

Advertising Opportunities

Tennessee CPA Journal

If you are looking to reach over 8,000 CPAs in Tennessee, then your message belongs in the *Tennessee CPA Journal*.

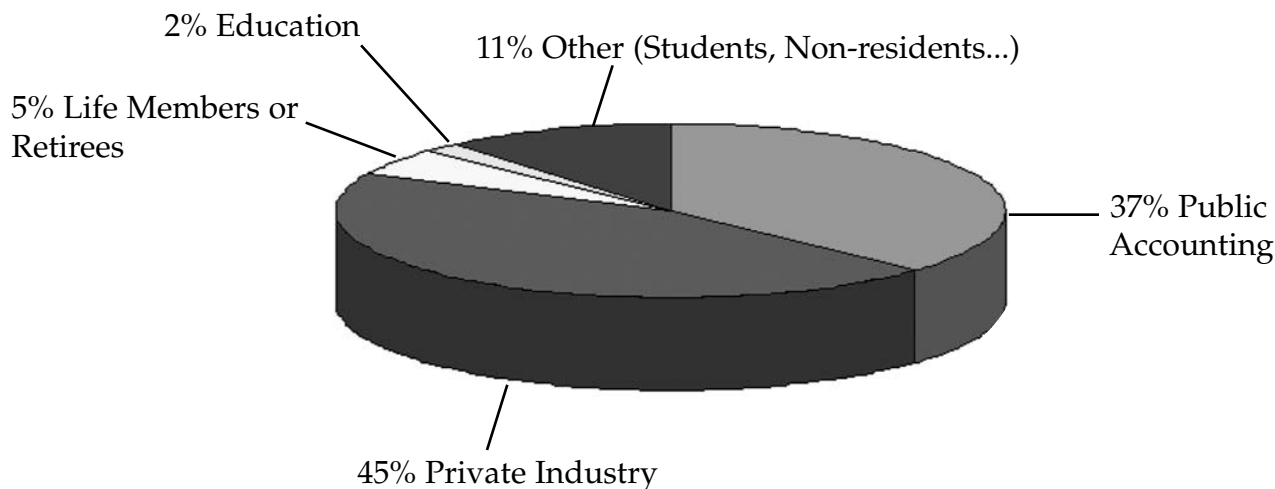
The *Tennessee CPA Journal* is the professional journal distributed to all members of Tennessee Society of Certified Public Accountants who are in public practice, government, industry, business and education. It is published 10 times annually with combined issues twice a year. The Journal was established in 1941.

The Journal reports on current developments and trends in accounting, auditing, taxation, financial planning and other subjects of interest to CPAs in Tennessee. Each issue contains technical and feature articles on matters of interest to the profession, membership news and continuing professional education (CPE) highlights.

About Our Members

According to a recent survey of our membership, approximately 96 percent said they read the *Tennessee CPA Journal*. If you are looking for the perfect medium to reach CPAs who are often purchasing goods or services to fulfill their firm's or customers' needs, look no further. Approximately 67 percent of our membership has held a CPA certification for ten years or longer, and many of our members are managing partners, presidents or senior managers — the audience you need to reach.

TSCPA Member Employment Distribution



Advertising Opportunities cont.

Advertising Rates (per insertion)

4-Color

Size	1x	3x	10x
Back Cover	\$2,000	\$2,000	\$2,000
Full Page - Inside Back Cover	\$1,600	\$1,500	\$1,400
Full Page - Inside	\$1,200	\$1,100	\$1,000
1/2 Page	\$800	\$750	\$700
1/3 Page	\$650	\$600	\$550
1/6 Page Classified Display	\$450	\$400	\$350

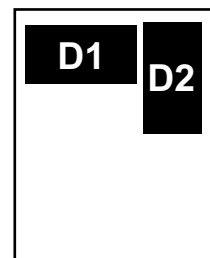
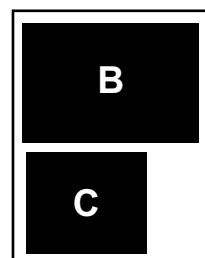
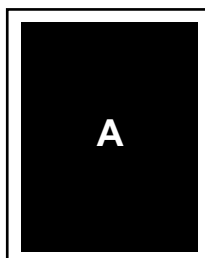
B&W

Size	1x	3x	10x
Back Cover	n/a	n/a	n/a
Full Page - Inside Back Cover	n/a	n/a	n/a
Full Page - Inside	\$850	\$800	\$750
1/2 Page	\$600	\$550	\$500
1/3 Page	\$500	\$450	\$400
1/6 Page Classified Display	\$300	\$250	\$200

AD Dimensions

- | | |
|--|------------------|
| A. Full Page (No Bleed) | 8-1/2" x 11" |
| Full Page (Bleed)* | 8-5/8" x 11-1/8" |
| B. One-Half Page (horizontal) | 7-3/8" x 4-3/4" |
| C. One-Third Page (horizontal) | 4-3/4" x 4" |
| D. One-Sixth Page (classified display) | 2-1/4" x 4-1/2" |

*There is no additional charge for bleed. Bleed is only available for full-page ads.



Special Positions

TSCPA can not guarantee special placement of advertisements.

Mechanical Requirements

Printing Process: Offset, sheet-fed
 Trim Size: 8 1/8" x 10 3/4"; 3 columns
 Binding Method: Saddle-stitched
 Colors Available: 4-Color Process
 Line Screen: 150 line maximum

File Requirements: Electronic files are required. Acceptable file formats include ".eps", ".tif", ".pdf" or QuarkXPress, Illustrator or PhotoShop native documents. If you supply the native file, you must include all corresponding fonts, pictures, etc. If you supply a ".pdf," the images and fonts must all be embedded and it must be in high, print-quality resolution.

Advertising Opportunities cont.

Closing Date & Cancellation Policy

Ads must be confirmed by **1st of the preceding month** and submitted by the **15th of the preceding month**. It is the responsibility of the advertiser to send the artwork, in the correct format and specifications, to TSCPA on time. Any advertisers who contract for space and fail to provide art or decide to cancel after the deadline will be billed for 100 percent of the original cost.

Advertising Design Services

TSCPA will be happy to work with you in preparing your ad. Rates quoted upon request.

Issue Date	Insertion Deadline	Artwork Deadline
January/February	December 1	December 15
March	February 1	February 15
April	March 1	March 15
May	April 1	April 15
June	May 1	May 15
July	June 1	June 15
August/September	July 1	July 15
October	September 1	September 15
November	October 1	October 15
December	November 1	November 15

Commission and Cash Discounts

A 15 percent commission is paid to recognized advertising agencies. "In-house" agencies do not qualify for commissions. A 20 percent discount is available to recognized non-profit organizations (display advertising only). No cash discounts.

Classified Ads

Classified ads are available to TSCPA members only. Classified ads are \$50 for up to 50 words. Each additional word is \$1. For an additional \$20, you can also have your ad displayed on our Web site's classified page for 30 days.

Guidelines

Publisher reserves the right to refuse any or all advertising. All advertising accepted is subject to review. TSCPA does not publish advertising from companies whose programs, services, products, etc., compete with those offered by TSCPA to its members.

Payment

First-time advertisers must include payment with placement. Make checks payable to: *Tennessee Society of CPAs*.

Correspondence and Shipping

All correspondence, insertion orders and printing materials should be addressed to:

Tennessee CPA Journal

c/o Meagan Segebarth, TSCPA

201 Powell Place

Brentwood, TN 37027

Phone: 615/377-3825 • Toll-free: 1-800/762-0272 • Fax: 615/377-3904

e-mail: msegebarth@tscpa.com

Vist us on the Web at www.tscpa.com.