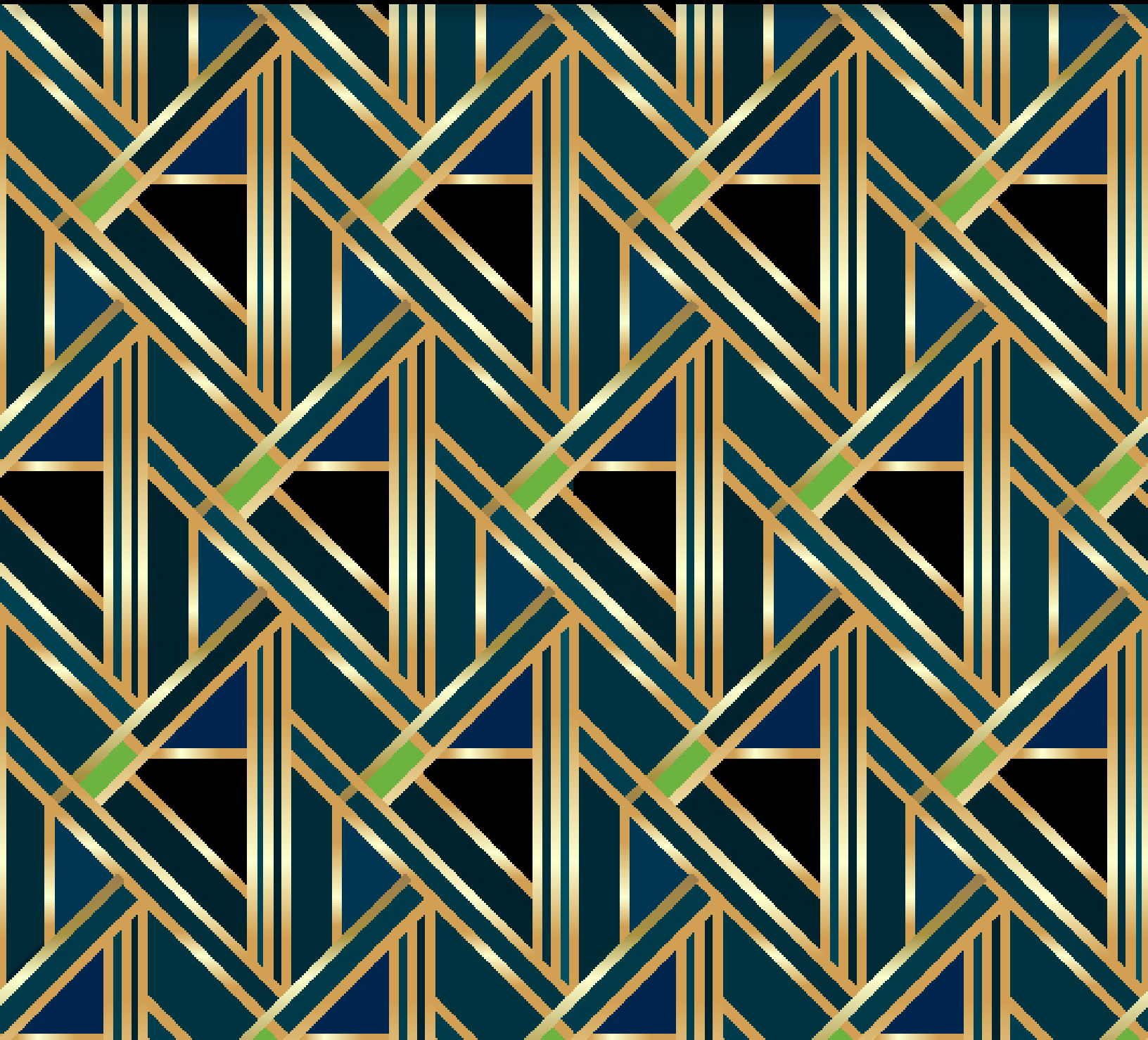




ALABAMA SOCIETY OF CPAS 2019 MEDIA KIT

THE PARTY OF THE CENTURY IS JUST GETTING STARTED.
JOIN OUR CENTENNIAL CELEBRATIONS ALL YEAR LONG.





Thank you for taking the time to learn more about the Alabama Society of Certified Public Accountants (ASCPA) and our members.

Choosing where to invest your marketing dollars is a big decision. You want opportunities targeted to your specific audience and customized to fit your goals. We understand this challenge, which is why we make your business our business.

For 100 years, the ASCPA has been honored to represent Alabama's Certified Public Accountants who work with to meet and exceed personal, business, and state-wide goals. In turn, our team wants to work with you to design strategic plans that will showcase your business services to those same members. Whether it's a printed advertisement or an event sponsorship, our goal is for you to view us as a part of your own marketing team.

We look forward to working with you and learning how we can help you connect with CPAs and financial professionals.

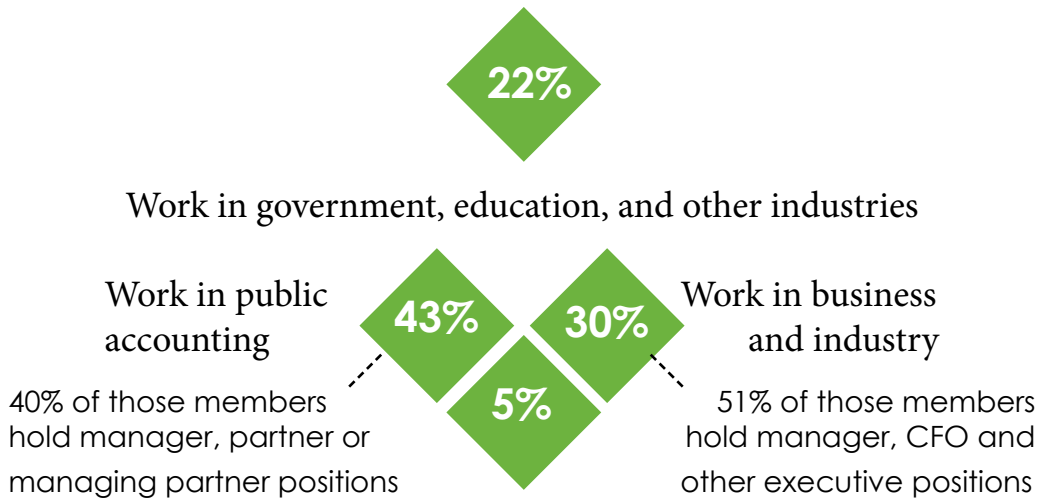
Protect. Educate. Connect. Those words represent the pillars of our organization's mission of *enhancing Alabama's accounting profession through advocacy, education, and member engagement.*

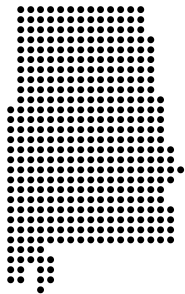

The ASCPA also believes that the products and services you provide can help make our members' professional lives easier and more efficient. We learn about your mission and goals, and work with you to create customized marketing packages that will showcase your product to a targeted audience.

Together, we are the essential elements to elevating the CPA profession.

ABOUT US

our 6,000 members at a glance



LOCATION			AGE	
North Alabama	14%			
Birmingham	45%		Younger than 30	11%
Montgomery	12%		Between 30 & 50	39%
South Central AL	18%		Between 51 & 60	21%
Mobile	11%			

TOP INTEREST AREAS



ADVERTISING

Connections advertising

Connections is the ASCPA's flagship printed publication covering accounting news, technology trends, personal development tips and ASCPA offerings. Advertising in Connections is an effective way to reach an engaged audience and grow brand awareness.

Five reasons to consider a print advertising campaign:

1. **It's tangible.** More than half members keep their copy of Connections and reference it later.
2. **It strengthens your brand.** You control the images, text, colors and fonts, solidifying your brand identity.
3. **It reaches a targeted audience.** Connections is written specifically for and by CPAs and financial professionals. Your message will reach the right hands.
4. **It engages with members.** Unlike websites, which get skimmed by readers, Connections contains relevant articles enticing members to thoroughly read the entire publication.
5. **It shows credibility.** Driving members to your website or business through print assures them that you are a legitimate business ready to help them solve a business need.

Page	Size	1x	3 or more
Back Cover	9" x 8.25" with 1/8 bleed	\$1,100	\$1000
Inside Front Cover	9" x 11" with 1/8 bleed	\$1,550	\$1395
Inside Back Cover	9" x 11" with 1/8 bleed	\$1,350	\$1215
Full Page	9" x 11" with 1/8 bleed	\$1,210	\$1089
Half Page	9" x 5.5 "	\$770	\$693
Third Page	5.75" x 5.75"	\$440	\$396
Classified	50 words & full color logo	\$50 + \$1.25 per word after	

Connections is a full-color publication. No advertising agency discounts.

ADVERTISING CONTRACT

PLEASE CHECK THE BOX NEXT TO THE ISSUES FOR YOUR AD:

✓	ISSUE	EDITORIAL THEME	DEADLINE
	January/February	Centennial Issue	11.16.2018
	March/April	Business & Industry	02.08.2019
	May/June	Membership	04.05.2019
	July/August	Professional Education	06.03.2019
	September/October	Accounting Pipeline	08.09.2019
	November/December	Practice Management	10.11.19

The ASCPA Connections magazine is published bi-monthly and mailing to more than 6,000 Alabama CPAs.

Digital versions are also sent to all members and remain archived on the ASCPA website for two years.

For more information and to reserve your ad space, please contact Corena Cottles, Communications Director at 334.386.5752 or ccottles@ascpa.org

Company Name

Contact Name/Email

Address

City/Zip

Phone

Page Reservation	Number of Inserts
Back Cover	
Inside Front Cover	
Inside Back Cover	
Full Page	
Half Page	
Third Page	
Classified	

Advertising rates are based on artwork that is print-ready and meets our size and mechanical specifications. When no new ad copy is provided the last ad run will be repeated. Publisher assumes no liability for errors in new copy or copy changes submitted after the deadline date.

The publisher reserves the right to reject any advertisement, photograph or illustration that is not in keeping with the standards of our publication.

Payment for advertising is due within 30 days of invoice date. Publisher reserves the right to cancel the advertising contract if invoice is not paid within 60 days.

Advertiser will bear full responsibility for withholding advertising materials that may violate any law, regulations or ruling of the Federal Trade Commission of infringe any copyright, trademark or patent and shall defend, indemnify and hold harmless the publisher from all third party claims on account thereof.

I acknowledge by signing this contract that I have carefully read and accepted its terms and conditions. Any verbal agreements affecting it are not binding unless reduced to writing and signed by both parties.

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PUBLISHED BY THE ALABAMA SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

