

CPABC INFOCUS

OFFICIAL PUBLICATION OF BC'S
CHARTERED PROFESSIONAL ACCOUNTANTS

CIRCULATION:
APPROXIMATELY 30,000

DELIVERED TO KEY DECISION-MAKERS

Reach BC's Chartered Professional Accountants



Media Planner #4

ADVERTISE YOUR MESSAGE IN *CPABC IN FOCUS*

The Official Magazine of BC's Chartered Professional Accountants

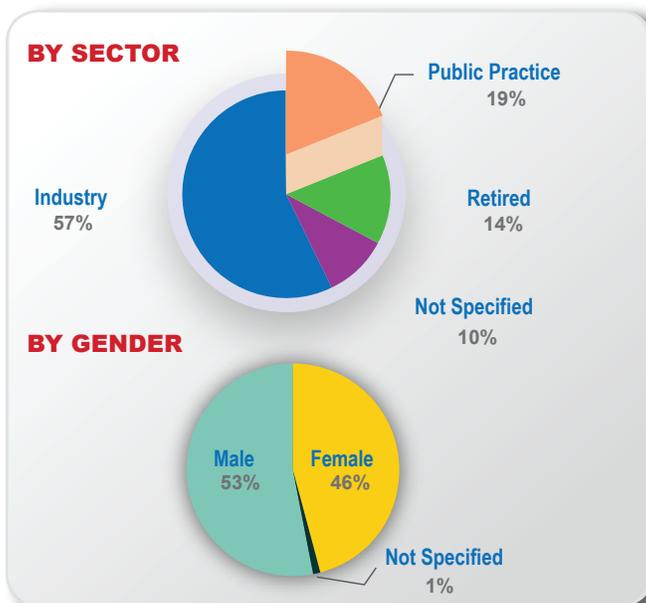
ABOUT *CPABC in Focus*

CPABC in Focus is a four-colour magazine published by the Chartered Professional Accountants of British Columbia for its members, candidates, and students. The magazine is published six times per year and has a circulation of approximately 30,000.

CPABC in Focus DELIVERS QUALITY READERSHIP

CPABC in Focus supports BC's Chartered Professional Accountants by providing salient articles on topics ranging from technical tips to soft skills development and by sharing news specifically for and about members.

Membership stats*



*As at March 31, 2021

ADVERTISERS WHO WANT TO REACH DECISION-MAKERS DELIVER THEIR MESSAGE IN *CPABC IN FOCUS*



ABOUT OUR READERS

The Chartered Professional Accountants of British Columbia (CPABC) is one of the largest professional organizations in Western Canada. CPABC is the only professional accounting body recognized in BC through provincial legislation, and it is the training, governing, and regulatory body for over 38,000 CPA members and 6,000 CPA candidates and students.

CPABC carries out its primary mission to protect the public by enforcing the highest professional and ethical standards and contributing to the advancement of public policy. CPAs are recognized internationally for bringing superior financial expertise, strategic thinking, business insight, and leadership to organizations.

CPABC IN FOCUS

ISSUES & CLOSING DATES 2024-2025

No. of insertions	1x	3x	6x
Full Colour			
Outside Back Cover	4728	4538	4313
Inside Front Cover	4012	3804	3581
Inside Back Cover	3689	3480	3258
Full Page	2869	2696	2465
2/3 Pg Vertical	2375	2177	2075
1/2 Pg Island	2199	2134	2068
1/2 Pg Horizontal	2007	1966	1903
1/3 Pg	1712	1647	1586
1/6 Pg	1411	1369	1311

ISSUE	SPACE	MATERIAL	MAILING
Jan/Feb 2024	Dec 1	Dec 8	Jan 9
Mar/Apr 2024	Feb 2	Feb 9	Mar 7
May/June 2024	Apr 5	Apr 12	May 9
Jul/Aug 2024	May 31	Jun 7	Jul 8
Sep/Oct 2024	Aug 2	Aug 9	Sep 9
Nov/Dec 2024	Oct 4	Oct 11	Nov 7
Jan/Feb 2025	Nov 29	Dec 6	Jan 9

Employment Opportunities (4 Colour)

Full Page	1574
1/2 Pg Hor/Ver	937
1/4 Pg	786

Classified Ads

Single	173
Double	272
Triple	406
Confidential Box Number	35

*Classified rates are based on a three-column layout of the magazine. Output of classified is subject to change from sample provided.

Executive Appointments

Any display size at 6x rate

At Your Service (4 Colour)	506*	1281*	2227*
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*At Your Service advertisers receive one invoice for each frequency.

Rates: All rates are Net per insertion and in Canadian dollars, subject to GST/HST in Canada.

INCENTIVES

- Official publication of BC's Chartered Professional Accountants.
- Distributed to ~30,000 CPABC members, candidates, and students.
- *CPABC in Focus* magazine is delivered to key decision-makers.



Attract CPAs by advertising in *CPABC in Focus*

OUR MEMBERS ARE BUSINESS LEADERS

CPAs are on the front lines of business in BC, and they see firsthand the issues that are affecting investment and the economy. Our members advise multinational corporations, small businesses, not-for-profits, government agencies, and countless individuals. They are highly regarded for their leadership in the field of public accounting, their strategic insight in the boardrooms of top corporations, and their guidance in government and public sector accounting.

DELIVER YOUR MESSAGE WITH *CPABC in Focus*

– the official magazine of BC's CPAs

CONTACT YOUR ACCOUNT EXECUTIVE TO BOOK YOUR SPACE

Tel: 604-681-1811
info@advertisinginprint.com



DIMENSIONS (width by height)

Non-Bleed Ad

Please add a border around your advertisement.

Full Page	7.5" x 9.75"
2/3 Pg Vertical	4.88" x 9.75"
1/2 Pg Island	4.88" x 7.25"
1/2 Pg Horizontal	7.5" x 4.75"
1/2 Pg Vertical*	3.63" x 9.75"
1/3 Pg Square	4.88" x 4.75"
1/3 Pg Vertical	2.31" x 9.75"
1/3 Pg Horizontal	7.5" x 3.13"
1/4 Pg*	3.63" x 4.75"
1/6 Pg Vertical	2.31" x 4.75"
1/6 Pg Horizontal	4.88" x 2.25"
At Your Service	3.63" x 2.25"

*Available to Employment Ads only

Bleed Ad Trim

Bleed Dimensions include 0.25" trim allowance all around. Trim allowance will be trimmed off and allows images/background to run to the edge of the magazine.

Full Page	9" x 11.5"
2/3 Pg Vertical	5.88" x 11.5"
1/2 Pg Horizontal	9" x 5.88"
1/3 Pg Vertical	3.38" x 11.5"
1/3 Pg Horizontal	9" x 4.25"

Magazine Trim Size 8.5" x 11"

Technical Specifications: Available upon request

CPABC in Focus Magazine

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Vancouver, BC V6B 4N6

Tel: 604.872.7222

bccpa.ca/news-events/publications

AdvertisingInPrint

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Vancouver, BC V6Z 1N9

T: 604.681.1811

F: 604.681.0456

info@AdvertisingInPrint.com

GENERAL REGULATIONS, TERMS, & CONDITIONS

- 1) Copy content and design: All advertising content and design must be acceptable to CPABC in Focus, which reserves the right to postpone or refuse, without penalty, publication of any advertisement. Only individuals who are members of CPABC are able to use the CPA designation in advertising. In addition, CPA firms may only advertise for services they are licensed to provide.
- 2) Production charges: A surcharge will be levied if production is required. Production costs will be provided upon request.
- 3) Cancellations: A written notice of cancellation must be received six weeks prior to space closing date. Early cancellations of ad campaigns are subject to short-rating. A cancellation fee of 50% of the order will be charged to any cancellation after space closing date. Covers cannot be cancelled.
- 4) Liability for error: Maximum liability for error is restricted to the space rate for the advertisement.