

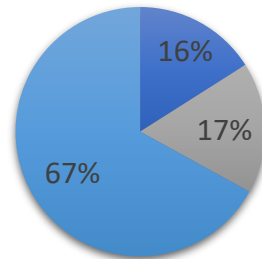
FLORIDA CPATODAY

2024 Advertising Rate Card

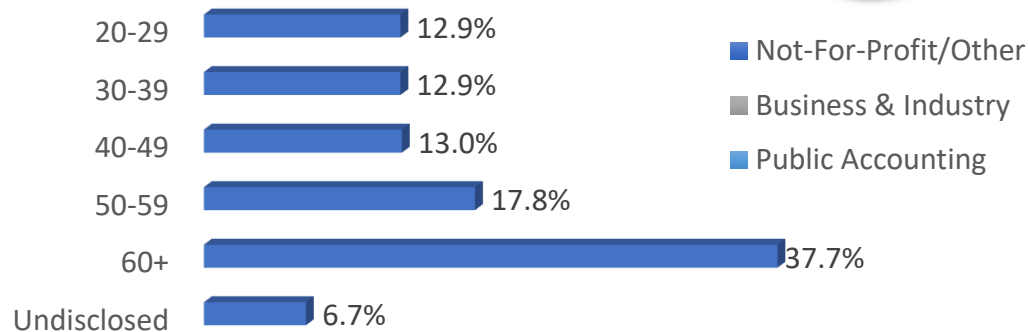


WHO ARE OUR READERS?

Company Type



Age Breakdown



DID YOU KNOW?

Florida CPA Today magazine publishes 4 issues a year.

The FICPA serves as the association for all CPAs certified in Florida and meets the needs of more than 18,500 members.

4 out of 5 Respondents gave a favorable rating to the FICPA's communication with its members.

70% Of respondents indicated they read the print editions of Florida CPA Today on a regular basis.

Florida CPA Today received favorable ratings in the areas of

ACCURACY	QUALITY	TIMELINESS
77%	73%	73%

AD SIZES and RATES

SIZE	1x Rate	4x Rate
Advertorial Note: Detailed guidelines on page 4	\$6,060	-
Back Cover	\$4,550	\$4,027
Inside Front Cover	\$4,205	\$3,721
Inside Back Cover	\$3,950	\$3,496
Full Page	\$3,830	\$3,365
Half Page	\$1,855	\$1,575
Quarter Page	\$1,550	\$1,372



Contact Marjorie Stone, Director of Strategic Relationships about Florida CPA Today. 850-521-5950



Florida CPA Today
 Florida Institute of CPAs
 Park Building
 250 S Orange Ave, Suite 300
 Orlando, FL 32801

All ad materials due the 15th of two months of publication month.

Issue	Publication Month	Issue Focus
Q1	February	Legislative
Q2	May	FICPA Chair Profile
Q3	August	-
Q4	November	Tax

AD SPECS

FULL PAGE & INSIDE COVERS

Bleed: 8.75" x 11.25"

Trim: 8.25" x 10.75"

Live Area: 7.25" x 9.75"

BACK COVER

Bleed: 8.75" x 8.93"

Trim: Come in .25" from bottom, left & right

Live Area: Come in .75" from bottom, left & right

HALF PAGE VERTICAL

3.55" x 9.75"

HALF PAGE HORIZONTAL

7.25" x 4.75"

QUARTER PAGE VERTICAL

3.55" x 4.75"

QUARTER PAGE HORIZONTAL

7.25" x 4.37"

PRODUCTION MATERIALS

Submit ads via email (marjories@ficpa.org) in PDF format only. All ads must be 300 dpi or higher. All fonts must be embedded.

SPECIAL POSITIONS

Add 15% to gross rate. Based on availability.

AGENCY COMMISSION

Add 15% off gross rate for recognized agencies (three or more external clients).

IMPORTANT NOTE:

Publisher does not compose, build, typeset or correct any advertising.

FLORIDA CPATODAY ADVERTORIAL GUIDELINES

STANDARDS

Final layout must be two pages with no more than 450 words max per page. Copy must be edited according to Associated Press style. Copy must be submitted for the publisher's review 30 days prior to ad materials deadline. The publisher/editor will discuss any recommended changes with the advertiser or its agency.

- No advertorial is acceptable if it is misleading, deceitful, fraudulent, unlawful, suggestive, or in bad taste.
- No advertorial is acceptable if it reflects unfavorably upon any individual, race, religion, occupation, or institution, or if it discriminates or promotes discrimination against any person based on race, age, sex, national origin, or religion.
- The FICA reserves the right to reject any advertising, notwithstanding the specific standards stated here.
- The FICA assumes no responsibility for the costs of preparing or printing materials subsequently ruled unacceptable for publication.
- Advertorials are a combination of sponsored and ad content. Sponsor must be clearly identified.



COPY RECOMMENDATIONS

- Write from a third-person perspective.
- Quote outside sources for authoritative copy and to support your viewpoint.
- Identify the write with a byline (or in a similar manner) and include a brief bio, if appropriate.