

AICPA E-Brief Rates

Daily AICPA E-Briefs

2010 Rates	Issue Frequency	CPA Letter Daily
Leaderboard Banner Ad	10-19	\$3,325
	20-39	\$3,150
	40-79	\$2,990
	80+	\$2,825
Section Sponsorship 1	10-19	\$2,990
	20-39	\$2,825
	40-79	\$2,660
	80+	\$2,520
Hot Topics (Mondays only)	10-19	\$2,990
	20-39	\$2,825
	40-79	\$2,669
	80+	N/A
Section Sponsorship 2	10-19	\$2,745
	20-39	\$2,575
	40-79	\$2,520
	80+	\$2,245
Section Sponsorship 3	10-19	\$2,660
	20-39	\$2,495
	40-79	\$2,520
	80+	\$2,160



Monthly AICPA E-Briefs

2010 Rates	Issue Frequency	IFRS Report	InfoTech Report	Financial Planning Digest	Forensic & Valuation Reporter
Leaderboard Banner Ad	1-3	\$1,985	\$1,695	\$1,000	\$1,000
	4-6	\$1,885	\$1,610	\$950	\$950
	7-9	\$1,785	\$1,525	\$900	\$900
	10-12	\$1,685	\$1,440	\$850	\$850
Section Sponsorship 1	1-3	\$1,785	\$1,525	\$900	\$900
	4-6	\$1,685	\$1,440	\$850	\$850
	7-9	\$1,585	\$1,356	\$800	\$800
	10-12	\$1,485	\$1,270	\$750	\$750
Section Sponsorship 2	1-3	\$1,635	\$1,398	\$825	\$825
	4-6	\$1,535	\$1,315	\$825	\$825
	7-9	\$1,435	\$1,230	\$775	\$775
	10-12	\$1,340	\$1,145	\$725	\$725
Section Sponsorship 3	1-3	\$1,585	\$1,356	\$800	\$800
	4-6	\$1,485	\$1,270	\$750	\$750
	7-9	\$1,390	\$1,185	\$700	\$700
	10-12	\$1,290	\$1,100	\$650	\$650
"The Buzz" Text Ads	1-3	\$795	\$675	\$400	\$400
	4-6	\$695	\$595	\$350	\$350
	7+	\$595	\$510	\$300	\$300

All rates are net rates

You may run your ad in consecutive issues or spread the campaign over several months

Recognized agencies should gross up 15% for agency commission