

JOURNAL OF ACCOUNTANCY

Nearly four out of five CPAs are members of the AICPA. The Journal has more paid subscribers and more readers (*549,800) than all other accounting magazines combined. No national business/professional magazine can match its cost efficiency.

*BPA Audit Statement, June 2008

REGULAR CLASSIFIED

	1 Time	3 Times or more* per issue
Cost per word (Minimum charge: 15 words)	\$5.95	\$5.65

Tinted background: 15% additional cost

COUNTING WORDS: Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and five numerals or less are considered one word. If you use a post office box for an address, P.O. is one word, box is one word and number of box is one word. Cities and states consisting of two words or more are considered one word: i.e. "New York" or "Salt Lake City". Zip code is considered one word. An Internet or email address counts as three words. Telephone numbers with area code are considered one word. No charge for normal punctuation.

STYLE: All advertisements are set uniformly. They are set solid with the lead words set in bold. URL's, email addresses, phone and fax numbers are set in bold. Abnormal capitalization, type variations, illustrations, special line breaks, and borders are not permitted.

CLASSIFIED DISPLAY

	1 Time	3 Times or more* per issue
Cost per column inch (Column Width: 2 1/4")		
Black & White	\$515	\$490
Two-Color	\$570	\$540
Four-Color	\$630	\$600

(Minimum ad size: 1 inch) (Ads can be purchased in 1/4" increments over 1 inch)

Blind Box service available: \$30 one-time fee.

*Cancellation of advertising prior to the expiration of the contracted issue dates will affect the rate per issue. Advertising cost will be adjusted and billed to reflect the frequency rate earned. Advertising cannot be cancelled after the closing date of each issue.

UNIT DISPLAY

	1 Time	3 Times* per issue	6 Times or more* per issue
One-Sixth Page (2 1/4" w x 4 7/8" d)			
Black & White	\$2,645	\$2,515	\$2,380
Two-Color	\$2,975	\$2,825	\$2,675
Four-color	\$3,305	\$3,140	\$2,975
One-Third Page (2 1/4" w x 8 1/4" d) / (4 5/8" w x 4 7/8" d)			
Black & White	\$5,215	\$4,955	\$4,695
Two-Color	\$5,865	\$5,570	\$5,280
Four-Color	\$6,525	\$6,200	\$5,870
One-Half Page (7 1/8" w x 4 1/4" d)			
Black & White	\$7,545	\$7,170	\$6,790
Two-Color	\$8,490	\$8,065	\$7,640
Four-Color	\$9,430	\$8,960	\$8,485
One Page (7 1/8" w x 8 1/4" d)**			
Black & White	\$14,310	\$13,595	\$12,880
Two-Color	\$16,095	\$15,290	\$14,485
Four-Color	\$17,885	\$16,990	\$16,095

** Product advertising is limited to one-half page.

CLASSIFIED HEADINGS

Advertisers are requested to specify one of the headings listed below. If none is requested, we will use our judgement in classifying an ad. No special headings are permitted.

Books/Publications	Education	Marketing
Business For Sale	Executive Opportunities	Positions Wanted
Business Opportunities	Exam Preparation	Practices For Sale
Business/Professional Services	Financial Services	Practices Wanted
Computer/Software	For Rent/Lease	Tax Consultancy
Consulting	Internet	Tax Products
Digital Media	Legal Services	

INTERNET ADVERTISING

Recruitment Advertising - Career Center

(Available in combination with a print ad in *Journal of Accountancy* or online only)

- 30-day Online Posting: \$149
- 60-day Online Posting: \$249
- 30-day Online Posting combined with print ad in *Journal of Accountancy*: \$120 (Does not include print cost)
- Featured Job Listing: \$249/week (In addition to regular online posting cost). Includes ad link placement on the CPA Marketplace home page directed to your posting.
- Featured Employers and Recruiters Listing: \$1,000/week (Includes regular online posting(s) for the same time period in addition to a logo listing on the CPA Marketplace home page that links to your posting(s)).

Ads appear in the AICPA's CPA Marketplace/Career Center located at: www.cpa2biz.com

Product / Service / Practice for Sale Advertising - Classified Ads

(Available in combination with a print ad in *Journal of Accountancy* or online only)

Online Only	Combination Print/Internet (Internet Cost)
Ad running 1-5 months (per month)	Ad running 1-5 months (per month)
• Standard Ad: \$65	• Standard Ad: \$55
• Highlighted Index Listing: \$75	• Highlighted Index Listing: \$65
• Upgraded Photo Ad: \$80	• Upgraded Photo Ad: \$70
• Upgraded Photo Ad w/ Highlighted Index Listing: \$90	• Upgraded Photo Ad w/ Highlighted Index Listing: \$80
Ad running 6-12 months (per month)	Ad running 6-12 months (per month)
• Standard Ad: \$53	• Standard Ad: \$45
• Highlighted Index Listing: \$63	• Highlighted Index Listing: \$55
• Upgraded Photo Ad: \$68	• Upgraded Photo Ad: \$60
• Upgraded Photo Ad w/ Highlighted Index Listing: \$78	• Upgraded Photo Ad w/ Highlighted Index Listing: \$70

Ads appear in the AICPA's CPA Marketplace/Classifieds located at: www.cpa2biz.com

CIRCULATION

Established 1905. Rates based on 343,631 paid and/or requested circulation.

ISSUE AND CLOSING DATE

Published monthly. In distribution by the first day of the month of issue. Display and classified advertising orders due the 25th of the month, two months preceding the month of issue. (i.e. January 25 for March issue).

DISPLAY SPECIFICATIONS

File types accepted: Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as outlines). High resolution PDF file (distilled through Acrobat Distiller with fonts embedded). QuarkXpress with all resource files (logo, graphics) and screen/printer fonts (postscript fonts only, no true-type fonts) included. Color images in CMYK mode only (do not send RGB), 300 dpi resolution, saved as PDF, Tiff or EPS. Send ads via email to: production@rja-ads.com with a copy to your sales account representative indicating the publication in which the ad is being placed in the subject line or send on disk. FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes or fax a copy of the ad to: 800-649-6712 (clearly stating which magazine you are working with). Reproduction quality is at the advertiser's risk if requirements are not met.

COMMISSION & CASH DISCOUNTS

Unit display advertising commissionable at 15% to recognized agencies. Internet ads are not commissionable. No cash discounts.

BILLING & CREDIT

All classified word advertising must be prepaid with order in U.S. funds. Make checks payable to JOA/Russell Johns Associates, LLC. Returned checks will be subject to penalties pursuant to Florida law. MasterCard, VISA, American Express, Discover, and PayPal are accepted for payment. Credit card number, expiration date, authorized amount, billing address, and signature of cardholder are required at the time of ad placement. Display advertising credit will be based on approved credit application after prepayment of first insertion. All invoices are payable net 30 days. Invoices not paid according to terms will be subject to a 5% late payment charge. Tearsheet available only upon request.

Send all correspondence, copy and payments to:

JOURNAL OF ACCOUNTANCY

Classified Office

P.O. Box 1510, Clearwater, FL 33757-1510
1001 S. Myrtle Avenue, Suite 7, Clearwater, FL 33756-3930
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