

CPA Letter Daily

ADVERTISING & RATES



What is CPA Letter Daily?

- The most important and timely business and financial news stories, video content and research concerning the accounting profession
- An opt-in publication, CPA Letter Daily reaches more than 95,000 AICPA members daily

Sponsorship Position Details

- "Leaderboard" and "News Section Sponsorship" ads are purchased on a per-issue (per-day) basis
- Minimum purchase is 10 issues for "Leaderboard" and "News Sections"

Guidelines

- All rates listed 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 commissions

Banners and Section Sponsorships				
	10-19 issues	20-39 issues	40-79 issues	80+ issues
"Leaderboard" Banner Ad	\$3,325/issue	\$3,150/issue	\$2,990/issue	\$2,825/issue
"Industry Tracker" News Section Sponsorship	\$2,990/issue	\$2,825/issue	\$2,660/issue	\$2,495/issue
"Hot Topics" News Section Sponsorship (Mondays Only)	\$2,990/issue	\$2,825/issue	\$2,660/issue	n/a
"Retail News" News Section Sponsorship	\$2,745/issue	\$2,575/issue	\$2,520/issue	\$2,245/issue
"Finance & Economics" News Section Sponsorship	\$2,745/issue	\$2,575/issue	\$2,520/issue	\$2,245/issue
"Business Best Practices" News Section Sponsorship	\$2,660/issue	\$2,495/issue	\$2,520/issue	\$2,160/issue



For more information call 1-800-873-1677
or e-mail aicpamedia@aicpa.org

