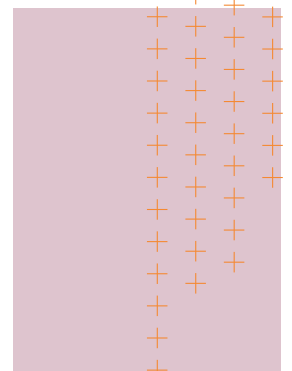
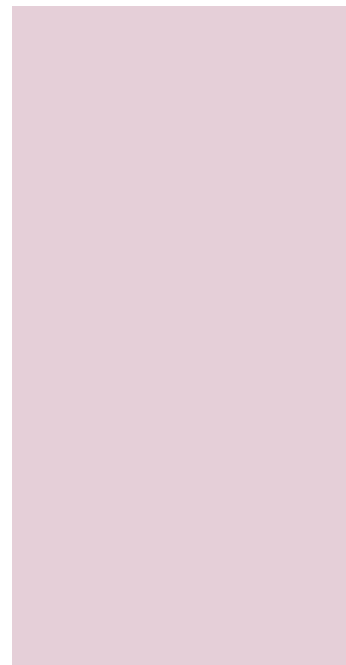
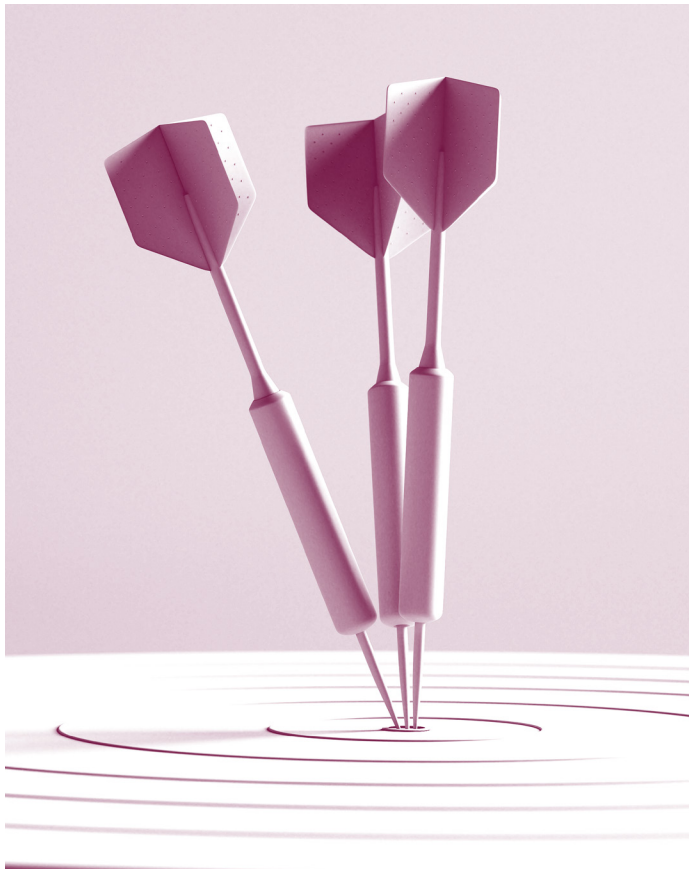


TARGET THE *cpa* MARKET

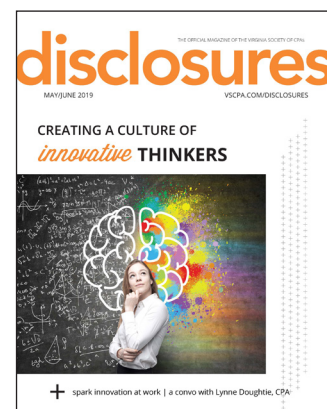


2020 EDITORIAL CALENDAR

The official member magazine of the Virginia Society of CPAs, Disclosures focuses on timely professional content of interest to CPAs, accounting firm managers and executives, management consultants and business professionals. With a focus on Virginia-specific issues, the magazine promotes innovation and explores trends affecting today's future-forward accountants. Disclosures is published six times a year.

The magazine content is planned by the Disclosures Editorial Task Force, a group of VSCPA members and staff, which reviews current issues and trends to determine a framework for content planning for the year. The editorial calendar is subject to change and serves as a general guideline for article development. Advertisers whose products and services fit into specific niches are welcome to advertise in issues of relevance to those areas.

ISSUE	FOCUS
January/February	Advocacy CPA pipeline
March/April	Corporate finance
May/June	Leadership
July/August	Recruiting & retaining talent
September/October	Technology
November/December	Taxation



What our *members* are saying...

"The Society is great at keeping the current issues in the forefront of its members."

DISPLAY ADVERTISING

There are several ad size options for the print magazine, from the inside covers to the back cover and any space in between. The following chart details sizes and rates.

2020 Ad Rates*

AD SIZE	6 TIMES	3 TIMES	1 TIME
Back cover 7.875 x 7.125 (no bleed)	\$1,615	\$1,825	\$2,035
Inside cover 8.5" x 11" plus 0.25" bleed	\$1,550	\$1,750	\$1,940
Full page 8.5" x 11" plus 0.25" bleed	\$1,350	\$1,520	\$1,695
1/2 page No bleeds: 7.25 x 5	\$1,010	\$1,135	\$1,260
1/3 page No bleeds: 4.875 x 5	\$805	\$915	\$1,010

*Rates are per ad. Members receive a 10 percent discount.

2020 Ad Deadlines

ISSUE	AD CLOSE	ART DEADLINE
January/February	11/18/19	12/2/19
March/April	1/20/20	2/3/20
May/June	3/23/20	4/6/20
July/August	5/18/20	6/1/20
September/October	7/20/20	8/3/20
November/December	9/21/20	10/5/20

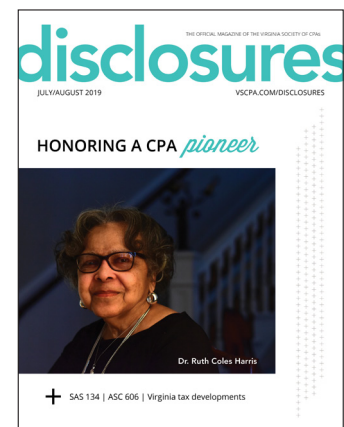
All art for ads will be due by close of business on the art deadline; if no art is received, then the VSCPA may have to run previously submitted art.

MAGAZINE DETAILS

Full-color, 40–48 page magazine sent bi-monthly

CIRCULATION: 13,500

READERSHIP: 45% public accounting, 21% corporate finance



Get a *discount* today!

Book a display ad and get 25% any online advertising of 2 months or more!

ADVERTORIALS

The VSCPA understands that some companies may want to contribute content that is useful to Virginia CPAs, and we now offer advertorial space. Advertisers interested in an advertorial must sign a separate advertorial contract, and the magazine does reserve the right to reject content if it does not meet the standards of the magazine. All advertorials will be clearly marked as paid content. Included in the price of the advertorial are:

- Editing and proofreading services from magazine staff to ensure the copy conforms with VSCPA editorial standards
- Design services to ensure the article fits within the magazine’s brand standards
- Space for a logo, if the advertiser wishes
- Space for an ad on the advertorial page, if the advertiser wishes (though this does cut down on the content space available for an article)

2020 Advertorial Rates

PAGES	6 TIMES	3 TIMES	1 TIME
Full page <i>Article length approximately 400–500 words</i>	\$1,615	\$1,825	\$2,035
2 full pages <i>Article length approximately 800–1,000 words</i>	\$2,480	\$2,760	\$3,070

- Prices are per ad.
- Members receive a 10% discount.
- More than 2 full pages are available; contact the VSCPA for more information.

What our *members* are saying...

“Content in Disclosures is far more useful than what I find in the Journal of Accountancy.”

CLASSIFIED ADVERTISING

With classified ads, you can directly reach 13,500 VSCPA members. Classified ads are great for:

- > CPAs who are selling their firms/practices or would like to buy one
- > Companies and firms wishing to hire top CPA talent
- > CPAs offering peer review services
- > Companies offering services that CPAs need
- > Real estate agents and/or companies with office space perfect for CPAs

2020 Classified Rates

	FIRST 40 WORDS	EACH ADDITIONAL WORD
VSCPA members	\$30	\$0.99
Nonmembers	\$45	\$1.25

Privacy Option

If you're asking for a response in your ad and you'd like some privacy, blind box numbers are also available for a charge of \$5 per insertion plus 15 words. The blind box text will read: "Reply in confidence to BOX# at classifieds@vscpa.com. Please put 'Blind Box #' in the email subject line." Simply notify us that you wish to use this option when you place your ad. Responses will be forwarded to you immediately after they are received by the VSCPA.

2020 Classified Ad Deadlines

ISSUE	CONTRACT DEADLINE	AD TEXT DEADLINE
January/February	11/18/19	12/2/19
March/April	1/20/20	2/3/20
May/June	3/23/20	4/6/20
July/August	5/18/20	6/1/20
September/October	7/20/20	8/3/20
November/December	9/21/20	10/5/20



VSCPA.COM ADVERTISING

Who will see your ad on the VSCPA's website at vscpa.com? Virginia CPAs and finance professionals from all different types of industries, including public accounting, private industry, government, Virginia's huge nonprofit/association community and more. Plus, don't forget about CPA candidates and students!

AUDIENCE { 21,000 monthly visits
12,500 unique visitors each month
100,000 page views each month

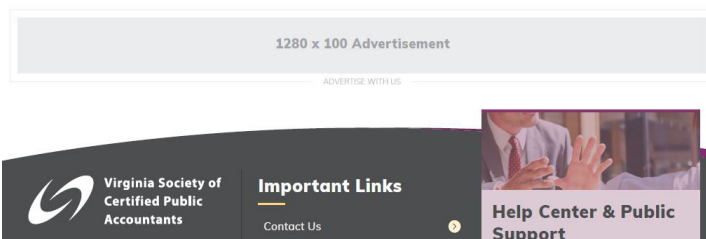
2020 Website Ads & Rates

PLACEMENT	RATE PER MONTH (6+ / 2-5 / 1)
Homepage	\$450 / \$500 / \$550
Internal Pages	\$400 / \$450 / \$500

- Members receive a 10% discount.
- See page 7 for digital ad art deadlines.
- Ads may rotate if more than one advertiser is secured.

Homepage Ad Specs

- 1280 pixels (width) x 100 pixels (height)
- Bottom ribbon ad will also display on most internal pages.
- Rotating or animated ads not accepted.

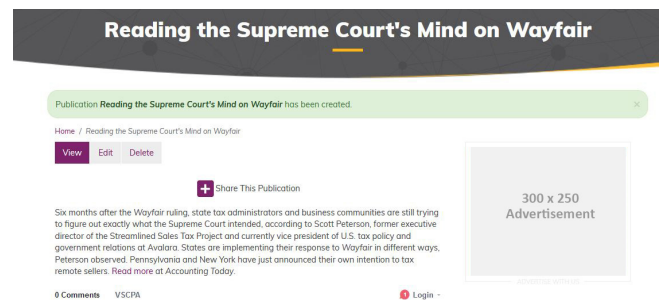


Get a *discount* today!

Book an ad in Disclosures magazine (see page 3), and get 25% any online advertising of 2 months or more!

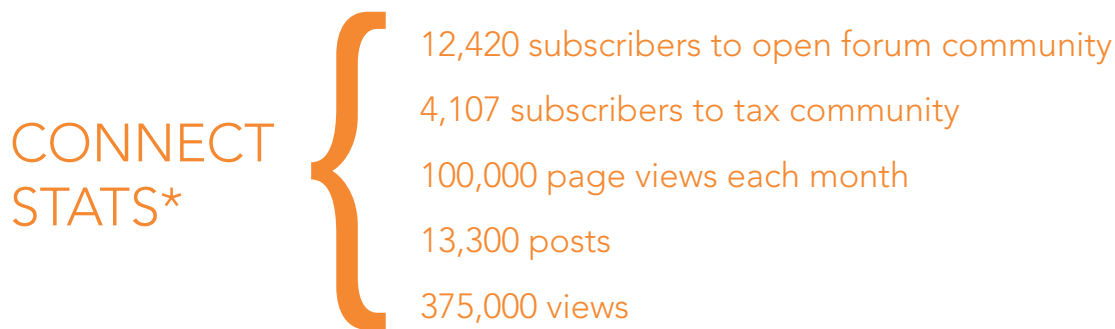
Internal Page Ad Specs

- 295 pixels (width) x 250 pixels (height)
- Rotating or animated ads not accepted.



CONNECT BANNER ADVERTISING

Connect, connect.vscpa.com, is the VSCPA's premier online community, where members discuss tax and accounting issues with each other, offer solutions to member questions and more. Connect is a great way to directly reach CPAs in Virginia, right where they're having real conversations.



Connect Ad Packages

HOMEPAGE PACKAGE: Ad appears at the top of the Connect homepage, on thread pages and in email digest (See page 8.)

FORUM PACKAGE: Ad appears at the top of each Connect forum page, on thread pages and in email digest. (See page 9.)

2020 Connect Packages & Rates

PLACEMENT	RATE PER MONTH (6+ / 2-5 / 1)
Homepage	\$450 / \$500 / \$550
Forum	\$400 / \$450 / \$500

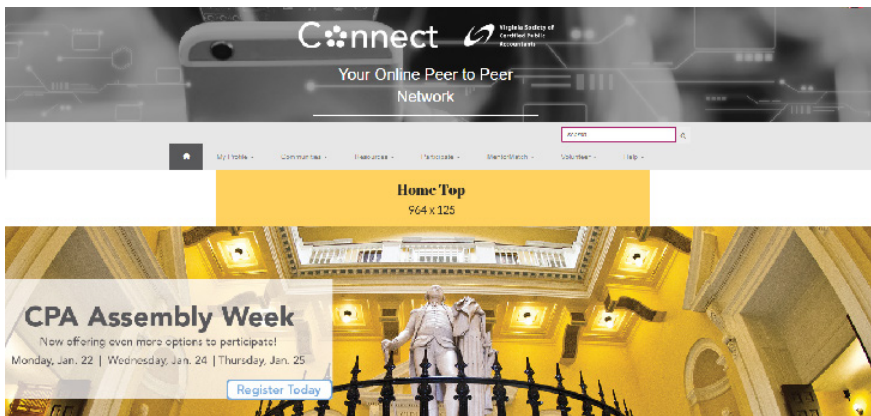
2020 Digital Ad Art Deadlines

MONTH	ART RECEIVED BY
January	Dec. 23, 2019
February	Jan. 20, 2020
March	Feb. 17, 2020
April	March 18, 2020
May	April 20, 2020
June	May 18, 2020
July	June 17, 2020
August	July 20, 2020
September	August 17, 2020
October	Sept. 21, 2020
November	Oct. 19, 2020
December	Nov. 23, 2020

* As of December 2018.

CONNECT HOMEPAGE PACKAGE

Connect Homepage



Package Includes:

- > One homepage ad
- > Discussion thread ad in one community
- > Ad in email digest in one community
- > Ads linked to your website

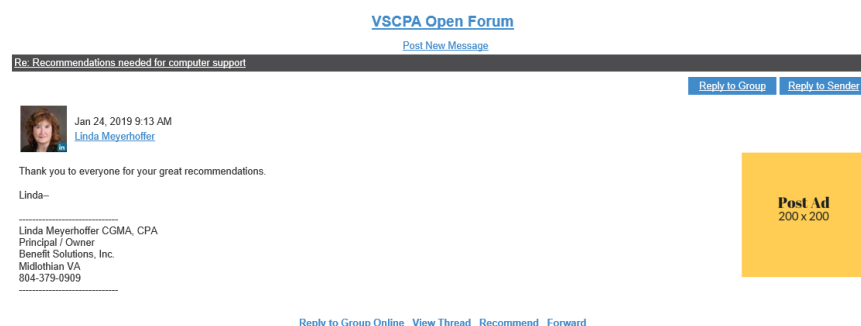
Ad Specs:

- > Homepage: 964p x 125p
- > Thread page: 200p x 200p
- > Email ad: 200p X 200p
- > Ads may rotate if more than one advertiser is secured.

Connect Thread Page



Email Digest Ad

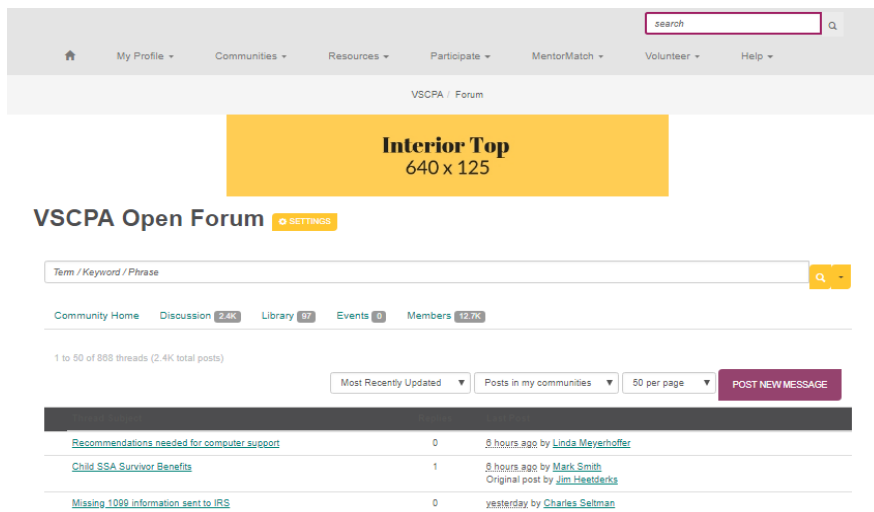


Get a *discount* today!

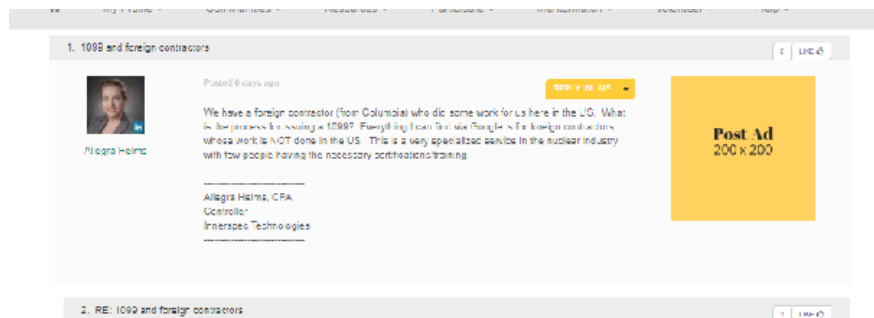
Book an ad in
Disclosures magazine
(see page 3), and get
25% any online
advertising of 2
months or more!

CONNECT FORUM PACKAGE

Forum Page



Connect Thread Page



Email Digest Ad



Package Includes:

- > Ad on each Forum page
- > Discussion thread ad in one community
- > Ad in email digest in one community
- > Ads linked to your website

Ad Specs:

- > Forum page: 640p x 125p
- > Thread page: 200p x 200p
- > Email ad: 200p x 200p
- > Ads may rotate if more than one advertiser is secured.

Get a *discount* today!

Book an ad in Disclosures magazine (see page 3), and get 25% any online advertising of 2 months or more!

E-NEWSLETTER ADVERTISING

eDisclosures is the VSCPA's twice-monthly digital news vehicle, reaching more than 11,000 subscribers and boasting an average open rate of 21%. Content includes feature articles from Disclosures magazine, timely professional news, important legislative updates and articles tailored specifically to recipients' interests.

Statistics

- Twice-monthly distribution to more than 11,000
- 21% open rate
- 14% clickthrough rate

2020 E-Newsletter Rates

NUMBER OF MONTHS	RATE PER MONTH
6+	\$450
2-5	\$500
1	\$550

E-Newsletter Ad Specs

- 295 pixels (width) x 250 pixels (height).
- Rotating or animated ads not accepted.
- Members receive a 10% discount.

2020 E-Newsletter Art Deadlines

MONTH	ART RECEIVED BY
January	Dec. 23, 2019
February	Jan. 20, 2020
March	Feb. 17, 2020
April	March 18, 2020
May	April 20, 2020
June	May 18, 2020
July	June 17, 2020
August	July 20, 2020
September	August 17, 2020
October	Sept. 21, 2020
November	Oct. 19, 2020
December	Nov. 23, 2020

The U.S. Internal Revenue Service (IRS) released guidance on a large number of Sec. 199A issues, including the eagerly awaited final Sec. 199A regulations. The IRS also issued new proposed regulations on how to treat previously suspended losses...

Annual Withholding Information Due Jan. 31

Organizations that withheld Virginia income taxes in 2018 have until Jan. 31, 2019, to submit annual wage and withholding information. If federal law requires an employer to withhold tax from any payment, the Virginia Department of Taxation (TAX)...

300 x 250 Advertisement

300 x 250 Advertisement

EVENTS FOR JIM

[See More >](#)

Looking for events relevant to you? [Log in to your account and view/edit your Areas of Interest.](#)

CPE Catalog.

Members-Only Webinar: The Business Case for Diversity & Inclusion

Feb. 19 | Online