Platemaking: computer-to-plate, 133-line screen
Printing: web offset, SWOP tolerances
Paper: 36-lb gloss-coated body, 70-lb gloss-coated cover (JofA)
40-lb gloss-coated body, 70-lb gloss-coated cover (TTA)

Prefered 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.

Ad sizes
<table>
<thead>
<tr>
<th>Bleed Units</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread bleed</td>
<td>16¼”</td>
<td>10¾”</td>
</tr>
<tr>
<td>One Page bleed (incl. cover)</td>
<td>8¼”</td>
<td>10¾”</td>
</tr>
</tbody>
</table>

Safety
• ⅜” from trim, on all sides, for live matter not intended to bleed
• Gutter Safety: ¼” on each side of gutter.
• Please break into two full-page ads before submission.

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Spread bleed
Non-bleed spread
Page bleed
Page
½ V

Digital advertising policies
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.

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

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

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