

New Mexico



Display advertising is available in the *e-Plus* electronic newsletter sent to our membership twice a month. Classified advertising is offered in the Classifieds section of the NMSCPA website and is accessible from the *e-Plus*. Get your message out to a distinctive audience at attractive prices. Contact us with your ad today!

CLASSIFIED ADVERTISING

Classified Advertising – \$30 for first 50 words including headline; \$0.50 per word for each additional word thereafter. Ads are uploaded to the NMSCPA website on Mondays, run for 30 days and are accessible from the *e-Plus* electronic newsletter. You can add your company logo to any classified ad for an additional \$15.

ELECTRONIC NEWSLETTER ADVERTISING

Full color or black & white display advertising is available in the NMSCPA electronic newsletter *e-Plus*, distributed to approximate 1500 individuals twice each month. Advertiser to furnish a 125 pixel x 125 pixel jpg or gif image that will be placed in the *e-Plus*.

<u>Banner connects to the advertiser's website</u> <i>Advertiser supplies image and URL ready for upload.</i>	\$125 for 4 consecutive editions of <i>e-Plus</i> (2 months)
<u>Banner connects to a specific advertisement</u> <i>Advertiser supplies image and ad ready for upload. Maximum ad size 500 pixels wide x 600 pixels high.</i>	\$160 for 4 consecutive editions of <i>e-Plus</i> (2 months)
<u>Banner that connects to both the ad and website</u> <i>Advertiser supplies image, URL and ad ready for upload. Maximum ad size 500 pixels wide x 600 pixels high.</i>	\$180 for 4 consecutive editions of <i>e-Plus</i> (2 months)

NOTE: RATES ABOVE DO NOT INCLUDE THE 7% NM GROSS RECEIPTS TAX (GRT).

Conditions for advertising: Advertisements for any continuing professional education program will not be accepted. Advertiser assumes liability for the content of its ads. The New Mexico Society of CPAs reserves the right to refuse advertising deemed unsuitable for its website.

Questions? Call: 505-246-1699 or 800-926-2522 (statewide)
• Fax: 505-246-1686 • E-mail corinne@nmcpa.org



ADVERTISING CONTRACT

Advertiser: _____

Contact's Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

<u>Medium</u>	<u>Rate</u>	<u>Insertion Order & Information</u>
Subtotal		
7% NMGRT		
TOTAL		

Ad Copy and any changes to existing advertisements must be provided by the advertiser to NMSCPA with at least one week's notice. The *ePlus* newsletter is sent on the 1st and 15th of each month, or the next working day if falling on a weekend or holiday. Web classified ads are posted on Mondays. If word count changes, advertiser will be responsible for paying any additional fees and tax.

TERMS & CONDITIONS: All balances are due in full within 30 days of the date of invoice. A two percent (2%) finance charge is assessed on all accounts 30 or more days past due. Cancellations must be received in writing no later than the 10th of the month preceding the publication month. Rates in effect at the time the contract is signed will be honored through completion of the contract.

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Signature/Title: _____ Date: _____