



CPA Practice Advisor
 Today's Technology for Tomorrow's Firm

2017 Media Guide

360 Marketing



Reach All Your Sales Prospects ... When They Want and How They Want!

24/7 Access on
CPAPracticeAdvisor.com

2,603,320+

CPAPracticeAdvisor.com
Monthly Ad Impressions



246,926^

CPAPracticeAdvisor.com
Monthly Page Views

109,633^

CPAPracticeAdvisor.com
Monthly Unique Visitors

11x a year

83,358*

CPA Practice Advisor
Magazine Subscribers

Daily outbound marketing*

Monday:
CPA Tax & Compliance Advisor

23,646

Tuesday:
CPA SMB Client Advisor

33,632

Wednesday:
CPA Firm Management Advisor

22,071

Thursday:
CPA Accounting & Audit Advisor

22,666

Friday:
CPA Payroll Advisor

32,795



+ OpenX: Jan-July, 2016 ^ Google Analytics: Monthly average, April-June, 2016
* Publisher's Own Data *As of 10/15/16 subject to change.

Contact a sales representative and let us create a multimedia marketing program for you.

BUSINESS & INDUSTRY*

Print/Digital Edition

| | | | |
|----------------------------------|---------------|------------------------------|---------------|
| Public Accounting Firm..... | 27,011 | Industry..... | 462 |
| Banking/Finance..... | 672 | Non-Profit..... | 124 |
| Institution/Government..... | 145 | Consulting..... | 1,712 |
| VAR..... | 42 | Association Subscribers..... | 12,528 |
| Total Qualified Circulation..... | | 42,696 | |

Digital Edition Only

| | | | |
|----------------------------------|---------------|--------------------------------------|---------------|
| Public Accounting Firm..... | 24,029 | Industry..... | 932 |
| Banking/Finance..... | 624 | Non-Profit..... | 427 |
| Institution/Government..... | 236 | Consulting..... | 2,119 |
| VAR..... | 136 | Other Industry-Related Business..... | 12,159 |
| Total Qualified Circulation..... | | 40,662 | |

Title: Print/Digital Edition*



Title: Digital Edition Only*



Total Circulation
83,358*

* Publisher's Own Data

Thought Leadership

12TH ANNUAL CPA Practice Advisor 2017 WHO'S WHO
AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

intuit

Chad has seen the future of accounting. Now it's your turn.

"We want to improve people's lives both personally and professionally, and technology has really enabled us to do that."
Chad Ridner, winner of the 2015 Intuit® Firm of the Future Contest

Start your own journey

Chad embodied the future for competitive advantage and sustainable growth. To begin that same journey at your firm, visit our content hub and discover a wealth of guidance to help you **move online** with cloud technologies, become a **trusted advisor** to your clients, and **get connected** through powerful digital marketing.

FirmOfTheFuture.com/magazine

Who's Who

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

Sage helps accounting professionals migrate to the cloud

Go from tax time to all the time
Introducing Sage View. Built for accounting professionals.

Q: What benefits does cloud accounting offer practice owners?

A: Cloud accounting offers practice owners a number of benefits, including the ability to access their data from anywhere, at any time, on any device. This means that practice owners can work from home, on the go, or even from a client's office. Cloud accounting also offers the benefit of automatic updates, so practice owners always have the latest version of their software. Finally, cloud accounting offers the benefit of lower costs, as practice owners do not need to invest in expensive hardware or software licenses.

Q: How is Sage View helping practice owners migrate to the cloud?

A: Sage View is helping practice owners migrate to the cloud by providing a secure, reliable, and easy-to-use cloud accounting solution. Sage View is built on the Sage 50cloud platform, which is a leading cloud accounting solution. Sage View offers a number of features, including the ability to access data from anywhere, at any time, on any device. Sage View also offers the benefit of automatic updates, so practice owners always have the latest version of their software. Finally, Sage View offers the benefit of lower costs, as practice owners do not need to invest in expensive hardware or software licenses.

Cloud

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

2017 EXECUTIVE PREDICTIONS & YEAR IN REVIEW 2016

Today, it's easier to make your practice thrive than ever before.
That's not really a prediction - it's a fact.

WebSite Relief from AccountantWorld® is your ready website which takes all the time stress out of your office when you are out there with your clients. You can create custom websites to under an hour.

And right now, you can get Website Relief Free for 12 months!

Visit FreeProfessionalSite.com to learn more or call us at 888-999-1366.

Website Relief
"The website builder for accountants"

Executive Predictions

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

Packages begin at \$8,875

Awards



Most Powerful Women in the Accounting Profession

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



40 Under 40

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

Innovation Awards

Over the past 12 years, the *Innovation Awards* have become the pinnacle of achievement for technology vendors serving the tax and accounting profession. Winners receive ultimate bragging rights over the competition, and the award provides validation for the hard work and determination of those who achieve the recognition.



Readers' Choice

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

Featured Columnists



Gail Perry

CPA, Editor-In-Chief

Gail Perry is the editor-in-chief of CPA Practice Advisor. She also speaks at many accounting events, trade shows, and webinars. She is the author of over 30 books including:

The Idiot's Guide to Introductory Accounting and *Mint.com for Dummies*, and she maintains a small tax practice.

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



Isaac O'Bannon

Managing Editor

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



Ken Berry

Tax Correspondent

Ken Berry, Esq., is a nationally-known writer and editor specializing in tax and financial planning matters. During a career of more than 35 years, he has served as

managing editor of a publisher of content-based marketing tools and vice president of an online continuing education company in the financial services industry. As a freelance writer, Ken has authored thousands of articles for a wide variety of newsletters, magazines and other periodicals, emphasizing a sense of wit and clarity.



Jim Boomer

CPA, CITP

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



Randy Johnston

MCS, MCP

Randy brings more than 30 years of experience as a technology professional serving accountants, and is widely respected as one of the foremost thought leaders

serving the profession. He was the inaugural inductee to the CPA Practice Advisor's Tax & Accounting Hall of Fame in 2011.



Roman Kepczyk

CPA, CITP

Firm workflow has become more important than ever in building and maintaining a competitive edge. Roman shares his knowledge and

experience on optimizing internal production processes within accounting practices.



Dave McClure

Since founding the U.S. Internet Industry Association, Dave has become a leading expert on IT management issues as well as cloud-based applications for business.



Kristy Short

Ed.D

Our resident marketing expert, Kristy has worked at one of the largest technology developers for accountants. She now consults with firms and offers advice on how best

to strategically build and maintain an effective brand and reach out to existing and prospective clients.



Doug Sleeter

If it relates to technologies that can help a firm's small business clients be more productive and work better with their accountants, Doug is an expert. As the founder of the nation's largest accounting

consultants network, he shares valuable tips for helping clients grow stronger.

2017 Editorial Calendar

| | FEBRUARY | MARCH [DIGITAL ONLY] | APRIL | MAY [DIGITAL ONLY] | JUNE | JULY [DIGITAL ONLY] | AUGUST | SEPTEMBER [DIGITAL ONLY] | OCTOBER | NOVEMBER [DIGITAL ONLY] | DECEMBER |
|-------------------------|----------------------------|--|------------------------------|--|--|---|--|---|--|--|---|
| AD CLOSE | 01/09/2017 | 02/06/2017 | 03/17/2017 | 04/07/2017 | 05/08/2017 | 06/05/2017 | 07/05/2017 | 08/07/2017 | 09/05/2017 | 10/06/2017 | 11/02/2017 |
| MATERIALS DUE | 01/12/2017 | 02/09/2017 | 03/22/2017 | 04/12/2017 | 05/11/2017 | 06/10/2017 | 07/10/2017 | 08/10/2017 | 09/08/2017 | 10/12/2017 | 11/07/2017 |
| ISSUE EMPHASIS | Cash Management | Accounts Receivable Invoicing Collection | Payroll | Fixed Assets | Expense Reporting | Fund/Non Profit Accounting | Tax Preparation/ Planning | Retail | Cloud Accounting | Time Management and Value Pricing | Practice Management |
| SPECIAL SECTIONS | Readers' Choice | Thought Leaders | Who's Who | Add Financial Planning to Your Practice | Innovation Awards Product & Service Guide | | 40 Under 40 | | Cloud Computing Update Powerful Women | | Executive Predictions |
| REVIEWS | Cash Management | Accounts Receivable Invoicing Collection | Payroll W-2/1099 Tips | Fixed Assets Depreciation | Expense Reporting Reimbursements Travel Expenses | Fund Non Profit Government Accounting | Tax Preparation Tax Planning Tax Document Automation | Retail Inventory Point of Sale Cost of Goods Sold | Hosting Portals Web Builders | Time Management and Billing Value Pricing | Document Management Document Storage |
| FEATURES | Niche Practices: ECommerce | Niche Practices: Medical Services | Niche Practices: Restaurants | Niche Practices: Farming/ Agriculture | Niche Practices: Truckers/ Transportation | Niche Practices: Government Entities | Niche Practices: Contractors | Niche Practices: Landscape Services including Retail | Niche Practices: Real Estate | Niche Practices: Engineering | Niche Practices: Franchises |

In Every Issue: Year in the Life of a Payroll Accountant, Year in the Life of a SALT Accountant, Apps We Love, From the Trenches, Great Practices, Bridging the Gap, Building a Niche Practice, Channel Reports (Payroll, Accounting & Auditing, Tax, Firm Management, Small Business)

2017 Magazine Rates & Specs

Print/Digital Edition

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

Digital Edition

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



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



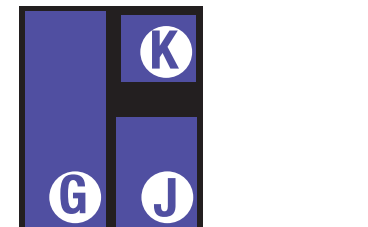
B FULL PAGE: 9 x 10 7/8
Trim: 9 x 10 7/8
Bleed: 9 1/4 x 11 1/8



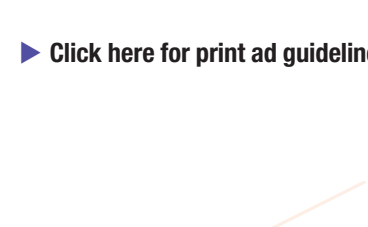
C 1/2 PAGE SPREAD (h): 17 1/2 x 4 7/8
Trim: 18 x 5 3/16
Bleed: 18 1/4 x 5 7/16



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



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



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



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

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

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

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

K PRACT. RESOURCES: 4 x 3 7/8

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

Banner Advertising

Site-Wide or Channel Targeting

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

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

- 1 **BILLBOARD** – 970x250
\$145 cpm
- 2 **LEADERBOARD** – 970x90
(+ responsive sizing)
\$115 cpm
- 3 **MEDIUM RECTANGLE** – 300x250
\$125 cpm
- 4 **CONTENT AD** – 300x250
\$135 cpm
- 5 **LARGE SKYSCRAPER** – 300x600
\$125 cpm

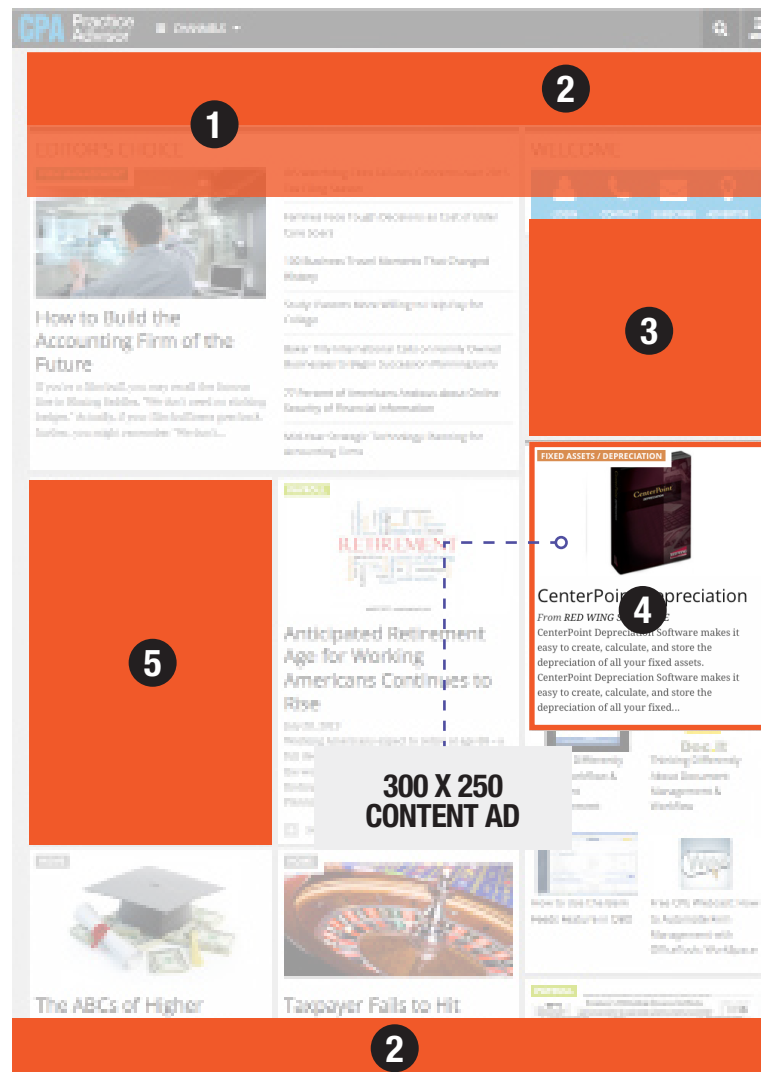
Expandable Ad Units Available:

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

Upcharge applies

Targeted Channels

- ACCOUNTING & AUDIT
- FIRM MANAGEMENT
- PAYROLL
- SMALL BUSINESS
- TAX & COMPLIANCE



2,603,320+
Monthly Ad Impressions

109,633^
Monthly Unique Visitors

246,926^
Monthly Page Views

- 5 **WALLPAPER 1658x1058**
\$165 cpm
 - 6 **WELCOME AD 550x480**
\$2,800/week
 - 7 **PAGE PEEL 75X75/500x500**
\$2,500/week
- Exclusive Channel Sponsorships \$6,500 (includes Leaderboard, Medium Rectangle and Large Skyscraper).



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

+ OpenX: Jan.-July, 2016 ^ Google Analytics: Monthly average, April-June, 2016

9 Contact a sales representative and let us create a multimedia marketing program for you.

Product & Service Guide

Make Your Products Stand Out!

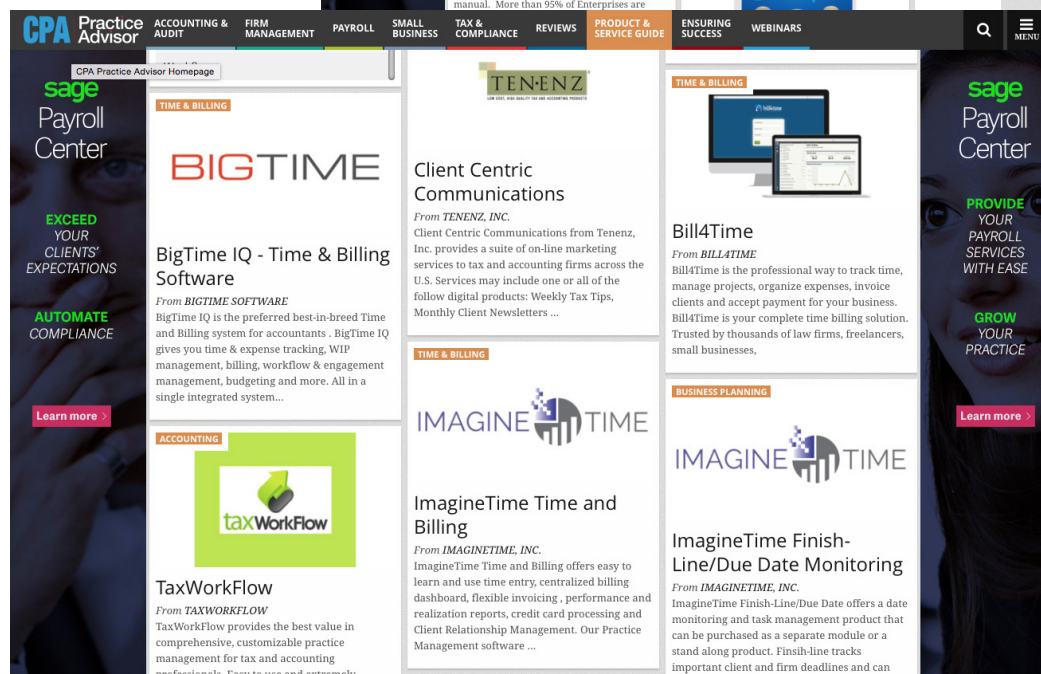
The Online Product and Service Guide provides visitors with an interactive listing of products, services and solutions located in one, easy-to-navigate place and provides leads to the companies whose products and services are listed. Visitors are encouraged to view products listed in the guide through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

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

\$975/year

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

CPAPractice Advisor.com Product & Service Guide



18,156[^]

Monthly Page Views

3,239[^]

Monthly Unique Visitors

36,175⁺

Monthly Ad Impressions

+ OpenX: Jan.-July, 2016 ^ Google Analytics: January 1, 2016 - July 31, 2016

Want to further enhance your listing? Ask your sales representative about adding a product walk-through video.

eNewsletters

Targeted Engagement

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

| | <i>Subscribers*</i> |
|--|---------------------|
| Monday: CPA Tax & Compliance Advisor..... | 23,646 |
| Tuesday: CPA SMB Client Advisor..... | 33,632 |
| Wednesday: CPA Firm Management Advisor | 22,071 |
| Thursday: CPA Accounting & Audit Advisor..... | 22,666 |
| Friday: CPA Payroll Advisor..... | 32,795 |

eNewsletter Advertising Rates

| | 1 MONTH | 3 MONTHS | 6 MONTHS | 12 MONTHS |
|------------------------------|---------|----------|----------|-----------|
| LEADERBOARD 600 X 100 | \$2,550 | \$2,300 | \$2,075 | \$1,875 |
| HEADLINE BANNER 300 X 250 | \$1,850 | \$1,675 | \$1,500 | \$1,350 |
| CONTENT AD | \$2,200 | \$1,950 | \$1,725 | \$1,525 |
| STORY BANNER 300 X 250 | \$1,150 | \$1,050 | \$950 | \$875 |

ADD VIDEO LEAD-GEN \$850 (Content Ad only; per video)

All Digital Rates

[Click Here](#)



* Publisher's Own Data

Email Blasts

Customized Email Campaigns


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

.35 per name
(\$1,000 minimum)

Product Showcase eBlast

Promote your product or service. A limited number of products is featured in this shared eblast to more than 30,000* recipients.

\$950



Bloomberg BNA
BE EXTRAORDINARY.
BNA INCOME TAX™ PLANNER WEB

Deliver unparalleled tax planning to your clients with BNA Income Tax Planner Web. Confidently navigate the most complex scenarios, while enjoying security, anytime, anywhere Web access. Comprehensive calculations and automatic regulatory updates ensure accuracy and compliance.

Try It FREE
Start Free Trial

★★★★★
RATED 5 STARS
CPA PRACTICE ADVISOR

30 YEARS
1985-2015

"Has definitely paid for itself, in client satisfaction and tax savings."
- Alan Cox, CPA
Customer Model CPSE

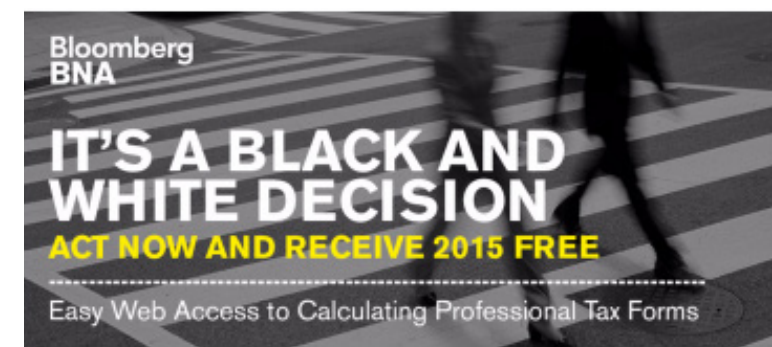
- Accurately project estimated tax payments, capital gains, AMT, state taxes for residents and non-residents
- Improve client visibility with what-if planning, side-by-side and multi-year comparisons
- Easily model completed tax scenarios, from investment losses to net estate sales
- Ensure compliance with automatic legislative updates, such as Medicare Tax, ACA/AMT, and AMT
- Accelerate productivity with QuickSteps (pre-populated, scenario-based templates) and industry-leading support

START YOUR 15-DAY FREE TRIAL >>

Purchase one base license and get two additional licenses FREE – a \$500 savings – plus receive CPFA-qualified product testing fee with each license.

Offer valid for new customers only with a single purchase. Max purchase by June 30, 2015. Certain restrictions apply.

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IT'S A BLACK AND WHITE DECISION
ACT NOW AND RECEIVE 2015 FREE
Easy Web Access to Calculating Professional Tax Forms

The reason to purchase SuperForm® Tax Forms now is clear. With convenient online access to the most up-to-date federal, state, and local forms, you'll no longer waste time searching government websites or tax preparation packages that don't have exactly what you need. Plus, the sooner you act, the more you'll save. Buy now and get the rest of 2015 plus all of 2016 for the 12-month price!

Start Saving Now »

Streamline compliance and research while making the most of your purchasing decision. Act now, to experience considerable cost-savings and enjoy immediate access to accurate, interactive, calculating forms, worksheets, instructions, and publications.

SuperForm Tax Forms gives you access to not only current, but 20+ prior years' forms and instructions, making it simple to research tax provisions and file amended returns.

Get More for Less » Take advantage of this limited time offer today.

Sincerely,
Pat Bryant
Pat Bryant
Senior Product Manager, Software

*For example, purchase by September 30 and get 15 months access for the price of 12. Offer valid for new customers only. Must purchase by December 15, 2015. Certain restrictions apply.

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Add Lead-Gen

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

All Digital Rates

[Click Here](#)

* Publisher's Own Data

Video

Video Lead-Gen

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

Priced per program.

Available with:
Standard eMail Blasts
Product Showcase eBlast
CPA Practice Advisor newsletters

Video Spotlight

Your Branded Content — Our Reach

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

Priced per program.

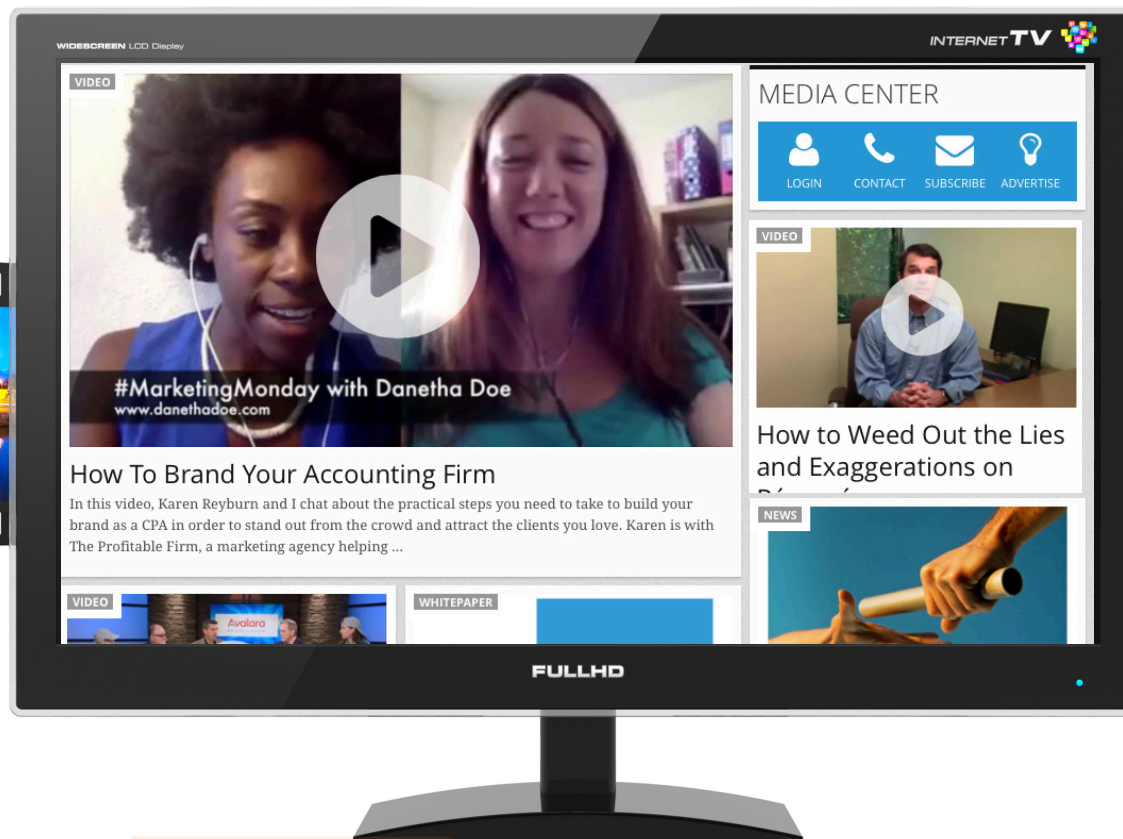
Custom Video

All you need is an idea or objective you need to meet. From there, the *CPA Practice Advisor* video team can be your full-service video production house. From conception to completion, we have the resources to produce a high-quality product — and at a competitive price.

Priced per program.

Average Video View Time:

2:53**



All Digital Rates

[Click Here](#)

** YouTube Analytics, January 2016 - September 2016

Webinars

Exclusively for Your Company

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

[CPAPracticeAdvisor.com](#) will produce the event and actively promote it to drive qualified leads. You receive the entire lead list and contact information, as well as responses to your company-specific questions.

Priced per program.



Produce Your Own Webinars? We Can Drive Attendees For You!

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

Priced per program.

All Digital Rates

[Click Here](#)

Video Lead Generation

Three ways to distribute your marketing videos and collect sales leads!

- 1 [eBlast](#) + Video Lead-Gen
- 2 [Product Showcase eBlast](#) + Video Lead-Gen
- 3 [eNewsletter Content Ad](#) + Video Lead-Gen



Priced per program.

“Companies using marketing videos achieved year-over-year revenue growth **49%** greater than companies that did not use marketing videos.”

Source: Aberdeen Group, "The Impact of Video Marketing," April, 2015.

Video Lead-Gen Report:

| All Lead Data | Video Viewing Statistics |
|---|--------------------------|
| + Name | + Total Views |
| + Company | + Unique Views |
| + Title | + Average Time per View |
| + eMail Address | + Total View Time |
| + Phone Number | |
| + Mailing Address | |
| + Supplementary Demographic Information | |

Lead Generation

Qualified Leads Become Quality Leads

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

Lead-Gen Options:

- [eMail Blast](#)
- Video (via [eMail Blast](#), [Product Showcase](#), or [eNewsletter Content Ad](#))
- [Webinars](#)
- Whitepapers & Case Studies
- TRACKtion Leads

Lead-Gen Report:

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

Lead Nurturing

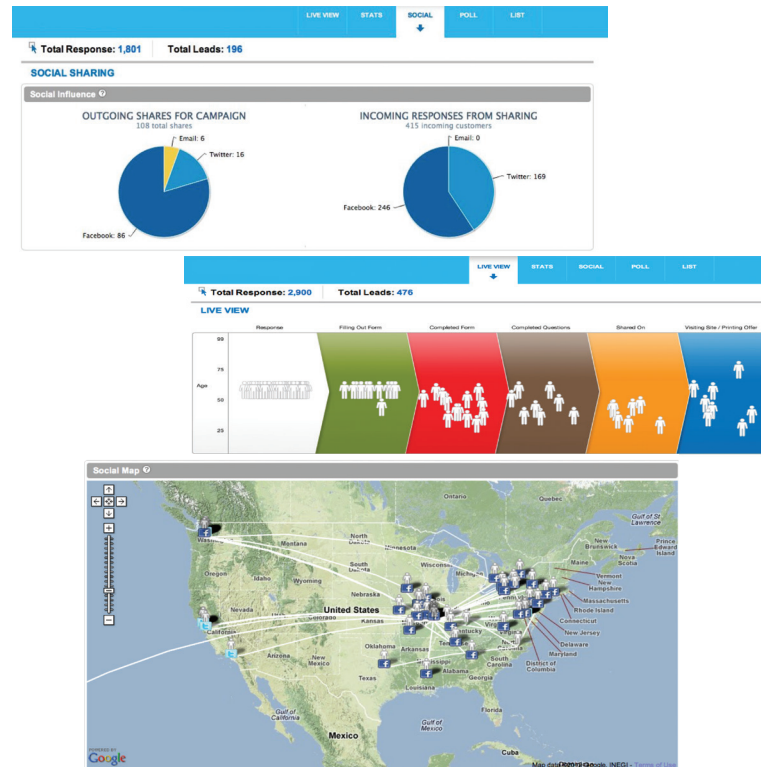
Follow up with sales prospects who click through on an email-based campaign with additional marketing that moves them further along the sales funnel.

Lead Nurturing can be added to all Lead-Gen options on this page.

\$995 per follow-up eBlast

All Digital Rates

[Click Here](#)



TRACKtion Leads

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

Priced per program.

Whitepapers & Case Studies

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

Priced per program.

Webinars

To learn more about the benefits of Webinars

>> [Click here.](#)

* Publisher's Own Data

Content Connect

Custom eNewsletter + Custom Web Channel

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

Your ads exclusively surround your content on both the newsletter and your CPAPracticeAdvisor.com channel.

Content Reporting

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

Ad Reporting

- Impressions, clicks and CTR.

Options:

Sales Leads

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

Custom eNewsletter



Custom Website Channel



Content Marketing Starter Options

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



Clarity

Have Us Promote Your Unbiased Product Review

A Better Way to Brand

Clarity is not an ad. It's a content-driven, long-form digital periodical. Delivered to a qualified user database, or driven by social media engagement, Clarity makes an indelible impression on a target audience – preliminary data reveals nearly 20 minutes spent with the product.

Content is customizable and is obtained in two ways:

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

Analytics

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

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



CLARITY

Content marketing, Enlightened.

Custom Solutions

Leverage the industry expertise and audience trust of [CPA Practice Advisor](#) and [CPAPracticeAdvisor.com](#). Custom solutions span content marketing, digital, video, print, and research projects.

Examples include:

- Custom Video
- eNewsletters
- Print
- Research/Surveys
- Clarity and Content Connect Content Marketing Programs
- Native Ad Units
- Commissioned Content
- Social Media Promotion



Social Media Campaigns

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

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



Custom Video

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

Digital Rates

Website Advertising

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

1 Month ROS

| | |
|--|--------------------|
| Billboard 970x250 | \$145 cpm |
| Leaderboard 970x90 + responsive resizing | \$115 cpm |
| Medium Rectangle 300x250 | \$125 cpm |
| Content Ad 300x250 | \$135 cpm |
| Large Skyscraper 300x600 | \$125 cpm |
| Wallpaper 1658x1058 | \$165 cpm |
| Welcome Ad 550x480 | \$2,800/week |
| Page Peel 75x75/500x500 | \$2,500/week |
| Exclusive Channel Sponsorship (includes Leaderboard, 300x250 and 300x600) | \$6,500/month |
| Roadblock | Priced per program |

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

Product & Service Guide

| | |
|-------------------------------|------------|
| Company Listing and 1 Product | \$975/year |
| Multiple products available | |

Lead Generation

Per Program

| | |
|-------------------------------------|--------------------|
| Lead-Gen or Video Lead Gen + eBlast | Priced per program |
| Video Lead-Gen + Product Showcase | Priced per program |
| Whitepapers and Case Studies | Priced per program |
| TRACKtion Leads | Priced per program |
| Lead Nurturing (follow-up eblast) | \$995 |

CPA Practice Advisor Daily eNewsletters

1x

| | |
|--|-----------------|
| Banner (600x100 + responsive resizing) | \$2,550/month |
| Headline Banner (300x250) | \$1,850/month |
| Content Ad | \$2,200/month |
| Story Banner (300x250) | \$1,150/month |
| Video Lead-Gen Upgrade | \$850/per video |

Email Blasts

| | |
|------------------------------------|--------------------------|
| Per Email address | \$0.35 (\$1,000 minimum) |
| Product Showcase eBlast | \$950 |
| Lead-Gen or Video Lead-Gen Upgrade | Priced per program |

Webinars

Priced per event

Video

| | |
|-----------------------------------|--------------------|
| Video Lead-Gen + Dedicated eBlast | Priced per program |
| Video Spotlight | Priced per program |
| Custom Video | Priced per program |

Content Marketing and Custom

| | |
|-----------------|--------------------|
| Content Connect | Priced per project |
| Clarity | Priced per project |
| Custom Programs | Priced per project |

Audience and Social Retargeting

Priced per program

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

All Rates Net

Send digital materials to:

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

Digital specifications

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

Events



CPA Practice Advisor Thought Leader Symposium

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

Occurs February 2017



ThinkTank Symposium

40 Under 40 in the Accounting Profession

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

Occurs October 2017



CPA Practice Advisor Presents

ENSURING SUCCESS

2017

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

Occurs December 2017

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+ Publisher's Own Data. ^ Google Analytics, 12 months ended September 30, 2015

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Contact a sales representative and let us create a multimedia marketing program for you.