

# InfoTech Update

## ADVERTISING & RATES



### What is InfoTech Update?

- A monthly summary of the most important and timely news stories concerning information technology and its impact on the accounting profession
- An opt-in publication, InfoTech Updates reaches more than 48,000 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	\$1,695/issue	\$1,610/issue	\$1,525/issue	\$1,440/issue
"Tech Update" Section Sponsorship	\$1,525/issue	\$1,440/issue	\$1,356/issue	\$1,270/issue
"Emerging Trends" Section Sponsorship	\$1,525/issue	\$1,440/issue	\$1,356/issue	\$1,270/issue
"Privacy Corner" Section Sponsorship	\$1,525/issue	\$1,440/issue	\$1,356/issue	\$1,270/issue
"Regulatory & Legislative" Section Sponsorship	\$1,398/issue	\$1,315/issue	\$1,230/issue	\$1,145/issue
"IT Community News & Events" Section Sponsorship	\$1,398/issue	\$1,315/issue	\$1,230/issue	\$1,145/issue
"AICPA News" Section Sponsorship	\$1,356/issue	\$1,270/issue	\$1,185/issue	\$1,100/issue

Text Ads	1-3 issues	4-6 issues	7+ issues
"The Buzz" Text Ads	\$675/issue	\$595/issue	\$510/issue

Effective 1-1-2009



For more information call 1-800-873-1677  
or e-mail [aicpamedia@aicpa.org](mailto:aicpamedia@aicpa.org)

