



# ADVERTISING

Grow brand awareness

## Footnote advertising

Footnote is the MNCPA's flagship publication covering accounting news, technology trends, personal development tips and MNCPA offerings.

Five reasons to consider a print advertising campaign:

- 1 **It's tangible.** Nearly all MNCPA members receive Footnote and almost half keep their copy of Footnote to reference later.
- 2 **It strengthens your brand.** You control the images, text, colors and fonts, solidifying your brand identity.
- 3 **It reaches a targeted audience.** Footnote is written specifically for CPAs and financial professionals. Your message will reach the right hands.
- 4 **It engages with members.** Unlike websites, which get skimmed by readers, Footnote contains relevant articles enticing members to thoroughly read the entire publication.
- 5 **It shows credibility.** Driving members to your website or business through print assures them that you are a legitimate business ready to help them solve a business need. **20%** of MNCPA members reportedly visit the website or contact the company after seeing a print advertisement in Footnote.

“Advertising in Footnote is a **smart investment** for my business. Most of our leads come from referrals, and CPAs are some of the best referral sources. Footnote allows us to economically and accurately **build our brand** with this key constituency group of Minnesota-based CPAs.”

– Dan Mulvaney, M&A advisor  
Sunbelt Business Advisors

Page	Size	1x	3x	6x	9x
Back cover	8.5" x 11" with 1/4" bleed	\$2,195	\$2,135	\$2,100	\$2,015
Inside front cover	8.5" x 11" with 1/4" bleed	\$1,865	\$1,805	\$1,770	\$1,730
Inside back cover	8.5" x 11" with 1/4" bleed	\$1,865	\$1,805	\$1,770	\$1,730
Full page	8.5" x 11" with 1/4" bleed	\$1,525	\$1,465	\$1,425	\$1,375
Half page	7.5" x 4.875"	\$880	\$815	\$780	\$735
Third page	2.33" x 10"	n/a	\$645	\$605	\$560
Quarter page	3.625" x 4.875"	\$555	\$500	\$465	\$425
Eighth page	3.625" x 2.315"	\$410	\$350	\$320	\$275

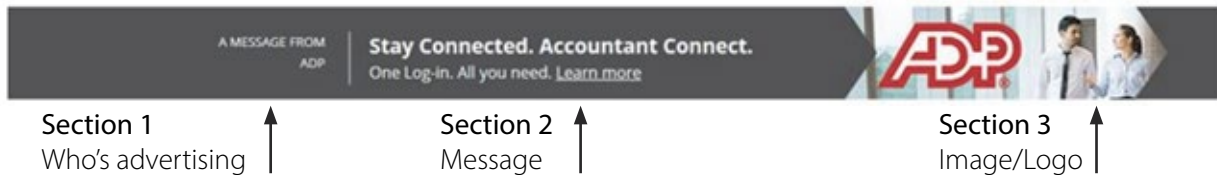
Footnote is a full-color publication. Black and white ad rates are available upon request. No advertising agency discounts.

# Digital advertising

Your business grows when you diversify your reach. Target your message through various digital outlets, including the MNCPA's website, the foremost online CPA resource in the Upper Midwest, and our popular e-newsletters.

## WEBSITE BANNER ADVERTISING

The MNCPA website has more than 20,000 monthly views.



**Fees:** \$500/90 days per section

### Available website sections

Professional Education (CPE) | News & Resources | Involvement | Career | Become a CPA

## E-NEWSLETTER ADVERTISING

Each publication reaches a specific member segment, and all achieve click-through rates well above the industry average.

E-newsletter	Audience	Frequency	Approximate Subscribers
Public Practice eNews	CPAs working in public accounting	Monthly	3,500
B & I eNews	CPAs working in corporate industry	Twice per month	3,500
Young Professionals eNews	CPAs certified less than 10 years	Monthly	2,300
Firm Administrators	Accounting practice firm administrators	Monthly	325
Accounting Educators	Minnesota college and university educators	3-4x per year	500

### Fees:

\$500 banner ad (maximum of two banner ads per publication)  
 \$700 sponsored content/article

### Specifications:

- High-quality 456 x 58-pixel gif, jpg or png file
- Animation and/or flash may not be used
- URL for website to which you wish to direct individuals