



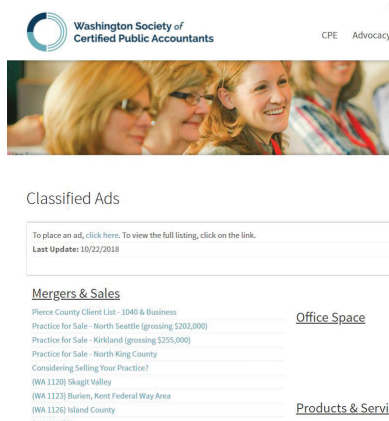
**Washington Society *of*
Certified Public Accountants**

Marketing Guide

ADVERTISING

www.wscpa.org

Print and Electronic Advertising



THE WASHINGTONCPA MAGAZINE

The WSCPA's full color magazine is published quarterly and distributed to more than 7,800 members. Members can also read the publication online www.wscpa.org/more/news/washingtoncpa-magazine. Each 48-page issue features:

- News briefs
- Articles on a wide range of professional topics of interest to Washington CPAs
- Information about WSCPA events and member benefits
- Schedule of upcoming professional education opportunities for CPAs
- Member profiles

Issue	Deadline
Winter	December 1
Spring	March 1
Summer	June 1
Fall	September 1

Classified Ads

Available in The WashingtonCPA and at www.wscpa.org.

Place your ad online at www.wscpa.org/classifieds.

Or contact Janet White at jwhite@wscpa.org or 425.586.1126

Display Ads

		1-2x	3x4x
Full page	7 3/8" x 10"	\$1,050	\$890
1/2 page	7 3/8" x 4 7/8"	\$680	\$525
1/3 page horizontal	7 3/8" x 3 1/4"	\$370	\$315

SHORT FORM

(electronic newsletter) \$200 per issue

Published on the first and third Thursdays of each month and emailed to all members.

AD SIZES

Desktop	600px x 250px
Mobile	360px x 360px

File Formats

JPG
PNG

Advertising Terms and Conditions

Advertising deadlines are Dec. 1-winter issue, Mar. 1- spring issue, Jun. 1-summer issue, and Sep. 1-fall issue. If deadlines fall on the weekend, the deadline will be extended to the next business day. A completed advertising insertion order, ad copy (electronic PC file of ad with laser printout for display ads), and payment in full must be received by this deadline.

If new ad copy is not received by the advertising deadline for ongoing accounts, WSCPA reserves the right to run previous ad copy.

All rates are net/non-commissionable.

Orders for single advertising insertions may be cancelled on or before the advertising deadline. Cancellations must be in writing. WSCPA will assess full advertising and related charges if a one-time insertion order is not cancelled by the advertising deadline.

Orders for multiple advertisement insertions must be cancelled in writing. Cancellation requests must be received on or before the advertising deadline for the next scheduled insertion. Full advertising and related charges will be assessed for the next ordered insertion if a cancellation request is not received by the advertising deadline.

If a multiple advertising insertion order is cancelled, ADVERTISER agrees to pay the difference between any discounted rate and the rate applicable to the number of advertisements actually published.

WSCPA reserves the right to decline or discontinue any advertisement and to set the words "Paid Advertisement" above and/or below any advertisement. If declined or discontinued, any consideration paid for (an) unpublished insertion(s) will be returned to the ADVERTISER, and all parties shall be released from the obligations specific to the unpublished insertion(s).

The liability of WSCPA for failure to publish any accepted advertisement in a specified issue is limited to the cancellation of any obligations specific to the unpublished advertisement (any payment for the unpublished advertisement shall be returned). In the case of one-time insertion contracts, the ADVERTISER shall have the option to place the advertisement in a

subsequent issue at a discounted rate. In the case of multiple insertion contracts, the ADVERTISER shall be eligible for a discount off the cost of the next scheduled insertion.

WSCPA assumes no liability for errors not reported by the seventh of the month of publication.

WSCPA reserves the right to place ads at its discretion. No placement guarantees will be made.

WSCPA assumes no responsibility for any error not caused by WSCPA. WSCPA assumes no financial responsibility for errors in advertisements beyond the cost of space actually occupied by the error, or the percentage of error that detracts from the effectiveness of the advertising message, as determined by WSCPA.

The ADVERTISER agrees to defend and indemnify WSCPA, its staff and members against any and all liability, loss, damages, or expense arising from claims of libel, infringement of trademarks, copyrights, trade names, patents, or proprietary rights, or violation or rights of privacy, resulting from the publication of the ADVERTISER's advertisement.

Composition produced by WSCPA becomes the property of WSCPA, and shall not be reproduced without the expressed written permission of the publisher of The Washington CPA.

DISPLAY AD SPECIFICATIONS

Display ads submitted for marketing purposes must meet the following WSCPA specifications:

Color Format*	Resolution
CMYK or Black & White	Minimum 300 dpi
Acceptable File Formats	
EPS	
PDF	

For more information, contact the WSCPA at 425.644.4800 or e-mail memberservices@wscpa.org.



Washington Society of Certified Public Accountants

ADVERTISING APPLICATION

Organization Name _____

Contact Name _____

Phone _____

E-mail _____

Address _____

By submitting this form you confirm that you have read, understand, and accept all terms and conditions included in this marketing guide.

Your application is complete when payment is received. Total Amount: \$ _____

PAYMENT

Credit card

- You will be notified when you can pay online at www.wscpa.org. Login and click on MyWSCPA, then view all invoices.
- Call the WSCPA at (425) 644-4800.

Check

- Make checks payable to WSCPA and mail to 902 140th Ave NE, Bellevue, WA 98005-3480.

PRINT AND ELECTRONIC ADVERTISING - THE WASHINGTONCPA MAGAZINE

THE WASHINGTONCPA MAGAZINE			WINTER	SPRING	SUMMER	FALL
DISPLAY ADS			Full page _____	Full page _____	Full page _____	Full page _____
Ad Size			1/2 page _____	1/2 page _____	1/2 page _____	1/2 page _____
1-2 x			1/3 page _____	1/3 page _____	1/3 page _____	1/3 page _____
3-4 x			\$ _____	\$ _____	\$ _____	\$ _____
Full page			Deadline Dec 1	Deadline Mar 1	Deadline Jun 1	Deadline Sep 1
1/2 page						
1/3 page						

CLASSIFIED ADS

Place classified ads at www.wscpa.org/classifieds.

ELECTRONIC ADVERTISING (Short Form)

E-mailed to members on the first and third Thursdays of each month. \$200 per issue.

Short Form Issue(s)