



Society of Louisiana CPAs

2012 Display Advertising Contract

Company Name _____ Type of Business _____

Address: _____

City/State/Zip: _____

Telephone _____ Fax _____ Email _____

Contact _____ Title _____

LAGNIAPPE The official member magazine of the LCPA. 8 1/2" x 11" format; no bleed. All inside covers/pages print black and white.

<u>SELECT YOUR ISSUE(S)</u>	<u>Pub. Date</u>	<u>Deadline</u>	<u>SELECT YOUR AD FORMAT</u>
_____ Jan./Feb. 2012 Vol. 37/#7 – Tax Issue	01/26/2012	01/07/2011	SOLD Inside Front Cover 7 1/2" wide x 10" high
_____ March 2012 Vol. 37/#8 – Practice Mgt. Issue	03/16/2012	02/16/2012	_____ Inside Back Cover 7 1/2" wide x 10" high
_____ April 2012 Vol. 37/#9 – Technology Issue	04/16/2012	03/16/2012	SOLD Back Cover 7 1/2" wide x 5" high
_____ May/June 2012 Vol. 38/#1 – Members Issue	05/16/2012	04/09/2012	_____ Full Page 7 1/2" wide x 10" high
_____ July 2012 Vol. 38/#2 – President's Issue	07/16/2012	06/15/2012	_____ 2/3 Vertical 47/8" wide x 10" high
_____ Aug./Sept. 2012 Vol. 38/#3 – Fin. Plan. Issue	08/20/2012	07/16/2012	_____ 1/2 Horizontal 7 1/2" wide x 43/4" high
_____ October 2012 Vol. 38/#4 – HR Issue	10/15/2012	09/17/2012	_____ 1/3 Square 43/4" wide x 43/4" high
_____ November 2012 Vol. 38/#5 – Small Biz Issue	11/16/2012	10/15/2012	_____ 1/3 Vertical 23/8" wide x 10" high
_____ December 2012 Vol. 38/#6 – Industry Issue	12/14/2012	11/12/2012	_____ 1/3 Horizontal 7 1/2" wide x 3" high
			_____ 1/4 Vertical 33/4" wide x 43/4" high

MONTHLY CPE CATALOG 7" x 8.5" format; no bleed. Cover prints in color. Inside covers and pages print in black and white.

<u>SELECT YOUR ISSUE(S)</u>	<u>Pub. Date</u>	<u>Deadline</u>	<u>SELECT YOUR AD FORMAT</u>
_____ May/June Monthly CPE Catalog	04/16/2012	03/16/2012	_____ Inside Covers 6 1/2" wide x 8" high
_____ July Monthly CPE Catalog	05/17/2012	04/17/2012	_____ Back Cover 6 1/2" wide x 33/4" high
_____ August Monthly CPE Catalog	06/15/2012	05/15/2012	_____ Full Page 6 1/2" wide x 8" high
_____ September Monthly CPE Catalog	07/16/2012	06/15/2012	_____ 1/2 Horizontal 6 1/2" wide x 4" high
_____ October Monthly CPE Catalog	08/17/2012	07/17/2012	_____ 1/3 Horizontal 6 1/2" wide x 3 1/2" high
_____ November Monthly CPE Catalog	09/17/2012	08/17/2012	
_____ December Monthly CPE Catalog	10/15/2012	09/14/2012	

Due to postal regulations for CPE Monthly Catalogs, we cannot accept advertising for insurance, travel or credit card services.

Lagniappe Display Ad Rates				Monthly CPE Catalog Display Ad Rates			
Size	1x	5x	9x	Size	1x	3x	7x
Inside Covers	\$595	\$535	\$505	Inside Covers	\$495	\$435	\$405
Back Cover	\$550	\$495	\$467	Back Cover	\$450	\$395	\$367
Full Page	\$495	\$445	\$420	Full Page (no bleed)	\$395	\$345	\$320
2/3 Page (vertical)	\$375	\$337	\$431	1/2 Page (horizontal)	\$195	\$165	\$140
1/2 Page (horizontal)	\$295	\$265	\$250	1/3 Page (horizontal)	\$145	\$125	\$115
1/2 Page (vertical)	\$295	\$265	\$250				
1/3 Page (square)	\$195	\$175	\$165				
1/3 Page (vertical)	\$195	\$175	\$165				
1/3 Page (horizontal)	\$195	\$175	\$165				
1/4 Page (vertical)	\$150	\$135	\$127				

Print Advertising Terms & Conditions

Digital files (High Resolution PDF, JPEG, TIFF or EPS format) or InDesign or Quark Xpress document on a CD is preferred. Compressed files sent via e-mail are acceptable. If a digital file is not available, black and white camera-ready artwork is required. A camera-ready ad is a velox, PMT, a clean black image on white glossy paper. Please DO NOT send negatives. You will incur a velox charge for the conversion of negatives. Please use a 133-line screen. Exact sized ads required; see specifications.

A signed contract and insertion order is required. Ad space cancellations must be made at least three weeks prior to the publication date to avoid a cancellation fee.

Invoices are mailed upon publication with full payment due within 30 days. Advertising agencies and/or authorized agents placing ads for a client/third party assume all responsibility for prompt payment.

The LCPA reserves the right to refuse any advertising. All ads are subject to review. Advertisements for any non-LCPA sponsored professional education program will not be accepted.

The LCPA does not guarantee it's publications' delivery dates. Although a production schedule exists, the actual delivery dates are contingent on factors that are outside the Society's control

The LCPA cannot guarantee special placement of advertisements.

Please sign and date this contract if it meets with your approval. Contract is not valid without signature of advertiser. Signing this contract indicates you have read and agree to all terms and conditions contained within.

THIS CONTRACT HAS BEEN APPROVED BY

X _____ Print Name _____ Date _____

Signature of Advertiser or Authorized Agent

Special Instructions _____

PAYMENT INFORMATION

Total Amount \$ _____

Check Enclosed ____ Visa ____ MasterCard ____ Discover ____ American Express ____

Credit Card # _____

Expiration Date ____/____/____ CVS# _____

Cardholder's Name as Printed on Card: _____

Billing Address _____ City _____ State _____ Zip _____

Sign and return completed contract to: Ann Lupo, Society of Louisiana CPAs

2400 Veterans Memorial Blvd., Suite 500, Kenner, LA 70062-4739

504.904.1125 • Fax 504.469.7930 • alupo@lcpa.org