

2011 NCACPA Print & Web Insertion Order

ads@ncacpa.org • ☎ (919) 469-1040 • 📠 (919) 378-2000 • PO Box 80188, Raleigh, NC 27623

CONFERENCE MANUAL ADVERTISING INSIDE AD BACK COVER AD

Not-For-Profit Accounting Conference	<input type="checkbox"/> \$395	<input type="checkbox"/> \$895
Employee Benefits Conference	<input type="checkbox"/> \$195	<input type="checkbox"/> \$495
Members in Business & Industry Spring Conference	<input type="checkbox"/> \$395	<input type="checkbox"/> \$895
Local Government Conference	<input type="checkbox"/> \$295	<input type="checkbox"/> \$595
Healthcare Industry Conference	<input type="checkbox"/> \$295	<input type="checkbox"/> \$695
Emerging Leaders Conference	<input type="checkbox"/> \$195	<input type="checkbox"/> \$495
Members in Business & Industry Fall Conference	<input type="checkbox"/> \$395	<input type="checkbox"/> \$895
Accounting Education Forum	<input type="checkbox"/> \$195	<input type="checkbox"/> \$495
Fraud & Forensic Accounting Conference	<input type="checkbox"/> \$195	<input type="checkbox"/> \$495
Professional Women's Conference	<input type="checkbox"/> \$295	<input type="checkbox"/> \$595
International Business Conference	<input type="checkbox"/> \$295	<input type="checkbox"/> \$595
72nd Annual Symposium	<input type="checkbox"/> \$595	<input type="checkbox"/> \$1,095
NC State and Local Tax Conference	<input type="checkbox"/> \$195	<input type="checkbox"/> \$495
Hot Topic Conference: Holiday Mixed Bag!	<input type="checkbox"/> \$295	<input type="checkbox"/> \$295

EVENT CONTRACT FEE: \$ _____

INTERIM REPORT ADVERTISING

This ad will run in _____ editions of the year _____.

Name of File _____

Full Page Insertions

B&W

Color

*Add \$100 premium for inside front/outside back cover.

1 time/each:	<input type="checkbox"/> \$735*	<input type="checkbox"/> \$995*
2 times/each:	<input type="checkbox"/> \$710*	<input type="checkbox"/> \$970*
3 times/each:	<input type="checkbox"/> \$685*	<input type="checkbox"/> \$945*
4 times/each:	<input type="checkbox"/> \$685*	<input type="checkbox"/> \$945*
<input type="checkbox"/> New Ad <input type="checkbox"/> Repeat Ad (Issue: _____ Year: _____)		

1/2 Page Insertions

B&W

Color

1 time/each:	<input type="checkbox"/> \$610	<input type="checkbox"/> \$825
2 times/each:	<input type="checkbox"/> \$585	<input type="checkbox"/> \$800
3 times/each:	<input type="checkbox"/> \$560	<input type="checkbox"/> \$775
4 times/each:	<input type="checkbox"/> \$560	<input type="checkbox"/> \$775
<input type="checkbox"/> New Ad <input type="checkbox"/> Repeat Ad (Issue: _____ Year: _____)		

1/3 Page Insertions

B&W

Color

1 time/each:	<input type="checkbox"/> \$485	<input type="checkbox"/> \$655
2 times/each:	<input type="checkbox"/> \$460	<input type="checkbox"/> \$630
3 times/each:	<input type="checkbox"/> \$435	<input type="checkbox"/> \$605
4 times/each:	<input type="checkbox"/> \$435	<input type="checkbox"/> \$605
<input type="checkbox"/> New Ad <input type="checkbox"/> Repeat Ad (Issue: _____ Year: _____)		

TOTAL CONTRACT FEE: \$ _____

Classified Ads

Each word is \$.50 with a \$15 minimum. Please submit your ad copy by email in a Word document or in the body of the email only. Email to: ads@ncacpa.org. Your insertion order and payment must accompany or precede your classified ad copy.

Word Count: # _____ Total Number of Insertions: # _____
TOTAL FEE: \$ _____ (50¢ a word X total insertions)

SPONSORSHIPS

Looking for an effective way to boost your company's visibility while networking with area professionals? Sponsor a chapter event. For more information, please contact Jennifer Rowell, Chapter Event Planner, at jrowell@ncacpa.org.

Sponsorship opportunities are also available for all NCACPA conferences. Three packages offered to fit your budget. For package details, pricing information, and conference demographics, please contact Jackie Asekhauno at (800) 722-2836, Ext. 141 or email jasekhauno@ncacpa.org.

WEB ADVERTISING

Hundreds of our members log on to our newly redesigned site for the latest news, up-to-date information, and to view our extensive CPE catalog each day. But they also log on to browse our marketplace and shop. We've now topped over \$4.5 million dollars in online sales three years running, and the numbers are growing.

Footer advertisement in a General Section* (Your ad will repeat on every page throughout the chosen section. Examples of sections include but are not limited to: Chapters, Young CPAs, Students, and CPE & Events.)

Footer dimensions=728 x 90 pixels

*Please note: Web ads cannot be placed on under 'CPE Catalog Search' or the 'NCACPA Career Center,' as these pages are not managed by NCACPA.

Number of 30-day periods: # _____ TOTAL CONTRACT FEE: \$ _____ (\$350 per 30 days)



EMARKETING ADVERTISING

A quick and easy way to reach almost 14,000 people—literally. Advertising through emarketing is a great way to select which audience you want to reach. Comb through our selection of promotional emails and tailor your advertising needs!

SMALL FOOTER

1 Month=\$350
468 x 60 pixels

LARGE FOOTER

1 Month=\$450
728 x 90 pixels

YOUR FOOTER WILL APPEAR IN THE FOLLOING PUBLICATIONS:

eSource (~16,450 = distribution)
Public Practice eNews (~7,860 = distribution)
Members in Business and Industry eNews (~6,275 = distribution)
Work/Life eNews (~3,160 = distribution)
Student eNews (~370 = distribution)

PAYMENT AND ACCEPTANCE OF CONTRACT

Advertiser Name (Please Print) _____

Advertising Company/Organization _____

Phone _____ Fax _____

Address _____

City/State/Zip _____

Email Address _____

Method of Payment: Total: \$ _____

Check Enclosed American Express MasterCard Visa

Print Card Holder's Name _____

Credit Card Number _____ Expiration Date _____ CVV Number _____

Credit Card Billing Address _____ City/State/Zip _____

Card Holder's Signature _____

Print Advertising Acceptance of Contract and Copy Regulations: NCACPA reserves the right to limit the amount of advertising, see ads before agreeing to publish them, and reject any advertising. Advertising agencies and advertisers agree that NCACPA is under no liability by reason of error or omission. All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements, the agency and/or advertiser will indemnify and save the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits of defamation, libel, violation of right of privacy, plagiarism, and copyright infringements. NCACPA reserves the right to include the words "paid advertisement" with any copy resembling editorial matter. NCACPA does not accept political advertising or any advertising concerning continuing professional education programs. NCACPA reserves the right to reject classes of advertisers that are general in nature, provocative, or that do not enhance the practice of the accounting profession in the opinion of NCACPA.

Website Advertiser's Responsibility: Advertisers and their agencies assume liability for all content of advertisements posted and assume responsibility for any claims against the publisher. Advertising agencies and advertisers agree that the publisher shall incur no liability by reason of error or omission. The publisher reserves the right to limit the amount of advertising and to reject advertising that exceeds space limitation. Advertising must be related to products or services of interest to CPAs in their role as professionals. The publisher may reject advertising deemed inappropriate for its audience or which may conflict with the mission and goals of the association. Advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements, the agency and/or advertiser will indemnify and save the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for defamation, libel, violation of right of privacy, plagiarism, and copyright infringement. The publisher reserves the right to include the words "paid advertisement" with any copy resembling editorial matter.

Cancellations: All contracts and artwork must be received no later than two weeks prior to the date the advertising is scheduled to begin appearing on the website (posting date). Cancellations must be received in writing two weeks prior to the posting date.

Acceptance of Contract Signature _____ Date _____