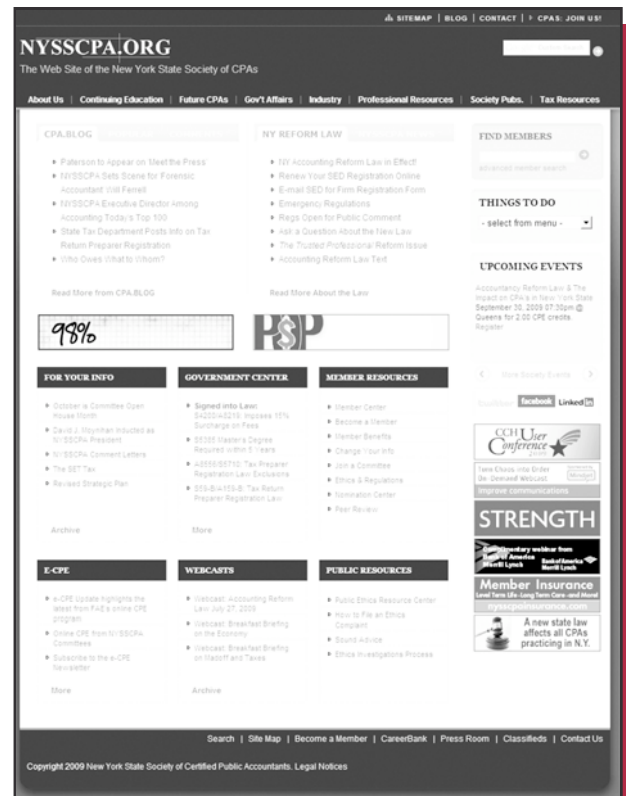


NYSSCPA.ORG

AUGMENT YOUR 2010 MULTI MEDIA 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 460,000 visitors, 1.2 million page views, and 18 million hits per month.
- Each banner ad will hot-link to the advertiser's website.



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

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- Future CPAs
- Government Affairs
- Professional Resources
- Sound Advice
- Industry
- Tax Resources
- Society Publications

Frequency	1x	3x	6x	12x
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