

AICPA Insider™ E-Newsletter Rates 2011

Insider™ Packages Include:

- Premium Package: Tall Vertical Banner A + Sponsored Editorial (750 words) + Sponsored Text Link (115 characters max)
- Executive Package: Tall Vertical Banner B + Sponsored Editorial (750 words) + Sponsored Text Link (115 characters max)

Electronic Newsletter Advertising Units

Full Banner (.gif)^A

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

Tall Vertical (.gif)^B

- 250x250 pixels, with at least 2–3 rotating panels
- 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

Full Sponsorships

Sponsor a full issue of an Insider e-newsletter. Contact your national account manager for more details.



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
Premium Links	1	\$1,500
	2-6	\$1,350
	7-12	\$1,200
	13+	\$1,000
Sponsored Text Links	1	\$750
	2-6	\$675
	7-12	\$600
	13+	\$500

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
Premium Links	1	\$800
	2-6	\$500
	7-12	\$500
	13+	\$400
Sponsored Text Links	1	\$750
	2-6	\$675
	7-12	\$600
	13+	\$500

CPA Insider™ only

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