

AICPA Insider™ Electronic Rates 2010

Weekly AICPA Insider™

Rates	Insertions	CPA Insider™
Premium Package	1	\$6,000
	2-6	\$5,000
	7-12	\$4,500
	13+	\$4,000
Executive Package	1	\$5,000
	2-6	\$4,000
	7-12	\$3,500
	13+	\$3,000
Sponsored Text Link	1	\$1,500
	2-6	\$1,350
	7-12	\$1,200
	13+	\$1,000

CPA Insider™ only

Monthly AICPA Insiders™

Rates	Insertions	All Monthly Insiders™
Premium Package	1	\$4,000
	2-6	\$3,000
	7-12	\$2,500
	13+	\$2,000
Executive Package	1	\$3,250
	2-6	\$2,250
	7-12	\$1,750
	13+	\$1,250
Sponsored Text Link	1	\$800
	2-6	\$500
	7-12	\$500
	13+	\$400

Tax, Career, Corporate Finance, Wealth Management, Corporate Taxation

Insider™ Packages Include:

- Premium Package: Full Banner or Waterfall Ad or Tall Vertical Ad + Sponsored Editorial (750 words) + Sponsored Text Link (15 words)
- Executive Package: Half Banner or Tall Button Ad + Sponsored Editorial (750 words) + Sponsored Text Link (15 words)
- Sponsored Text Link: 2 lines, 15 words (additional words \$100 each)

Electronic Newsletter Advertising Units

Full Banner (.gif)^A

- 468x60 pixels, with at least 2–3 rotating panels
- 25k size limit

Half Banner (.gif)^B

- 234x60 pixels, with at least 2–3 rotating panels
- 15k size limit

Tall Button (.gif)

- 125x125 pixels, with at least 2–3 rotating panels
- 15k size limit

Tall Vertical (.gif)

- 234x240 pixels, with at least 2–3 rotating panels
- 30k size limit

Waterfall (.gif)

- Combines Tall Button and Half Banner
- 125x125 and 234x60 pixels
- 30k size limit



Sponsored Editorial^C

- Informational article, case study or white paper of interest to CPAs
- May relate to advertiser's products/services
- 750-word limit

Special Section Sponsorship^D

- Customized editorial section header
- Full Banner
- 2 Sponsored Editorials (750 words)
- Sponsored Text Link (15 words)
- 6-month minimum commitment