Overview .......................................................................................... 3
Products and Services ........................................................................ 5
Audience Engagement ...................................................................... 6
Accounting Today
   Audience Profile ........................................................................ 7
   Editorial Calendar ...................................................................... 9
   Special Reports ....................................................................... 11
   Deep Dives ............................................................................ 12
   Top 100 Lists and Rankings .................................................... 13
   Editorial Web Seminars .......................................................... 14
   Digital Rates .......................................................................... 15
   Print Rates ............................................................................ 16
   Print Specifications .................................................................. 17
Tax Pro Today
   About Tax Pro Today .............................................................. 18
   Audience Profile .................................................................... 19
   Digital Rates .......................................................................... 20
Contacts ............................................................................................ 21
Accounting Today and Tax Pro Today are the independent news and information resource for tax and accounting professionals. As tax laws evolve, new technologies are deployed, and business strategies shift, Accounting Today and Tax Pro Today inform and equip accountants and tax professionals with the news, insights and best practices they need to work smarter, capture and keep clients, and drive growth and profitability.

The Accounting Today and Tax Pro Today communities — deeply engaged through social media, survey panels, and website comment forums — rely on the brands to stay connected. From updates on new legislative and regulatory changes, to the latest strategies in practice management, new service offerings and cutting-edge technology, Accounting Today and Tax Pro Today are the most comprehensive media sources for the accounting and tax professions.

THE MOST ENGAGED REACH IN THE MARKET

- Delivering the Largest, Most Influential Audience of Accounting and Tax Professionals
  Over 600,000+ owners, partners, principals, and C-level executives in the tax and accounting profession

- The Largest Active Online Community for Public Accountants and Tax Practitioners
  Over 300,000+ active online audience and 240,000+ active social media participants

- The Only Media Brand Offering Full-Service Research Capabilities For Your Marketing Needs
  Quantitative and Qualitative research and analysis including custom infographic, web seminar and white paper development.
With an award-winning editorial team whose experience in covering the profession over the past two decades is second to none, Accounting Today and Tax Pro Today are the most trusted source of news, information and insight on the issues that are changing accounting and an indispensable guide to our audience as they navigate the new professional and economic landscape.

**SIGNATURE PRINT/DIGITAL ISSUES**
- Tax Season Kickoff (January)
- Top 100 Firms (March)
- Top Firms by AUM (June)
- Top 100 People (September)
- Managing Partner Elite (October)
- Top 100 Best Firms to Work For (November)

**ONLINE/DIGITAL FEATURES**
- Up to the minute news coverage
- Educational web seminars and whitepapers
- Entertaining Slideshows
- Informative podcasts
- Economic Index (Accountants Confidence Index)
- Topical e-Newsletters
- New daily features on technology, tax, the next generation, and more

**COVERAGE OF TIMELY TOPICS**
- The latest in regulatory and legislative changes
- How technology – from the cloud to AI to Blockchain – is reshaping the profession
- New opportunities in CAS, HR services, boutique offerings and more
- The M&A boom, the succession crisis, and the War for Talent

**AWARDS & RECOGNITION**

**Azbee Award Winner:**
- 2017 National Bronze Award - Social Media Presence
- 2017 Regional Gold Award - Social Media Presence
- 2017 Regional Bronze Award - Top 100 Most Influential People Report
- 2016 National Bronze Award Winner - Best Column “Tax Strategy”

**Neal Award Finalist:**
- 2017 National Finalist - Best Use of Social Media
BE BOLD IN B2B
Explore SourceMedia’s portfolio of integrated marketing solutions.

Just Released:

**OUTSTREAM VIDEO**
Powerful storytelling that integrates video within the heart of our premium editorial content.

**TOPIC TILE UNIT**
Custom, rich media unit, providing maximum branding and alignment with must-read, topic-specific, editorial.

**SOCIAL CATALYST**
Data-driven social amplification solution delivering trending content across social media platforms, to your key audience.

Our capability set is broad and flexible, leveraging data-driven and content-creation resources.

**VISIT | EXPLORE | DISCOVER**
Resource.Sourcemedia.com
Accounting today and Tax Pro Today engage a powerful audience of tax and accounting professionals through the use of a fully integrated media network – digital, mobile, social, print and live events – influencing users on multiple platforms, on and off portfolio, and creating multiple touch points.

722,000+ Tax and Accounting Professionals*

One Audience. Two Channels.

Accounting Today

- 591,000 Public Accountants

Tax Pro Today

- 128,000 Tax Preparers

Media Touch Points:

- Website
  - Monthly Unique Users: 321,000
  - Monthly Page Views: 1.2M
- Newsletters
  - Total Unique Registrants: 215,000+
- Social Media
  - LinkedIn: 537,000
  - Facebook: 253,000
  - Twitter: 105,000
- Print
  - Subscribers: 60,100

Extended Network Reach**

Reaching thousands of additional engaged users off-portfolio, within brand safe environments

Emerging Themes

- Firms have a positive outlook for their businesses with 48% expecting their clients to spend more than they did a year ago
- Firms are looking beyond traditional services for revenue opportunities in areas like financial planning and business services
- Nearly half of all firms make major purchasing decisions by committee
- More than half of respondents use mobile devices somewhat or extensively for daily business activities

*722,000+ verified and engaged users – combined website, newsletters, events, social media and print audience captures.

**3rd party users targeted based on their offsite consumption of content topics related to tax and accounting products and services.
AUDIENCE PROFILE

**TOP PRACTICE AREAS**
- Tax Preparation ................................................. 94%
- Tax Planning ..................................................... 80%
- Tax Consulting ................................................... 79%
- Bookkeeping ..................................................... 74%
- Payroll Processing ............................................. 50%
- Audit ................................................................. 39%
- Client Accounting Services / Outsourced Back-Office Services ............................................. 39%
- Estate Planning .................................................. 31%
- Financial Planning/Wealth Management ............... 28%
- Nonprofit Consulting .......................................... 25%
- Business Valuations .......................................... 22%

**TOP CLIENT INDUSTRIES**
- Construction ..................................................... 63%
- Real Estate ......................................................... 63%
- Retail/Wholesale ............................................... 62%
- Legal/Professional Services ................................. 57%
- Nonprofit .......................................................... 47%
- Manufacturing/Industrial .................................... 43%

**BUSINESS CLIENTS MOST TRUSTED ADVISOR**
- Average number of business clients (75 median) ......................................................... 270
- Business clients revenue over $1M (average) ................................................................. 18%
- Agree/strongly agree they play an advisory role with their clients ................................. 77%

**JOB TITLE/FUNCTION**
- Partner/Owner/Principal/Shareholder/ Sole Practitioner/ President/CEQ/VP Finance/CFO/ Controller (34%)
- VP/Sr. Manager/Director/Supervisor/ Manager Staff/ Staff II/Junior Staff/Senior Staff (5%)
- Other ................................................................. 61%

**EMPLOYEE SIZE**
- Sole Proprietor ................................................. 33%
- 2-49 ................................................................. 50%
- 50-249 ............................................................. 7%
- 250+ ................................................................. 10%

**77%**
Owner/Partner/ Principal/CEO/ President/Director/ Sr. Manager

**81%**
Involved, influence, recommend or make final purchase decisions for their firm

**80%**
Recommend technology to their clients

**96%**
Tax as a practice area
What is the biggest challenge for your organization?

Say keeping up to date with regulatory changes is challenging.

In the past 12 months, what types of content have you used to get information about your industry?

Web Seminars, White Papers, and E-Newsletters top the list.
### EDITORIAL CALENDAR 2018

**TOPICS IN EVERY ISSUE:**
Tax Practice | Assurance | Technology | Practice Resources | Financial Planning | Accounting Tomorrow

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SOFTWARE SURVEYS</th>
<th>COMPARISON GUIDE</th>
<th>CASE STUDY</th>
<th>SPOTLIGHT FEATURE</th>
<th>SPECIAL REPORTS</th>
<th>DEEP DIVES</th>
<th>TOP 100’S &amp; RANKINGS</th>
<th>EDITORIAL WEBINARS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Cloud Accounting</td>
<td>Tax Workflow</td>
<td>Blockchain, AI and Your Firm</td>
<td>Tax Season Kickoff</td>
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<td>Tax Season Kick-Off</td>
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<td>Blockchain, AI and Emerging Technologies for your Firm</td>
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<tr>
<td>FEBRUARY</td>
<td></td>
<td>Practice Management</td>
<td>The M&amp;A Market</td>
<td>Serving Nonprofits</td>
<td>Top New Products</td>
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<tr>
<td>MARCH</td>
<td>CRM</td>
<td>Portals</td>
<td>Staffing Crisis: Recruiting</td>
<td>The Audit of the Future</td>
<td>Top 100 Firms</td>
<td>Secrets of the Top 100 Firms</td>
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<tr>
<td>APRIL</td>
<td>Expense Management</td>
<td>Online Accounting Software</td>
<td>Staffing Crisis: Retention</td>
<td>Payroll and Your Practice</td>
<td>Top Trends in Auditing</td>
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<tr>
<td>MAY</td>
<td>Sales and Use Tax</td>
<td>Document Management</td>
<td>AI and Accountants</td>
<td>Next Stop: The Cloud</td>
<td>Inside Top 100</td>
<td>Online Accounting</td>
<td></td>
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</tr>
<tr>
<td>JUNE</td>
<td>Payroll</td>
<td>Not For Profit Software</td>
<td>Keeping Your Clients’ Data Safe</td>
<td>The Tax Office of Tomorrow</td>
<td>Top Firms by AUM</td>
<td></td>
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</tr>
</tbody>
</table>

Editorial coverage subject to change. Please contact your sales manager for the latest schedule.

### 2018 BONUS DISTRIBUTION

**JUNE**
AICPA’s ENGAGE Practitioners Symposium and Tech+ Conference
June 12-14, 2018 at the MGM Grand, Las Vegas, NV

Scaling New Heights 2018
June 17-20, 2018 at the Hyatt Regency Downtown, Atlanta, GA

**JULY**
2018 34th Annual California Accounting & Business Show
July 25-26 at the Los Angeles Convention Center, Los Angeles, CA
### TOPICS IN EVERY ISSUE:
- Tax Practice
- Assurance
- Technology
- Practice Resources
- Financial Planning
- Accounting Tomorrow

<table>
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</tr>
</thead>
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<tr>
<td>JULY</td>
<td>Practice Management</td>
<td>Finding Growth Abroad</td>
<td>Bookkeeper of the Future</td>
<td>VAR 100</td>
<td>Tax Update</td>
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</tr>
<tr>
<td>SEPTEMBER</td>
<td>Workflow</td>
<td>Cloud Hosting</td>
<td>Top Liability Issues</td>
<td>Your Firm in the Cloud</td>
<td>Top 100 People</td>
<td>Payroll Update</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Tax and Accounting Research</td>
<td>Buyer’s Guide to Malpractice Insurance</td>
<td>Payroll and the New Back Office</td>
<td>Managing Partner Elite</td>
<td>Roadmap to Tax Season</td>
<td></td>
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</tr>
<tr>
<td>NOVEMBER</td>
<td>Tax Research</td>
<td>New Firm Hierarchies</td>
<td>Forecasting and Data Analysis</td>
<td>Top 100 Best Firms to Work For</td>
<td>The Future of Audit</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Nonprofit Accounting</td>
<td>Client Accounting Services</td>
<td>The Year Ahead: 2019 Trends</td>
<td>Tax Season Preview</td>
<td>Best Firms for Women</td>
<td>Pre-Tax Season Update</td>
<td>The Accounting Profession: Year Ahead</td>
<td></td>
</tr>
</tbody>
</table>

Editorial coverage subject to change. Please contact your sales manager for the latest schedule.

### 2018 BONUS DISTRIBUTION

**JULY**
2018 10th Annual New York & Northeast Accounting Show  
July 11 & 12, 2018 at the Javitz Center, New York, NY

**AUGUST**
2018 NATP National Conference  
August 6-9, 2018 at the Anaheim Marriott, Anaheim, CA

Accountex Expo & Conference  
August 21-23, 2018 at the Hynes Convention Center, Boston, MA

2018 37th Annual Midwest Accounting & Finance Showcase  
August 28 - 29, 2018 at the Donald E. Stephens Convention Center, Rosemont, IL

**SEPTEMBER**
Florida Institute Of CPAS 33rd Annual Accounting Show  
September 26-28, 2018 Ft. Lauderdale, FL
Our Special Reports cover the topics that are top of mind for accountants in public practice, with a specific focus on what they need to know to keep their firms up to date, and to prepare themselves for changes on the horizon.

2018 Topics

JANUARY: Tax Season Kickoff
As the long march to April 15 begins, this special report will cover everything tax preparers need to know, from the latest regulatory and legislative updates, to technology developments, staffing issues, and more.

APRIL: Payroll and Your Practice
For many firms, payroll is rapidly becoming both a core service offering – and a profit center. This special report will look at how firms are incorporating it into their practices.

MAY: Next Stop: The Cloud
It’s inevitable that all businesses will eventually be cloud businesses. The question is how to manage the transition. This report will look at current and future trends in the cloud, and what accountants need to know to get from here to there.

JUNE: The Tax Office of Tomorrow
New technology, new regulations and new client demands combine to continually reshape the traditional tax practice. This special report examines the latest state of play, and looks ahead to changes on the horizon for the tax practitioner.

SEPTEMBER: Your Firm in the Cloud
What does it mean to be a “cloud-based” firm? This report will look at all the ways accountants can leverage the cloud, from efficiency gains and new service offerings, to creating greater work-life balance for staff and deeper relationships with clients.

OCTOBER: Payroll and the New Back Office
Helping clients with payroll has led some pioneering firms to realize that they need help with a host of other back-office functions, from HR and onboarding to benefits administration. This report looks at how firms are exploring these new services, and the tools and strategies available to them.

DECEMBER: Tax Season Preview
As the year draws down, tax professionals have their last chance to prepare before season officially starts. This special report will help make sure they’re ready, covering the tools, the rules and the issues they need to be aware of as they make their last-minute preparations.

Deliverables:

- Tab page ad in Accounting Today print and digital edition (sent to 60,100+ opt in subscribers)
- Thought leadership spotlight responses run adjacent to creative
- Digital version gated - leads for three months
This unique set of reports will look at new and emerging trends in the accounting space and “dive deep” into each subject to identify how accountants are leveraging new tools, new strategies, and new ideas to boost their practices and better serve their clients.

2018 Topics

**FEBRUARY: Serving Nonprofits**
Few clients need their accountants’ help more than nonprofit organizations, which face a host of constraints and new expectations. This report will look at the issues nonprofits are facing, how their accountants are helping them cope, and the tools they’re using.

**MARCH: The Audit of the Future**
Technology is finally coming to the last of the core trio of traditional accounting services, and it looks set to completely revolutionize how auditors work and the services they offer.

**JULY: The Bookkeeper of the Future**
Cloud-based accounting software is empowering bookkeepers to better serve their organizations and their clients. This report will explore how their work will change going forward, and what tools they’ll use.

**AUGUST: Top QuickBooks Apps**
This report will combine research and editorial expertise to identify the leading apps for the accounting software – and to show how accountants are making the best of them.

**NOVEMBER: Forecasting and Data Analysis**
Smarter software applied to ever-greater collections of data are allowing accountants to gain deeper insights into their clients, and to turn that insight in higher-value-added services.

**Deliverables:**
- Ad in Accounting Today print and digital edition (sent to 60,100+ opt in subscribers)
- Digital version gated - leads for three months
TOP 100 LISTS AND RANKINGS

These annual rankings deliver insightful rosters of elite firms, leaders in the profession and the hottest industry products.

**2018 Topics**

**FEBRUARY: Top New Products**  
Our editors’ picks for the best and most improved tools for accountants and tax professionals from the past year.

**MARCH: Top 100 Firms and Regional Leaders Stand-Alone Supplement**  
Our annual ranking of the largest firms across the country and in individual regions offers a host of benchmarking data, as well as strategies and advice from the most successful firms.

**MAY: Inside the Top 100**  
This annual special report features in-depth profiles of four of the most successful public accounting firms in the country, sharing their strategies for growth and their unique approaches to the issues facing firms of all sizes.

**JUNE: Top Firms by AUM**  
This annual report ranks the top CPA financial planners by assets under management, and shares their concerns, major issues and success strategies.

**JULY: VAR 100**  
This annual report ranks the top resellers in the accounting space, and dives into the major issues they’re facing, as well as their strategies for success.

**SEPTEMBER: Top 100 People**  
Our annual listing of the leaders, visionaries, regulators, and others who are shaping the profession.

**OCTOBER: MP Elite**  
Our annual list of outstanding firm leaders profiles 10 managing partners who are leading their organizations to new levels of success.

**NOVEMBER: Top 100 Best Firms to Work For**  
Check out the 100 greatest workplaces in accounting – the small, midsized and large firms that are establishing the best practices the profession needs to employ, to recruit and retain the best.

**DECEMBER: Best Firms for Women**  
Drawn from the ranks of our Best Accounting Firms to Work For, this new ranking identifies the accounting firms that stand out for their treatment of their female staff and partners.

**Deliverables:**

- Tab page ad in Accounting Today print edition (sent to 60,100+ opt in subscribers)
- Sponsor attribution around related ungated content and gated ranking: Hi-rez logo (clickable) located in left rail
- 3-months* lead generation for gated ranking  
  (*Top 100 Firms and Regional Leaders receive leads for 6 months)
Results-driven web seminars are a powerful tool to attract qualified key prospects. As demand continues to surge and competition grows more intense, tax and accounting decision makers are eager for deeper analysis and insights which strive to solve core challenges that affect the profession.

**2018 Topics**

**JANUARY: Tax Season Kickoff**
This web seminar will offer last-minutes tips, tactics and strategies as the profession heads into its busiest time of the year.

**JANUARY: Blockchain, AI and Emerging Technologies for Your Firm**
New tools with the potential to revolutionize accounting – or disrupt it entirely – are emerging at a record pace. This web seminar will separate the hype from the reality.

**MARCH: Secrets of the Top 100 Firms**
Accounting Today’s Top 100 Firms and Regional Leaders presents a host of information on the profession’s most successful practices, and this session will dig deep into that data to share some of the secrets behind their achievements, including trends in service offerings, staffing and more; their growth strategies; their biggest concerns; new approaches to M&A; and more.

**APRIL: Top Trends in Auditing**
Between new regulations, advanced software, and client demands, the audit is being reshaped as never before. This web seminar will look at the trends that are changing this core product of the accounting profession, including what’s happening now and what’s up for the future.

**MAY: Online Accounting**
As more and more accounting software solutions make their home in the cloud, firms and their clients are working to adapt to a new way of doing business. This web seminar looks at the latest trends, as well as best practices for making the most of the cloud.

**JULY: Tax Update**
With tax season over – and the fall tax season still to come – this web seminar will examine the latest changes to the Tax Code, and what preparers need to know before extensions come due.

**AUGUST: Top QuickBooks Apps**
Based on surveys of Accounting Today readers, this web seminar will identify some of their favorite apps from the QB ecosystem, and share how they use them to boost productivity.

**SEPTEMBER: Payroll Update**
In this web seminar, our panel of payroll experts will identify and discuss the areas you and your business clients most need to be aware of, and look ahead to see what’s coming in the future.

**OCTOBER: Roadmap to Tax Season**
This web seminar will cover the questions and subjects foremost on the minds of tax preparers as they head into another filing season. It will cover late developments, year-end planning, critical items from the IRS Security Summit and changes ahead for 2019.

**DECEMBER: Pre-Tax Season Update**
With tax season just around the corner, this web seminar will cover the latest regulatory and legislative developments, including last-minute year-end activity in Congress, as well as expectations from the IRS and others on what to expect in the months ahead.

**DECEMBER: The Accounting Profession: The Year Ahead**
Based on extensive research with the Accounting Today audience, this session will explore firms’ plans for 2019, from hiring and technology spending, to growth strategies, potential M&A, new service offerings and more.
## NATIVE ADVERTISING

**PARTNER INSIGHTS**
- Brand logo, 3 recommended assets per month
  - Investment: $12,500

**OUTSTREAM VIDEO**
- Integrated within premium editorial content
  - Investment: $175/CPM

**TOPIC TILE**
- Custom, 970x250 interactive rich media billboard
  - Investment: $270/CPM (50K min. impressions)

**CONTENT FUSE**
- Content assets developed for client, embedded in editorial stream - guaranteed performance
  - Investment: $30,000

## PREMIUM PROGRAMS

**SOURCEBOOST**
- (first party audience extension)
  - Investment: 728x90, 300x250
    - CPM: $40 Minimum

**SOURCEBOOST + SOURCECORE**
- (first party audience segmentation)
  - Investment: 300x250
    - CPM: Call for pricing

## STANDARD DISPLAY

**MEDIUM RECTANGLE**
- Investment: 300x250
  - CPM: $65

**HALF PAGE**
- Investment: 300x600
  - CPM: $100

**LEADERBOARD**
- Investment: 728x90
  - CPM: $100

**SUPER LEADERBOARD**
- Investment: 970x90
  - CPM: $125

**PUSHDOWN**
- Investment: 970x90 (expands to 970x250)
  - CPM: $150

**BILLBOARD**
- Investment: 970x250
  - CPM: $175

**PILLARS (WALLPAPER)**
- Investment: 188x1050 (2)
  - CPM: $175

**INTERSTITIAL**
- Investment: 640x480
  - CPM: $250

**SCROLLER**
- Investment: 700x1400 (reveals in segments)
  - CPM: $250

**FLEX BLOCK**
- Investment: 970x250, 300x1050
  - CPM: $375

*Rate is inclusive of both, high impact ROS units running in tandem. 100% SOV on desktop.

## CONTEXTUAL TARGETING

**AUDIT & ACCOUNTING**

**TAX PRACTICE**

**FIRM & PROFESSION**

## MOBILE DISPLAY

**MOBILE RECTANGLE**
- Investment: 300x250 (if targeting mobile only)
  - CPM: $75

Mobile ads appear on smartphones, only. Ads featured on a Desktop (with the exception of pillars) will appear on a tablet.

## EMAIL LIST RENTAL

**RANDOM SELECT**
- Investment: $440

**EACH ADDITIONAL FILTER**
- Investment: $15

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### NEWSLETTERS

<table>
<thead>
<tr>
<th>Size</th>
<th>Daily 1</th>
<th>Daily 2</th>
<th>Daily 3</th>
<th>Daily 4</th>
<th>Tax Practice 1</th>
<th>Tax Practice 2</th>
<th>Accounting Technology 1</th>
<th>Accounting Technology 2</th>
<th>Finance Planning 1</th>
<th>Finance Planning 2</th>
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**WEB SEMINARS**

**EDITORIAL (MULTI-SPONSORED)**
- Investment: $7,500

**CUSTOM**
- Investment: $15,000

**MP4**
- Investment: $795

**Executive Summary**
- Investment: $5,000

### CUSTOM CONTENT SOLUTIONS

**60-SECONDS SMARTER**
- Whiteboard Videos
  - Create/promote - 1 month
    - Investment: $12,000
  - Post campaign promotion
    - Investment: $45/Lead

**INFOGRAPHIC CONTENT CREATION**
- (8.5" x 11")
  - Investment: $15,000

**ANIMATED INFOGRAPHIC**
- (Includes PDF and Video)
  - Investment: $20,000

**WHITE PAPER**
- (multi-page)
  - Investment: $10,000-20,000

**CONTENT HUB / RESOURCE CENTER**
- (minimum 3/mos.)
  - Investment: $15,000/month

**ROUNDTABLE**

- NYC SM Offices
  - Investment: $25,000

- Offsite
  - Investment: $35,000 - $50,000

- Live Stream/Simulcast
  - Investment: Add $10,000

**eBOOK**
- Investment: $15,000 - $20,000

**EDITORIAL PODCAST**

1-month (4 podcasts – client collaboration)
- Investment: $7,500

1-month (4 podcasts – varying topics)
- Investment: $4,500

1-podcast (varying topics)
- Investment: $1,500

**ASSET PROMOTIONS**
- Includes promotion of white papers, case studies, infographics, videos, etc.

- CPL (pricing dependent on filters)
  - Investment: $45/CPL

**All rates are gross unless otherwise noted.**

Minimum of 5,000 addresses per transaction.

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*Rate is inclusive of both, high impact ROS units running in tandem. 100% SOV on desktop.*
## PRINT RATES

### TABLOID SIZES – FOUR COLOR

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL (TAB) PAGE</td>
<td>$14,000</td>
</tr>
<tr>
<td>FULL (TAB) SPREAD</td>
<td>$23,250</td>
</tr>
<tr>
<td>1/2 (TAB) PAGE SPREAD</td>
<td>$14,000</td>
</tr>
<tr>
<td>1/2 TAB PAGE</td>
<td>$10,000</td>
</tr>
<tr>
<td>1/3 FULL (TAB) PAGE (VERTICAL)</td>
<td>$9,000</td>
</tr>
<tr>
<td>JUNIOR (MAG) PAGE</td>
<td>$12,000</td>
</tr>
<tr>
<td>JUNIOR (MAG) SPREAD</td>
<td>$20,750</td>
</tr>
<tr>
<td>1/2-JUNIOR (MAG) PAGE</td>
<td>$9,000</td>
</tr>
<tr>
<td>1/3 JUNIOR (MAG) PAGE (VERTICAL)</td>
<td>$8,500</td>
</tr>
<tr>
<td>1/4-JUNIOR (MAG) PAGE</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

### REGIONAL RATES*

<table>
<thead>
<tr>
<th>REGIONAL RATES</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE RATE</td>
<td>$2,750</td>
</tr>
<tr>
<td>(TAB) PAGE</td>
<td>$225/M</td>
</tr>
<tr>
<td>(MAG) PAGE</td>
<td>$210/M</td>
</tr>
</tbody>
</table>

*Minimum - 10,000 subscribers

### 2-COLOR AND BLACK AND WHITE RATES

| 2-COLOR                         | subtract $1,500 |
| 2-COLOR SPREAD                 | subtract $2,750 |
| BLACK & WHITE                   | subtract $2,500 |
| BLACK & WHITE SPREAD            | subtract $5,000 |

### CLASSIFIEDS*

<table>
<thead>
<tr>
<th>CLASSIFIEDS</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 PAGE</td>
<td>$1,100</td>
<td>$1,000</td>
<td>$900</td>
</tr>
</tbody>
</table>

*Net rates per insertion

### SPECIAL REPORTS**

<table>
<thead>
<tr>
<th>SPECIAL REPORTS**</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$14,500</td>
</tr>
</tbody>
</table>

*Three months lead-gen program included
*Includes Thought Leadership Spotlight Responses (optional)

### DEEP DIVES*

<table>
<thead>
<tr>
<th>DEEP DIVES</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 JUNIOR (MAG) PAGE</td>
<td>$8,500</td>
</tr>
<tr>
<td>1/2 (TAB) PAGE (HORIZONTAL)</td>
<td>$10,000</td>
</tr>
<tr>
<td>(TAB) PAGE</td>
<td>$13,500</td>
</tr>
</tbody>
</table>

*Three months lead-gen program included

### TOP 100 FIRMS STAND-ALONE SUPPLEMENT*

<table>
<thead>
<tr>
<th>TOP 100 FIRMS STAND-ALONE SUPPLEMENT*</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ELITE PLATINUM (COVER 4)</td>
<td>$25,000</td>
</tr>
<tr>
<td>PLATINUM (COVER 2)</td>
<td>$17,500</td>
</tr>
<tr>
<td>GOLD</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

*Six months lead-gen program included

### LIST / RANKING SPONSORSHIPS*

<table>
<thead>
<tr>
<th>LIST / RANKING SPONSORSHIPS*</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$13,500</td>
</tr>
</tbody>
</table>

*Three months lead-gen program included

### PREMIUM POSITIONS

<table>
<thead>
<tr>
<th>COVER 4 - 20%</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>10% PREMIUM FOR ALL OTHER GUARANTEED POSITIONS</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

### 2ND COVER

<table>
<thead>
<tr>
<th>2ND COVER</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRONT COVER/INSIDE COVER</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

### HIGH IMPACT OPPORTUNITIES

Deliver your creative messaging through a wide range of unique ad units and printing techniques, including:

- **INSERTS**
- **POLYBAG INSERTS**
- **COVER WRAPS/TIPS**
- **BUSINESS REFEE CARDS**
- **BELLY BANDS**
- **POST-IT NOTES**
- **GATEFOLDS**

Contact us today to discuss your ideas and needs.

All rates are gross unless otherwise noted. Rates subject to change.
**PRINT SPECIFICATIONS**

**TRIM SIZE: 10.5” x 12.5”**

All bleed elements should extend 0.125” or more beyond trim size

**FULL (TAB) PAGE BLEED: 10.75” x 12.75”**

**FULL (TAB) SPREAD BLEED: 21.25” x 12.25”**

**1/2 (TAB) PAGE SPREAD BLEED: 21.25” x 6” (side & bottom bleed only)**

---

### 2018 PRINT OPTIONS IN ACCOUNTING TODAY

<table>
<thead>
<tr>
<th>COVER SPECS</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Second Cover (2 pages)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Cover 1</td>
<td>10”</td>
<td>10.375”</td>
</tr>
<tr>
<td>AD cover 2</td>
<td>10”</td>
<td>12”</td>
</tr>
</tbody>
</table>

### NON-BLEED AD SPECS

| FULL (TAB) PAGE       | 10”     | 12”     |
| FULL (TAB) SPREAD     | 20.5”   | 12”     |
| 1/2 (TAB) PAGE SPREAD | 20.5”   | 6”      |
| JUNIOR (MAG) PAGE SPREAD | 15.75” | 9.875”  |
| JUNIOR (MAG) PAGE     | 7.625”  | 9.875”  |
| 1/2 (TAB) PAGE        | 10”     | 5.875”  |
| 1/2 JUNIOR (Mag) PAGE | 3.125”  | 5”      |
| 1/3 Full (TAB) PAGE (VERTICAL) | 3.125” | 12”     |
| 1/3 JUNIOR (MAG) PAGE (VERTICAL) | 2.25” | 10”     |
| 1/4 JUNIOR (Mag) PAGE | 3.875”  | 4.875”  |
| 1/8 PAGE (Classified) | 2.25”   | 5.5”    |

Any ad unit that measures in excess of the non-bleed requirements is considered to be a bleed unit and is subject to a 15% bleed charge.

---

**Short Rate Policy**

Advertisers will be short-rated if, within a 12-month period from date of first insertion, they do not use the amount of space (frequency) upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from date of first insertion, they have used sufficient additional space to warrant a lower rate than at which they have been billed. Rebates will be offered as a credit toward future advertising scheduled or as a cash reimbursement.

**Cancellation policy**

Cancellations accepted only before final date for reservation and must be in writing. 90 day advanced notice is required for preferred positions. Cover positions are noncancelable. Advertisers will be responsible for late cancellations.

---

**PDF Specifications:**

All digital advertising files must be supplied in PDF format created from an Adobe application using the PDF/X-1a:2001 specifications. (We do NOT recommend exporting PDF files from non-Adobe applications as the results can be unreliable and may not meet our specifications.)

**Creating PDF’s from InDesign**


**PDF Checklist**

Please check your file to make sure that it meets the following SourceMedia specification requirements:

**Check Page Size**

- All pages should be built to trim size. All bleed elements must extend 0.125” or more beyond trim size. Please keep all images and copy within the live area, at least 0.25” away from trim. The trim sizes for our publications are detailed in our rate card.
- Crop marks indicating trim size, registration marks and color bars are to be placed at least 0.25” or more beyond bleed so they do not appear within that area where images may print.

**Check Images**

- All images must be CMYK or Grayscale with a minimum resolution of 300 DPI for magazine ads.
- Do not nest EPS file into another EPS file.
- Do not embed ICC profile with images.
- Total ink density should not exceed 280% for magazine ads.

**Check Colors Used**

All color are to be defined as process color (CMYK). If a Pantone color is contracted, it must be separated as a spot color.

**Check Fonts**

All fonts are to be PostScript type 1, Open Type fonts, or convert fonts to outlines in the native program. We do not accept TrueType or MultipleMaster fonts.

**File Submission**

1. Email: #SM-Printproduction@sourcemedia.com (20 MB or under)
2. Send link, via your send it, drop box or link to destination

To submit ads via email please send to: #SM-Printproduction@sourcemedia.com
INVESTED IN TAX PREPARATION PROFESSIONALS

With a single-minded focus on the needs of tax preparers, Tax Pro Today is the go-to resource for guidance on how to be more efficient and profitable. Because tax prep professionals focus so much time on their clients, Tax Pro Today delivers quick, easy-to-digest original tax-related content, including best practices, updates on new products and technologies, and up-to-the-minute coverage of IRS rules, regulations and legislation.

Tax Pro Today engages over 128,000 tax prep professionals, including Enrolled Agents, CPAs, tax attorneys, registered tax return preparers and others whose practices focus on business and individual tax return preparation, bookkeeping, tax planning, payroll processing and other small-business services.
AUDIENCE PROFILE

SERVICES OFFERED
- Tax Services Only: 80%
- Public Accounting Only: 5%
- Both: 14%

CREDENTIALS HELD
- EA: 30%
- RTRP: 28%
- ERO: 9%
- CPA: 8%
- JD: 6%
- SERIES 6, 7 or 63: 4%
- CFP: 2%
- RIA: 1%

ASSOCIATION AFFILIATIONS
- National Association of Tax Professionals (NATP): 29%
- Not Affiliated: 43%
- National Association of Enrolled Agents (NAEA): 18%
- Accounting State Society (in state): 11%
- American Institute of CPAs (AICPA): 9%
- National Society of Accountants (NSA): 7%
- National Society of Tax Professionals (NSTP): 8%

PRACTICE AREAS
- Tax Preparation: 99%
- Tax Consulting: 63%
- Tax Planning: 58%
- Bookkeeping: 48%
- Payroll Processing: 33%

TAX RETURNS PER YEAR
- 0-250: 47%
- 251-999: 26%
- 1,000+: 7%

ENGAGED AUDIENCE
- WEBSITE
  - Monthly page views (AVG): 223,000
  - Monthly unique visitors (AVG): 71,000

NEWSLETTERS
- Subscribers: 113,000
- Opens/Issue (AVG): 39,000

FAST FACT
- Likely or very likely to change tax software for next tax season: 30%
- Of tax professionals are affiliated with a franchise: 12%
**FOR FULL DIGITAL SPECIFICATIONS AND TO VIEW AD SIZES, VISIT: WWW.SOURCEMEDIA.COM/2018SPECS**

### Native Advertising

<table>
<thead>
<tr>
<th>Sponsorship Details</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Insights</td>
<td>$12,500</td>
</tr>
<tr>
<td>Outstream Video</td>
<td>$175/CPM</td>
</tr>
<tr>
<td>Topic Tile</td>
<td>$270/CPM</td>
</tr>
<tr>
<td>Content Fuse</td>
<td>$30,000</td>
</tr>
</tbody>
</table>

### Premium Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>SourceBoost</td>
<td>728x90, 300x250</td>
</tr>
<tr>
<td>SourceBoost + SourceCore</td>
<td>300x250, 728x90, 300x600</td>
</tr>
</tbody>
</table>

### Standard Display

<table>
<thead>
<tr>
<th>Size</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
</tr>
<tr>
<td>Super Leaderboard</td>
<td>970x90</td>
</tr>
<tr>
<td>Pushdown</td>
<td>970x90 (expands to 970x250)</td>
</tr>
<tr>
<td>Billboard</td>
<td>970x250</td>
</tr>
<tr>
<td>Pillars (Wallpaper)</td>
<td>188x1050 (2)</td>
</tr>
<tr>
<td>Interstitial</td>
<td>640x480</td>
</tr>
<tr>
<td>Scroller</td>
<td>700x1400 (reveals in segments)</td>
</tr>
<tr>
<td>Flex Block*</td>
<td>970x250, 300x1050</td>
</tr>
</tbody>
</table>

*Rate is inclusive of both, high impact ROS units running in tandem. 100% SOV on desktop.

### Contextual Targeting

**20% Premium**

<table>
<thead>
<tr>
<th>Type</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax News</td>
<td></td>
</tr>
<tr>
<td>IRS Tax Watch</td>
<td></td>
</tr>
<tr>
<td>Tax Tools</td>
<td></td>
</tr>
<tr>
<td>Tax Franchises</td>
<td></td>
</tr>
</tbody>
</table>

### Mobile Display

<table>
<thead>
<tr>
<th>Size</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Rectangle</td>
<td>300x250 (if targeting mobile only)</td>
</tr>
</tbody>
</table>

Mobile ads appear on smartphones, only. Ads featured on a Desktop (with the exception of pillars) will appear on a tablet.

### Newsletters

<table>
<thead>
<tr>
<th>Size</th>
<th>300x250 1</th>
<th>300x250 2</th>
<th>300x250 3</th>
<th>Text 1</th>
<th>Text 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletters</td>
<td>$6,250</td>
<td>$5,500</td>
<td>$4,500</td>
<td>$6,500</td>
<td>$5,000</td>
</tr>
<tr>
<td>IRS Watch</td>
<td>$4,000</td>
<td>$3,500</td>
<td>$3,000</td>
<td>$3,500</td>
<td>$3,250</td>
</tr>
</tbody>
</table>

Inventory sold on a first come, first served basis.

### Web Seminars*

<table>
<thead>
<tr>
<th>Type</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial (Multi-sponsored)</td>
<td>$7,500</td>
</tr>
<tr>
<td>Custom</td>
<td>$15,000</td>
</tr>
<tr>
<td>MP4</td>
<td>$795</td>
</tr>
<tr>
<td>Executive Summary</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

*Web Seminars are archived for three months on TaxProToday.com

### Fireside Chat

<table>
<thead>
<tr>
<th>Type</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webcam</td>
<td>$20,000</td>
</tr>
<tr>
<td>Live On Location</td>
<td>$35,000-$45,000</td>
</tr>
</tbody>
</table>

### Custom Content Solutions

<table>
<thead>
<tr>
<th>Type</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>60-Seconds Smarter (Whiteboard Videos)</td>
<td>$12,000</td>
</tr>
<tr>
<td>Create/promote - 1 month</td>
<td>$12,000</td>
</tr>
<tr>
<td>Post campaign promotion</td>
<td>$45/Lead</td>
</tr>
<tr>
<td>Infographic Content Creation (8.5&quot; x 11&quot;)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Animated Infographic (Includes PDF and Video)</td>
<td>$20,000</td>
</tr>
<tr>
<td>White Paper (multi-page)</td>
<td>$10,000 - $20,000</td>
</tr>
<tr>
<td>Content Hub / Resource Center (minimum 3/mos.)</td>
<td>$15,000/month</td>
</tr>
</tbody>
</table>

### Content Syndication Program

<table>
<thead>
<tr>
<th>Type</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asset Promotions - includes promotions of white papers, case studies, infographics, videos, etc.</td>
<td>$45/CPL</td>
</tr>
<tr>
<td>Hosting/promotion</td>
<td>$45/CPL</td>
</tr>
<tr>
<td>Filters</td>
<td>$30/Filter</td>
</tr>
</tbody>
</table>

Rates are base. You may add additional filters to your lead campaign at an increased CPL. Ask us how SourceMedia can help you you write and develop custom content.

### Email List Rental

<table>
<thead>
<tr>
<th>Type</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Random Select</td>
<td>$440</td>
</tr>
<tr>
<td>Each Additional Filter</td>
<td>$15</td>
</tr>
</tbody>
</table>

Minimum of 5,000 addresses per transaction

All rates are gross unless otherwise noted.
To learn more about Accounting Today and Tax Pro Today’s advertising and marketing opportunities, please contact:

**Jack Lynch**  
*Publisher*  
Accounting Today,  
Tax Pro Today  
P: 212.803.8803  
Jack.Lynch@SourceMedia.com  
AccountingToday.com  
TaxProToday.com

**Alexandria Alati**  
*Advertising Sales Manager*  
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AccountingToday.com  
TaxProToday.com

**Megan Downey**  
*Advertising Sales Manager*  
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Tax Pro Today  
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AccountingToday.com  
TaxProToday.com

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**Engaged Audience, Powerful Brands**

More Than  

- **2.0M** Subscribers  
- **4.5M** User Touchpoints  
- **$1.6Trillion** Annual revenues within our served communities

- **Accounting**  
- **Banking**  
- **Municipal Finance**  
- **Payments**

- **Wealth Management**  
- **Employee Benefits**  
- **Healthcare**  
- **Other Professional Services**

Explore Our Brands: [www.SourceMedia.com/Communities](http://www.SourceMedia.com/Communities)