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# What Counts - Advertising Application

A quarterly E-Newsletter for friends and members of the RI Society of CPAs with a circulation of over 3000.

Name of Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_

Tel.# \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

Authorized Signature \_\_\_\_\_

## AD INSERTION PRICING (Please Check Selection)

Eblast = Electronic Newsletter email blast Web= Website: [www.what-counts.org](http://www.what-counts.org)

SUMMER EDITION	FALL EDITION	WINTER EDITION	SPRING EDITION
EBLAST Banner Ad \$600 <input type="checkbox"/> <i>One ad only accepted for each Eblast (first-come;first serve)</i>	EBLAST Banner Ad \$600 <input type="checkbox"/> <i>One ad only accepted for each Eblast (first-come;first serve)</i>	EBLAST Banner Ad \$600 <input type="checkbox"/> <i>One ad only accepted for each Eblast (first-come;first serve)</i>	EBLAST Banner Ad \$600 <input type="checkbox"/> <i>One ad only accepted for each Eblast (first-come;first serve)</i>
WEB Column Tower Ad \$1000 <input type="checkbox"/>	WEB Column Tower Ad \$1000 <input type="checkbox"/>	WEB Column Tower Ad \$1000 <input type="checkbox"/>	WEB Column Tower Ad \$1000 <input type="checkbox"/>
WEB Bottom Banner Ad \$800 <input type="checkbox"/>	WEB Bottom Banner Ad \$800 <input type="checkbox"/>	WEB Bottom Banner Ad \$800 <input type="checkbox"/>	WEB Bottom Banner Ad \$800 <input type="checkbox"/>

**DISCOUNT:** Advertise in 2 or more Editions (Ex. Summer & Fall), and receive a Web Bottom Banner AD @ \$600.  
 (Please check a box below if applicable to designate desired edition)

WEB Bottom Banner Ad \$600 <input type="checkbox"/>	WEB Bottom Banner Ad \$600 <input type="checkbox"/>	WEB Bottom Banner Ad \$600 <input type="checkbox"/>	WEB Bottom Banner Ad \$600 <input type="checkbox"/>
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Ads can be E Mailed to [djacobson@riscpa.org](mailto:djacobson@riscpa.org)

## AD DESIGN (ONLY) PRICING

Advertising DESIGN for RISCPA Web Site:

**Bottom banner** – 851 pixels wide x 116 pixels high  
**Right column tower** – 122 pixels wide x 602 pixels high  
 Format: Optimized RGB Gif or JPEG only/static only  
 URL: Provide complete url for click through  
 Fee to create tower ad for website: \$239.00 each

Ad DESIGN for E-blast:

**Banner Ad:** 600 pixels wide x 74 pixels high (horizontal)  
 Format: Optimized RGB Gif or JPEG only/static only  
 URL: Provide complete url for click through  
 Fee to create banner ad for e-blast: \$239.00 each

## 2009-2010 What Counts Schedule

SUMMER EDITION	FALL EDITION	WINTER EDITION	SPRING EDITION
Ad due to RISCPA: 6/24/09	Ad due to RISCPA: 9/18/09	Ad due to RISCPA: 12/18/09	Ad due to RISCPA: 3/18/09
Distributed on: 7/1/09	Distributed on: Week of Oct 12/09	Distributed on: Week of Jan 11/10	Distributed on: Week of Apr 12/10

Return application along with a check payable to: RI Society of CPAs - 45 Royal Little Drive - Providence, RI 02904.

## WHAT COUNTS ADVERTISING GUIDE

- **EBLAST ADVERTISEMENT:**

- Eblast is a One page Newsletter that will be electronically distributed to RISCPA members (1800) as well as business and industry leaders on a quarterly basis. It will highlight the articles contained in the current What Counts issue.
- Under each article on the Eblast there will be a link to the What Counts website to read the full article.
- Only **ONE** advertisement (Eblast Banner Ad) per Eblast accepted on a first-come; first-serve criteria.
- Eblast Banner Ad: : 600 pixels wide x 74 pixels high (horizontal)
  - Format: Optimized RGB Gif or JPEG only/static only
  - URL: Provide complete url for click through

- **WEB ADVERTISEMENT:**

- The What Counts Newsletter will be live at: [www.what-counts.org](http://www.what-counts.org)
- 2 Types of Ads can be placed here:
  - WEB Column Tower aka Right Column Tower: 122 pixels wide x 602 pixels high
  - WEB Bottom Banner: 851 pixels wide x 116 pixels high
  - For both Tower and Banner Ads
    - Format: Optimized RGB Gif or JPEG only/static only
    - URL: Provide complete url for click through
- Each Article will appear on one page with 2 Advertisements: 1 Column & 1 Bottom Banner (*as distribution grows, we will have the ability to place more ads per page*)
- Readers will be able to click on your advertisement which in turn links to your website.
- **Discount Available:** Advertise in 2 Editions and receive a Web Bottom Banner Ad at a discount price of \$600. You have the option to designate the Quarterly Edition (Fall, Winter, etc.) that your Ad appears.

- **AD DESIGN:**

- If you need an ad designed, prices are located on the What Counts Application. Please contact [djacobson@riscpa.org](mailto:djacobson@riscpa.org) and we will forward your information to our Ad Designers.

- **PAYMENT:**

- Complete the What Counts Application and mail along with your check to:
  - RI Society CPAs, 45 Royal Little Drive, Providence, RI 02904 ..... Attn: Denise Jacobson.