

# AICPA E-Brief Rates 2011

LEADING PROFESSIONAL SERVICE FIRMS

SEPTEMBER 21, 2009

CPA Letter Daily  
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Top Story

**Congress calls for information about BofA-Merrill deal**  
The House Committee on Oversight and Government Reform demanded information from Bank of America about its purchase of Merrill Lynch and warned that the bank cannot use attorney-client privilege as a reason to withhold information. Committee Chairman Eolofius Towns set a deadline of noon Eastern today for the bank to answer the committee's questions. Bank of America declined to comment on the matter, but the company reportedly asked for an extension until Tuesday, a move Towns declined. [Reuters \(9/21\)](#), [The New York Times \(9/20\)](#) [Share](#) [D](#) [F](#) [E-MAIL](#)

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Financial Focus

**Obama, agency leaders press G-20 to rebalance global economy**  
The Group of 20 nations should act to end severe trade and financial imbalances that caused the economic crisis, said President Barack Obama. As U.S. consumers cut back, other countries need to boost spending to become engines of growth and give the world a more balanced economy, he said. World Bank President Robert Zoellick and International Monetary Fund Managing Director Dominique Strauss-Kahn made nearly identical calls for "rebalancing of growth" and more consumption in emerging markets as a G-20 meeting in Pittsburgh draws near. [Reuters \(9/21\)](#), [Financial Times \(tiered subscription model\) \(9/20\)](#) [Share](#) [D](#) [F](#) [E-MAIL](#)

**SBA is seen as likely to raise cap on loans for small-business acquisitions**  
The Small Business Administration is expected to modify restrictions it placed on loans it backs that are used to acquire small companies. The changes, which are expected by Oct. 1, come after the SBA was criticized for capping the guarantee in March. "It was the anti-stimulus," said Ronald Feldman, CEO of Siegel Financial Group. The cap reportedly will be \$500,000. [The Wall Street Journal \(9/21\)](#) [Share](#) [D](#) [F](#) [E-MAIL](#)

**Other News**  
**House bill would extend unemployment benefits by 13 weeks for some**  
CNBC/The Associated Press (9/21)

**National Conference on the Securities Industry**  
October 21-22, 2009, NY, NY: In addition to a keynote address by Christine Cumming of the Federal Reserve of NY, you'll hear directly from key individuals and regulators of the SEC, Fed, FINRA, CFTC and FASB. Before the conference, you'll be able to submit questions to the speakers by email. [Register Now](#)

## Daily AICPA E-Brief

Rates	Issue Frequency	CPA Letter Daily
Leaderboard Banner Ad	10-19	\$4,050
	20-39	\$3,850
	40-79	\$3,650
	80+	\$3,470
Section Sponsorship 1	10-19	\$3,650
	20-39	\$3,470
	40-79	\$3,295
	80+	\$3,150
Hot Topics (Mondays only)	10-19	\$3,650
	20-39	\$3,470
	40-79	\$3,295
	80+	N/A
Section Sponsorship 2	10-19	\$3,385
	20-39	\$3,215
	40-79	\$3,054
	80+	\$2,900
Section Sponsorship 3	10-19	\$3,385
	20-39	\$3,215
	40-79	\$3,054
	80+	\$2,900

## Monthly AICPA E-Briefs

Rates	Issue Frequency	BusIndNews	IFRS Report	InfoTech Report	Forensic & Valuation Reporter
Leaderboard Banner Ad	1-3	\$4,200	\$1,985	\$1,695	\$1,000
	4-6	\$3,990	\$1,885	\$1,610	\$950
	7-9	\$3,790	\$1,785	\$1,525	\$900
	10-12	\$3,600	\$1,685	\$1,440	\$850
Section Sponsorship 1	1-3	\$3,790	\$1,785	\$1,525	\$900
	4-6	\$3,600	\$1,685	\$1,440	\$850
	7-9	\$3,425	\$1,585	\$1,356	\$800
	10-12	\$2,910	\$1,485	\$1,270	\$750
Section Sponsorship 2	1-3	\$3,400	\$1,635	\$1,398	\$825
	4-6	\$3,230	\$1,535	\$1,315	\$825
	7-9	\$3,065	\$1,435	\$1,230	\$775
	10-12	\$2,900	\$1,340	\$1,145	\$725
Section Sponsorship 3	1-3	\$3,400	\$1,585	\$1,356	\$800
	4-6	\$3,230	\$1,485	\$1,270	\$750
	7-9	\$3,065	\$1,390	\$1,185	\$700
	10-12	\$2,900	\$1,290	\$1,100	\$650
"The Buzz" Text Ads	1-3	\$795	\$675	\$400	\$400
	4-6	\$695	\$595	\$350	\$350
	7+	\$595	\$510	\$300	\$300

## Weekly AICPA E-Brief

Financial Planning Digest
\$1,000
\$950
\$900
\$850
\$900
\$850
\$800
\$750
\$825
\$825
\$775
\$725
\$800
\$750
\$700
\$650
\$400
\$350
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