

The Successful
CALIFORNIA ACCOUNTANT

PUBLISHED BY THE SOCIETY OF CALIFORNIA ACCOUNTANTS

The Premier Resource for the California CPA

**Circulation: More than
8,000 CPA's**

Black & White

	<u>1-Time</u>	<u>2-Time</u>	<u>3-Time</u>
Full Page:	\$725.00	\$616.25	\$507.50
2/3 Page:	\$550.00	\$467.50	\$385.00
1/2 Page:	\$450.00	\$382.50	\$315.00
1/3 Page:	\$365.00	\$310.25	\$255.50
1/4 Page:	\$315.00	\$267.75	\$220.50
1/6 Page:	\$265.00	\$225.25	\$185.50

2-Color

2-Color consists of black and one color

	<u>1-Time</u>	<u>2-Time</u>	<u>3-Time</u>
Full Page:	\$875.00	\$743.75	\$612.50
2/3 Page:	\$675.00	\$573.75	\$472.50
1/2 Page:	\$610.00	\$518.50	\$427.00
1/3 Page:	\$525.00	\$446.25	\$367.50
1/4 Page:	\$450.00	\$382.50	\$315.00
1/6 Page:	\$415.00	\$352.75	\$290.50

4-Color

	<u>1-Time</u>	<u>2-Time</u>	<u>3-Time</u>
Full Page:	\$1,265.00	\$1,075.25	\$885.50
2/3 Page:	\$1,075.00	\$ 913.75	\$752.50
1/2 Page:	\$ 900.00	\$ 765.00	\$630.00
1/3 Page:	\$ 825.00	\$ 701.25	\$577.50

Special Positions

Black & White

	<u>1-Time</u>	<u>2-Time</u>	<u>4-Time</u>
Inside Cover 2	\$ 800.00	\$680.00	\$560.00
Inside Back Cover	\$ 700.00	\$595.00	\$490.00

2-Color

2-Color consists of black and one color

	<u>1-Time</u>	<u>2-Time</u>	<u>3-Time</u>
Outside Back Cover	\$1,000.00	\$850.00	\$700.00
Inside Cover 2	\$ 850.00	\$722.50	\$595.00
Inside Back Cover	\$ 800.00	\$680.00	\$560.00

4-Color

	<u>1-Time</u>	<u>2-Time</u>	<u>3-Time</u>
Outside Back Cover	\$1,500.00	\$1,275.00	\$1,050.00
Inside Cover 2	\$1,200.00	\$1,020.00	\$ 840.00
Inside Back Cover	\$1,100.00	\$ 935.00	\$ 770.00

CONTRACTUAL AGREEMENT

You Are Hereby Authorized To Publish The Advertising Of:

Company _____
 (Advertiser as it should appear in the Advertisers Index)

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

Email _____

Please direct billing to:

Firm/Agent _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

Email _____

AD SIZE _____ Horizontal **or** Vertical

- One Time Rate Two Time Rate Three Time Rate
- Black & White Two Color Four Color
- New Artwork Pick-up

For new artwork, please refer to mechanical requirements.

 Authorized by (Advertiser/Agent)

 Authorized Signature

 Date

Society of California Accountants

Crissy Willson, Advertising Representative
 Phone (707)578-2070 FAX (707)578-4406
 E-mail: info@gosca.com
 P.O. Box 9099, Santa Rosa, CA 95405

MECHANICAL REQUIREMENTS

- Electronic artwork on CD or by email to: advertising@assnmgt.com
- NO FILM accepted
- PMS specified colors will be matched as close as possible using the four color process
- Color separations and color proof required for 4-color ads
- Mechanicals returned upon written request
- Production charges incurred by THE SUCCESSFUL CALIFORNIA ACCOUNTANT, will be charged to the advertiser at prevailing market rates on a noncommissioned basis

ACCEPTABLE FILES

- Photoshop Tiff or EPS (300 dpi)
- Illustrator 9 or older or other Vector EPS files with outlined fonts
- Quark files including images and fonts

GENERAL INFORMATION

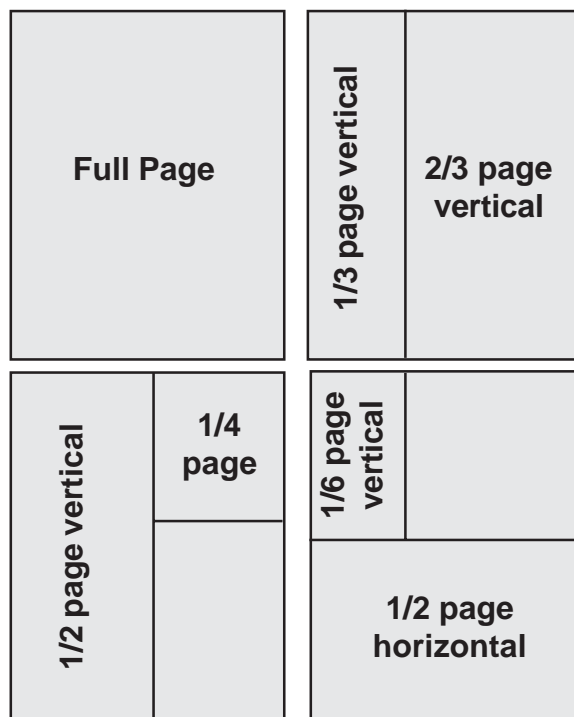
- Rates are protected for the duration of contract
- Ads which exceed the size specifications will be charged of the next largest size
- Cancellations not accepted after contract date
- If new instructions are not received by contract date, most recent mechanicals will be used

AD SPECIFICATIONS

<u>Size</u>	<u>Width x Height</u>
1/6 (V)	2 1/4" x 4 7/8"
1/4 (H)	3 3/8" x 4 7/8"
1/3 (V)	2 1/8" x 10"
1/2 (V)	3 3/8" x 10"
1/2 (H)	7" x 4 7/8"
2/3 (V)	4 5/8" x 10"
Full Page	7" x 10"

TRIM SIZE: Full Page - 8 3/8" x 10 7/8"

BLEED SIZE: Full Page- 8 5/8" x 11 1/8"



ISSUE

FALL/WINTER
 SPRING
 SUMMER

CONTRACT DATE

September 11th
 February 10th
 May 10th

ART DUE

October 1st
 March 1st
 June 1st

PUBLISHED

November 16th
 April 16th
 July 16th

For questions please contact Crissy Willson, Advertising Representative

Phone: (707) 578-2070 • Fax: (707) 578-4406
 795 Farmers Lane, Suite 11 • Santa Rosa • CA 95405