

Be smart with your money.

# FOOTNOTE RATE CARD

## The Footnote

Official publication of the  
Minnesota Society of  
Certified Public  
Accountants  
www.mncpa.org

### Publishing Months

February/March  
April  
May  
June/July  
August  
September  
October  
November  
December/January

### Deadlines and artwork specifications

Artwork specification and insertion deadlines are located on reverse side

### Submitting Classified Ads

Classified ads must be submitted and paid for online at [www.mncpa.org/submitad](http://www.mncpa.org/submitad)

## Editorial Profile

The *Footnote* is the official magazine of the Minnesota Society of Certified Public Accountants and publishes nine times a year to 9,400 members, associate and student members, as well as business professionals. Each issue the *Footnote* reports on the current news and information important to the CPAs and business professionals of Minnesota.

## 2012 Display Advertising Rates—Per Insertion

### COVERS

Rates Effective April 1, 2012

	9 Times*	6 Times*	6 Times*	1 Time
Back Cover**	\$1,805	—	—	—
Inside Front Cover	\$1,550	—	—	—
Inside Back Cover	\$1,550	—	—	—

\*\*Only available for 9 time rate  
1/4" bleed required

### COLOR

	9 Times*	6 Times*	3 Times*	1 Time
Full Page 8.5" x 11" 1/4" bleed required	\$1,255	\$1,290	\$1,325	\$1,375
Half Page 7.2" x 4.75"	\$660	\$695	\$730	\$780
Third Page-vertical 2.5" x 10"	\$510	\$545	\$580	—
Quarter Page 3.5" x 4.75"	\$375	\$410	\$445	\$495
Eighth Page-horizontal 3.5" x 2.29"	\$245	\$280	\$315	\$365
Eighth Page-vertical 2.29" x 3.5"	\$245	\$280	\$315	\$365

Special Placement 8.5" x 11" 9x \$1,280  
Opposite of *Chairman's Inkwell* or *Member Notes*

### BLACK & WHITE

	9 Times*	6 Times*	3 Times*	1 Time
Full Page 7.2" x 9.7"	\$1,165	\$1,200	\$1,235	\$1,285
Half Page 7.2" x 4.75"	\$590	\$625	\$660	\$710
Third Page-vertical 2.5" x 10"	\$440	\$475	\$510	—
Quarter Page 3.5" x 4.75"	\$325	\$360	\$395	\$440
Eighth Page-horizontal 3.5" x 2.29"	\$195	\$230	\$265	\$315
Eighth Page-vertical 2.29" x 3.5"	\$195	\$230	\$265	\$315

\*Per insertion. Ads must run in consecutive issues  
No advertising agency discounts

### Classified Advertising Rates

#### MONTHLY INSERTION RATES

#### Website only—runs for 30 days on web

\$40 Insertion fee, plus \$1.35 per word

#### Footnote and Website

\$55 Insertion fee, plus \$1.35 per word

#### Blind Box

For a \$25 fee, a blind box may be added to any classified advertisement; your information will be kept confidential.

Online classified insertion and payment available at

[www.mncpa.org/submitad](http://www.mncpa.org/submitad)

### Terms & Conditions

- MNCPA reserves the right to refuse ads.
- Advertisers assumes liability for the content of its ads.
- Ads for any continuing education will be accepted on a case by case basis.
- Black & white ads cannot be bled.
- Website classified ad will be posted within 3-5 business days of receipt and will run for 30 days from the posting date.
- Refunds are not given to ads removed prior to 30 days. Ads running in both *Footnote* and on the website, will remain on the website until the end of the month in which the ad is being published.
- Phone numbers and abbreviations are considered one word.

Leslie Mueller, Business Development  
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www.mncpa.org

It's worth it.



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# EDITORIAL CALENDAR &

# AD SPECIFICATIONS



Month	Themes and potential topics (subject to change)
April 2012	<b>Fraud/forensic accounting</b> Identity theft, technology, forensic accounting
May 2012	<b>Corporate</b> Disaster recovery/planning, HR issues
June/July 2012	<b>Business operations</b> Business development and marketing
August 2012	<b>Technology</b> Outsourcing of technology operations, "How to" technology, working with overseas operations
September 2012	<b>Education/learning</b> How to make the most of your CPE education/training, accounting students in today's classroom
October 2012	<b>Tax</b> Tax research software, tax issues, tax resources
November 2012	<b>Global business</b> Business etiquette, working for a global company, setting up global assignments
December 2012/ January 2013	<b>Minnesota business issues</b> Trends in small business start-ups, Minnesota economic health
February/March 2013	<b>Leadership</b> Issues related to leadership and growing leadership

### Artwork Deadlines

Insertion Deadline	Artwork Deadline	Print Issue
February 28	March 9	April 2012
March 26	April 9	May 2012
April 27	May 7	June/July 2012*
June 25	July 9	August 2012
July 25	August 8	September 2012
August 27	September 7	October 2012
September 24	October 8	November 2012
October 26	November 5	December 2012/January 2013*
December 27	January 7	February/March 2013

*\*Dual month issues published the 1st in the first month listed*

### Please submit your ad in the following formats

**PC formats accepted:**

- Print ready PDF (preferred)
- Adobe Illustrator CS5.5 or lower
- Adobe Photoshop CS5.5 or lower
- Adobe InDesign CS5.5 or lower

**Macintosh formats accepted:**

- Print ready PDF (preferred)

**Notes:**

Please include 1/4" bleeds on all full page ads. All other sizes bleeds are not necessary.

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