

**ADVERTISER INFORMATION**


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ADVERTISER \_\_\_\_\_

CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**AGENCY INFORMATION**


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AGENCY \_\_\_\_\_

CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_


**NJCPA Ovation Award 2021 Special Advertising Rates**

**New Jersey CPA & NJCPA.org – Ad close: 7/21 | Materials due: 7/30**

Qty.	Advertising Package	Rate	Total
	<i>New Jersey CPA Full Page Ad (Fall 2021) + Six Month Web Ad</i>	\$2,000	
	<i>New Jersey CPA Half Page Ad (Fall 2021) + Six Month Web Ad</i>	\$1,700	
	<i>New Jersey CPA Half Page Ad (Fall 2021)</i>	\$1,350	
	<b>TOTAL</b>		

**NJCPA Pulse**

Qty.	Advertising Package	Rate	Issue Date(s)	Total
	<i>NJCPA Pulse Full Banner ad</i>	\$700	[confirm with NJCPA]	

**Order Summary**

<i>New Jersey CPA Ads + Web Ads</i>	\$ _____
<i>NJCPA Pulse Banner Ads</i>	\$ _____
<b>Subtotal</b>	\$ _____
Agency Discount (deduct 15%)	\$ _____
<b>TOTAL</b>	\$ _____

**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.

## 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)
1/2 Page	7.25 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.org](http://njcpa.org)

Position	Size
Interior Page	180 x 150 pixels

## 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.

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

Position	Size
Full Banner	552 x 100 pixels

### Digital Artwork Submission (NJCPA Pulse and [njcpa.org](http://njcpa.org)):

- Ads can be submitted in .jpg, .gif or .png format at a minimum 72dpi., max 15K in size.
- Ads on [njcpa.org](http://njcpa.org) can be animated or static.
- *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)