

NYSSCPA.ORG

Enhance your 2012 multimedia marketing program with banner ads and hyperlinks to your website.

- The NYSSCPA website keeps visitors updated frequently each day through CPA.BLOG®, providing breaking news and information on accounting, government affairs, accounting legislation, ethics, and regulation. It also updates visitors on continuing professional education opportunities (courses, conferences, and seminars), tax resources, advice, career opportunities, volunteer opportunities, useful links, and an e-mail newsletter.
- The newly expanded site features contact information on the Society's leaders and the Foundation for Accounting Education online course pages.
- The website enjoyed another great statistical year, recording as many as 485,000 visitors, 1.6 million page views, and 16 million hits per month.
- Each banner ad links to the advertiser's website.

Weekly E-Zine Banner Ads

This popular e-mail newsletter is sent to a growing list of more than 18,000 active and interested accounting professionals. You can reach them with your ad for only \$450 per week, or \$1,350 per month (four weeks).

Digital Edition Ads

Your ad in the digital edition of *The CPA Journal* and *The Trusted Professional* can engage readers using exciting features such as animation, video, links, mouseovers, and fly-outs.

Ask your representative for more information.

Banner Advertising Rates

PREMIER AD: Placement is on the center middle of the NYSSCPA Homepage.
Banner specification: 280 x 50. 15K max.

Frequency	1x	3x	6x	12x
Rate per month	\$2,295	\$2,155	\$1,995	\$1,755

PRIME BANNERS: Placement is on any of the most-visited pages.
Banner specification: 180 x 50. 15K max.

NYSSCPA Homepage – placement in right column on www.nysscpa.org
The CPA Journal – www.cpajournal.com

Frequency	1x	3x	6x	12x
Rate per month	\$1,495	\$1,395	\$1,245	\$1,085

SECTION LEVEL BANNERS: Your ad will appear in each of the nine subcategories listed below. Banner specification: 180 x 50. 15K max.

- About Us
- Continuing Education
- Future CPAs
- Government Affairs
- Professional Resources
- Sound Advice
- Industry
- Tax Resources
- Society Publications

Frequency	1x	3x	6x	12x
Rate per month	\$950	\$875	\$800	\$725



Start reaching CPAs with your online ad message today!

Contact the NYSSCPA at (800) 719-8300

Email: publications@nysscpa.org