

IFRS Report

ADVERTISING & RATES



What is IFRS Report?

- A monthly summary of the most important and timely news stories, analysis and insights concerning the growing acceptance of global accounting standards
- An opt in publication, IFRS Report reaches more than 56,000 AICPA members monthly

Sponsorship Position Details

- "Leaderboard" and "News Section Sponsorship" ads are purchased on a per-issue (per-day) basis
- 12 issues are available for purchase per year

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				
	1-3 issues	4-6 issues	7-9 issues	10-12 issues
"Leaderboard" Banner Ad	\$1,985/issue	\$1,885/issue	\$1,785/issue	\$1,685/issue
"IFRS Update" Section Sponsorship	\$1,785/issue	\$1,685/issue	\$1,585/issue	\$1,485/issue
"International Watch" Section Sponsorship	\$1,785/issue	\$1,685/issue	\$1,585/issue	\$1,485/issue
"Market Highlights" Section Sponsorship	\$1,785/issue	\$1,685/issue	\$1,585/issue	\$1,485/issue
"Regulatory Developments" Section Sponsorship	\$1,635/issue	\$1,535/issue	\$1,435/issue	\$1,340/issue
"IFRS at Work" Section Sponsorship	\$1,635/issue	\$1,535/issue	\$1,435/issue	\$1,340/issue
"AICPA News" Section Sponsorship	\$1,585/issue	\$1,485/issue	\$1,390/issue	\$1,290/issue

Text Ads	1-3 issues	4-6 issues	7+ issues
"The Buzz" Text Ads	\$795/issue	\$695/issue	\$595/issue

Effective 1-1-2009



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

