



## 2024 ADVERTISING INSERTION ORDER

### ADVERTISER/AGENCY INFORMATION

#### ADVERTISER

CONTACT

ADDRESS

CITY STATE ZIP

EMAIL

SIGNATURE DATE

#### AGENCY

CONTACT

ADDRESS

CITY STATE ZIP

EMAIL

SIGNATURE DATE

### PRINT AND WEB ADVERTISING

#### NEW JERSEY CPA

AD CLOSE: 8/16 | MATERIALS DUE: 11/6

QUANTITY	ADVERTISING PACKAGE	RATE	TOTAL
	New Jersey CPA Full Page Ad (Winter Issue)	\$2,000	
	New Jersey CPA Half Page Ad (Winter Issue)	\$1,350	

#### NJCPA PULSE

QUANTITY	ADVERTISING PACKAGE	RATE	ISSUE DATE(S)	TOTAL
	NJCPA Pulse Full Banner Ad	\$700	[confirm with NJCPA]	

See advertising specifications next page.

**TOTAL:** \_\_\_\_\_

### BILLING/ADVERTISING INFORMATION

**E-MAIL OR MAIL TO:** Eileen Proven at [eproven@njcpa.org](mailto:eproven@njcpa.org);  
NJCPA, 105 Eisenhower Parkway, Suite 300, Roseland, NJ 07068

#### ADVERTISING TERMS

All placements subject to space availability and Advertising terms. Ads hyperlink to the advertiser's website. Announcement of any rate changes will be made at least two weeks prior to the date they become effective. NJCPA reserves the right to add/ remove pages from the website at any time.

#### BILLING PROCEDURES, PAYMENT TERMS AND CONDITIONS

All invoices are payable upon receipt and will be considered past due 30 days after receipt. First-time advertisers are required to pay in advance. Advertisers who fail to fulfill frequency will be short-rated. Checks should be made payable to the NJCPA, 105 Eisenhower Parkway, Suite 300, Roseland, NJ 07068 or call 973-226-4494 with a Visa, MasterCard or American Express number.



## ADVERTISING SPECIFICATIONS

### NEW JERSEY CPA

*New Jersey CPA* magazine is a proven resource to reach influential accounting and financial executives. More than 70 percent of *New Jersey CPA* readers are senior-level executives. Among our 24,000 readers; 51 percent are CPAs in public practice and 29 percent have a corporate role in business and industry.

PLACEMENT	SPECIFICATIONS
Full Page	8.625" x 11.125" (Bleed)
Half Page	7.375" x 5"

### Print Advertising Submission

*New Jersey CPA* goes directly to plate from disk; there is no film. Advertising rates quoted are for electronic media only. Send files to [eproven@njcpa.org](mailto:eproven@njcpa.org).

### File Formats

Files should be formatted as high resolution (300dpi) JPG, EPS, TIFF or press-optimized PDF. Color images must be saved as CMYK. We cannot accept files in Microsoft Publisher, PowerPoint, Word, or any other application that will not export to EPS, PS or TIFF formats. Advertisers must include all fonts, files of placed or imported images or graphics, and other support files.

### NJCPA PULSE

*NJCPA Pulse* is a biweekly email newsletter from the NJCPA that is sent to more than 14,000 opt-in subscribers. The content of *NJCPA Pulse* is customized for each subscriber based on their experience, demographics and interest in more than 75 topic areas.

POSITION	SIZE
Full Banner	552 x 100 pixels

Your ad is surrounded by news and trend information that subscribers have directly requested.

### Digital Artwork Submission (*NJCPA Pulse*):

- ✓ Ads can be submitted in .jpg, .gif or .png format at a minimum 72dpi., max 15K in size.
- ✓ *NJCPA Pulse* ads must be static as animated ads do not render properly in several popular email clients.
- ✓ Full banners in *NJCPA Pulse* will be decreased in size by 50% when the publication is read on a mobile device. Please ensure that your ad is still legible when reduced to 276 x 50 pixels.
- ✓ Ads hyperlink to the advertiser's website.
- ✓ Please send your digital artwork to [eproven@njcpa.org](mailto:eproven@njcpa.org)