



WEB ADVERTISING

Ohio Society members use The Ohio Society's Web site, www.ohioscpa.com, to get the latest accounting and business news and information, register for continuing education programs, network, conduct research and more.

Get the attention you want by getting your brand online on the Society's award-winning Web site that averages more than 65,000 a month.

Products & Services listing

This provides you a page on www.ohioscpa.com, where you can include:

- 100-word ad
- Product graphic or company logo
- Link to company's Web site

Cost:

- \$500 for one year
- \$850 for two years

Banner advertising

The rates, which include a banner ad on the Society home page left navigation bar and a link to your Web site, are:

- \$300 per month
- \$600 for three months (a 33% savings)
- \$2,000 for one year (a 55% savings)

Logo 150 pixels wide (or 150 pixels tall if a vertical logo)RGB jpg or gif

Space is limited so reserve early.

Requirements and terms

Submitting a banner ad

Your banner ad must arrive at The Ohio Society in a format ready to be placed on the Web site. It must meet the following specifications:

- Provided in .jpg or .gif format, with file no larger than 5k
- Received by the Society via e-mail (see contact information below) or placed on a CD/DVD and mailed to:
The Ohio Society of CPAs
Attention: Web Advertising
535 Metro Place South
Dublin, Ohio 43017

If you need advertisement design assistance, we will gladly provide that service for time and materials plus 15%.

Billing

- Ads will be placed on the Web site within three days of receipt
- Payment is due before the ad will be displayed
- Payments may be made by check or credit card

Conditions

The Ohio Society of CPAs will not post any ads with reference to race, gender, nationality, religion and/or ethnicity. Society staff reserves the right to omit ads not in compliance with Ohio Society advertising policies.

All advertisements are subject to The Ohio Society of CPAs editorial and legal review and must be consistent with the Society's policies. The Ohio Society of CPAs reserves the right to reject advertising of any party in its sole discretion, and may cancel the advertising program without notice.

- All ads are subject to approval and cannot be cancelled after acceptance
- There are no refunds for banner advertisements
- Ad spaces are available on a first-come, first-served basis
- Advertisers and advertising agencies assume liability for all content of advertisements and responsibility for claims arising against The Ohio Society
- Advertising agencies and advertisers agree that The Ohio Society is under no liability by reason of error or omission

Contact

If you have any questions about advertising on The Ohio Society's Web site, contact Denise Ison-Miller, strategic relationships manager at dmiller@ohiocpa.com or 800.686.2727 x325.



DIGITAL ADVERTISING

The Society's general and specialized e-publications are another way to get your brand in front of the Society's membership, as well as particular segments. This is the only option to get in front of our members electronically via email. Issues are available upon request, contact information is below. Placement is first-come, first-served, with a limit of one insertion per issue.

Easy insertion includes:

- Advertiser Logo (120 x 60 - .jpg or .gif, RGB)
- 400 word sponsored editorial
- Advertiser link

Ohio e-CPA Weekly

Delivered right to members' desktops, this newsletter is the Society's members-only electronic update that provides news on accounting, the world of business and the Society. Quick links also connect readers to news on upcoming events and CPE programs across Ohio.

Frequency: Weekly | Circulation: 17,000+

Sponsorship per issue: \$1,375

Open rate: 40%

Corporate Focus

This electronic newsletter, provided exclusively to corporate/industry members, covers topics of interest to CPAs working in the corporate environment, ranging from corporate tax incentives to Sarbanes-Oxley.

Frequency: Monthly | Circulation: 7,800

Sponsorship per issue: \$750

Open rate: 33%.

Practice Management

Published specifically for CPA firm partners and sole practitioners, this electronic publication provides insightful articles on management of accounting practice issues from nationally known experts.

Frequency: Monthly | Circulation: 3,150

Sponsorship per issue: \$500

Open rate: 38%.

CPE News (distributed in regional editions)

As its name suggests, this newsletter provides members updates on the wide variety of CPE offerings the Society sponsors: shows, conferences, seminars, webcasts and a variety of other self-study options.

Frequency: Biweekly | Circulation: 13,000+

Sponsorship per issue: \$750

Click-thru rates: Northeast, 94%; Central, 44%; Northwest, 22%; Southwest, 51%.

Ohio Young e-CPA

This e-newsletter targets members 35 years old and younger or have been certified for less than seven years. Its editorial focus is on professional development topics.

Frequency: Monthly | Circulation: 4,660

Sponsorship per issue: \$500

Open rate: 36%.

WANT MORE INFORMATION?

For more information on marketing opportunities with the Society, please contact:

Denise Ison-Miller

Strategic relationships manager

The Ohio Society of CPAs

P.O. Box 1810

Dublin, OH 43017-7810

800.686.2727 x325