



## Email Advertising



CTCPA has received the All Star Award from Constant Contact for four consecutive years. Constant Contact bestows the award to a select group of organizations successfully leveraging online marketing tools to drive success. CTCPA's results ranked among the top 10 percent of Constant Contact's international customer base.

## Member eNews



Your ad will appear in a premium space at the top of an issue of our twice-monthly Member eNews, which updates CTCPA members on events, member news, and breaking professional and regulatory developments.

**Circulation:** 5,500

**Pricing:** \$750, one advertiser per issue.

**Size:** 400 pixels wide x 150 pixels high, includes a link to your website.

**Frequency:** Two issues each month.

**Deadline:** Advertising creative and URL to your website are due 5 business days before the email is scheduled to be sent.

Please contact Cindy Panioto at [cindyp@ctcpas.org](mailto:cindyp@ctcpas.org) or 860-258-0213 to confirm availability and reserve specific issues.

## Continuing Professional Education eView



This specialized email alerts CPAs and accounting professionals to upcoming continuing professional education conferences, seminars, and webinars.

**Circulation:** 7,000

**Pricing:** \$500 per issue, one advertiser per issue.

**Size:** 400 pixels wide x 150 pixels high, includes a link to your website.

**Frequency:** May  
June (two issues)  
November  
December  
January

**Deadline:** Advertising creative and URL to your website are due 5 business days before the email is scheduled to be sent

Please contact Cindy Panioto at [cindyp@ctcpas.org](mailto:cindyp@ctcpas.org) or 860-258-0213 to confirm availability and reserve specific issues.



## Email Advertising (continued)

### Student CONNECTION eNews



Your ad will appear in our monthly Student CONNECTION eNewsletter, which updates CTCPA student members – undergraduate and graduate accounting students at colleges and universities throughout the state.

**Circulation:** 500

**Pricing:**

**Top of page:** \$500 per issue

**Middle of page:** \$350 per issue

**Size:** 400 pixels wide x 150 pixels high, includes a link to your website.

**Deadline:** Advertising creative and URL to your website are due 5 business days before the email is scheduled to be sent.

Please contact Cindy Panioto at [cindyp@ctcpas.org](mailto:cindyp@ctcpas.org) or 860-258-0213 to confirm availability and reserve specific issues.

## Email Advertising Insertion Order

**Placement**

- Member eNews
- Student CONNECTION eNews
- Continuing Professional Education eView

**Issues/Months**

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Please contact Cindy Panioto at [cindyp@ctcpas.org](mailto:cindyp@ctcpas.org) or 860-258-0213 to confirm availability and reserve specific issues.

**Cost**

$$\frac{\text{cost per issue}}{\text{cost per issue}} \times \frac{\text{\# of issues}}{\text{\# of issues}} = \frac{\text{total cost}}{\text{total cost}}$$

**All rates are net.**

**Ad Submission**

Email banner ad (GIF, PNG, or JPEG) to Cindy Panioto at [cindyp@ctcpas.org](mailto:cindyp@ctcpas.org). Advertising creative and URL to your website are due by the 5th of the month prior to placement.

**Payment Information**

Company Name \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Amount Due \$ \_\_\_\_\_  Check to CTCPA  Visa  MasterCard  AmEx

Card# \_\_\_\_\_

Exp Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Billing Address Street \_\_\_\_\_

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