

Cutting-edge editorial content:

Nebraska CPA magazine offers clear, comprehensive, sophisticated and up-to-date information about strategies, methods, and techniques that readers can apply immediately in their professional lives. With content written by the industry's most authoritative executives and leaders, *Nebraska CPA* magazine covers a broad range of subjects, including the following:

- Regulatory compliance
- Marketing and branding
- Professional development
- Consumer resources
- Practice profitability
- NESCPA news and events
- ROI methodologies
- Industry standards, practices and updates
- HR concerns
- Education and training
- Legislative updates
- Leadership
- The latest trends in the professional field
- Opportunities, awards and programs in the industry

2019 Publication & Advertising Schedule		
Issue	Editorial/Artwork Due	Mail Date
Jan/Feb 2019	December 19, 2018	January 23, 2019
Mar/April 2019	March 1, 2019	March 22, 2019
May/June 2019	April 30, 2019	May 24, 2019
July/Aug 2019	July 2, 2019	July 24, 2019
Sept/Oct 2019	August 29, 2019	September 24, 2019
Nov/Dec 2019	November 2, 2019	November 26, 2019

Ad Specifications (width x height)	
Full Page Ads:	8.5" x 11"
1/2 Page Ads:	7.5" x 4.625"
1/4 Page Ads:	3.625" x 4.625"
Inside Front / Back Cover	8.5" x 11"
Outside Back Cover	8.5" x 8.5"
Add .125" bleed on all sides	

Design Information:

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

Ad Design Available, \$250.

- Ad rates are net.
- All color is process color.
- Per issue rates are available upon request.

Readers want competitive advantage:

Nebraska CPA magazine serves the membership and prospective members of NESCPA. *Nebraska CPA* magazine is published quarterly with a circulation of more than 2,500 copies each issue.

Nebraska CPA magazine readers strive to continuously learn about new laws and regulations, software, training opportunities and other resources that can help them improve their performance, increase business for their respective practices, and compete in the marketplace.

Our readers represent accounting firms of all sizes within the state of Nebraska, and our research shows that the magazine is read cover-to-cover and stored in members' libraries for future reference. All issues of *Nebraska CPA* magazine are also archived on the NESCPA website and are available to our members for reference. This is your opportunity to reach the niche market *Nebraska CPA* magazine provides.

- Editorial opportunities available, guidelines apply.

2019 Advertising Rates - Full Color	
Size Price	Per Term (6 issues)
Full Page	\$3,783
1/2 Page	\$2,837
1/4 Page	\$2,128
Page #3 Right-Hand Read	\$4,033
Inside Front/Back Covers	\$4,033
Outside Back Cover	\$4,283
Centerfold space available, call for rates.	

2019 Advertising Rates - Full Color	
Size Price	Per Term (3 issues)
Full Page	\$2,225
1/2 Page	\$1,669
1/4 Page	\$1,252
Page #3 Right-Hand Read	\$2,475
Inside Front/Back Covers	\$2,475
Outside Back Cover	\$2,725
Centerfold space available, call for rates.	

