



## PUBLISHER'S EDITORIAL STATEMENT

*Florida CPA Today* is published bi-monthly for the members of the FICPA. The editorial focus is on the latest developments in Florida's accounting profession, featuring topics on the profession's newsmakers, legislative happenings, Board of Accountancy actions, and special events. Additionally, *Florida CPA Today* offers regular features on international, federal and state taxation, accounting and auditing, management and business consulting, technology, financial planning, and other business and financial areas.

## CLOSING DATES, COPY RESPONSIBILITY, AND CONDITIONS

All signed advertising agreements and first-time payments must be received by the first day of the month, two months prior to publication. All verbal orders are considered binding unless canceled prior to space closing date.

All advertising materials/artwork must be submitted by the fifteenth of the month, one and one-half months prior to publication. The last similar-sized insertion shall run if new copy is not received by closing date.

Insertion orders should be provided for every advertisement. However, publisher will not be bound by any conditions, printed or otherwise, on advertiser or agency insertion orders when such conditions conflict with the terms and conditions of publisher's rote card or advertising policies.

## AGENCY COMMISSION

A 15 percent commission off the gross rate (space, color, and special position charges) is paid to any recognized advertising agency provided all previous invoices are paid. Recognized advertising agencies are defined as those with three or more active clients.

## BILLING PROCEDURES

Frequency rates are based on the number of insertions within a 12-month period from the date of first insertion. Advertisers that fail to fulfill frequency will be short-rated. Advertisers that do not submit signed advertising agreements will be billed at the one-time rate. Spreads are counted as two insertions.

## GENERAL RATE POLICY

All advertising agreements and copy are subject to the approval of the publisher. All agreements are accepted due to the provisions of the current rate card. Rates are subject to change upon notice from the publisher. Contract advertisers will be protected from rote increases for the duration of their written contract. Two or more advertisers are not permitted to use space under the same contract.

## PAYMENT TERMS

All invoices are payable upon receipt. **First-time advertisers are required to pay in advance.** Publisher reserves the right to decline placement of future advertising if billings remain unpaid. Accounts are subject to one and one-half (1.5) percent interest added to balance due after 30 days that billings remain delinquent. In the event the advertiser or agency fails to make payment for a dvertising, the advertiser agrees to pay all costs of collection, including reasonable attorney's fees, and waives the privilege of venue in any suit for collection that may be brought by the publisher.

## CANCELLATION POLICY

**No cancellations may be made unless received in writing on or before the closing date.** Cancellation of space reservation for any reason by the advertiser or agency will be short-rated for the remainder of the contract period. Changes in orders may be made at the cost of the advertiser or its agency after the reservation closing date as long as no disruption in the magazine's schedule occurs.

## PRODUCTION MATERIALS

**Mechanicals:** Advertisers are required to submit ads by e-mail or on disk in EPS, PDF or TIFF formats. All fonts must be embedded. All ads submitted must be high resolution or 300 dpi. No word documents are accepted.

**Proofs:** Color ads must be accompanied by a color proof.

**Important Note:** Publisher does not compose, build, typeset, or correct any advertising.

## PRINTING AND BINDING

Four-color heat-set web press, saddle-stitched.

## SCREENS

150 line screen.

## BLEEDS

There is no additional charge for bleeds. However, type and essential material must be kept 1/4 inch in from trim size on any bleed ad.

## SPECIAL POSITION

The positioning of advertisements is at the discretion of the publisher. Requests for special position are given consideration, but are not guaranteed unless a special position premium is paid. To guarantee special position, add 15 percent

to the total gross cost of the ad. The center spread is not available for special positioning. Special position ads are positioned on a first-come basis. Contact the editor for availability.

## COLOR

Please see the current rate card for pricing information.

Back covers must be four-color process.

## SHIPPING INSTRUCTIONS

For U.S. Mail and Express Delivery:

*Florida CPA Today*

Florida Institute of CPAs

3800 Esplanade Way, Suite 210, Tallahassee, FL 32311

## ADVERTISING POLICY STATEMENT

- 1) As used in this section entitled "Advertising Policy Statement," the term publisher shall refer to *Florida CPA Today*, and the term advertiser shall refer to the advertiser or agency.
- 2) The FICPA will publish all advertising in keeping with the publication's standards of ethical propriety, legality, and good taste. Examples of inappropriate advertising include, but are not limited to, the following:
  - a. paid political advertisements of persons seeking elective office;
  - b. advertising for products or services that are illegal or whose movement in interstate commerce is illegal; or
  - c. advertising relating to contests, lotteries, or the offering of prizes based on chance, unless clearance is obtained from the U.S. Postal Service.
- 3) Advertising is not accepted by which the advertiser violated or enables another to violate the law and/or rules of the Florida Board of Accountancy. The opinions and interpretations of the FICPA staff, general counsel, and appropriate FICPA committees charged with authority to interpret the codes will be considered controlling.
- 4) If the advertising of a product or service is prohibited or regulated in a state or states, but not in all states or by federal law, the publisher reserves the right to reject the advertising unless proper disclaimers are included in the copy regarding the validity of the advertising in the restricting states.
- 5) Advertising must not contain material or be designed in a manner that would jeopardize the third-class bulk mail permit status of the publication. The publisher reserves the right to obtain clearance from the U.S. Postal Service.
- 6) If an advertisement offers the sale of a product by mail order, the publisher reserves the right to examine the product a purchaser will receive.
- 7) The publisher reserves the right to request partial or full payment before publishing advertising.
- 8) Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising that advertiser or its agent ordered and was published.
- 9) Any attempt to simulate the publication's format is prohibited. All advertising is subject to approval by the publisher when copy resembles editorial matter.
- 10) Publisher reserves the right to include the words "Paid Advertisement" in any advertisement the publisher deems necessary.

**Also, the following Publishers Protective Clause has been adopted:**

(Advertiser) warrants, represents and guarantees that it is authorized to publish the entire contents and subject matter of the advertisements covered by this contract (including, but not limited to, text, sketches, representations, labels, maps, illustrations, trademarks or other copyrighted matter) in consideration of publisher's acceptance of such advertisement for publication. (Advertiser) shall indemnify and hold harmless the publisher from and against all liability, loss, damages or expense, including reasonable attorney's fees, resulting from claims, actions or proceedings based on the contents or subject matter of such advertisements (including, but not limited to, claims or actions based upon copyright infringement, unauthorized use of names, illustrations or libelous statements) without limitations on such indemnity. Publisher shall give (Advertiser) written notice of any claim with respect to the subject matter of this indemnification agreement.

**Further, the following Limitation on Publishers Liability for Error or Omission was adopted:** Publisher's liability to (Advertiser) on account of errors in or omissions of the advertising material described herein shall in no event exceed the amount of publisher's regular charges for insertion of the advertisement that was omitted or in which the error occurred in the issue or issues of *Florida CPA Today* in which said advertisement was or was not to have been published. (Revised Jan. 08)

## ADVOCACY & SPONSORED REPORTS

(850) 224-2727

[www.FICPA.org](http://www.FICPA.org)

The following guidelines are intended to maintain the consistency, believability, accuracy and good taste of advertorials, special advertising sections and inserts. These guidelines can help ensure the success of your advertorial and assist you in creating an editorial look and feel.

### STANDARDS

- Final layout must be two pages. Copy must include no more than 800 words and must be edited according to Associated Press style. Copy must be submitted for the publisher's review 30 days before the ad materials deadline. The publisher/editor will discuss any recommended changes with the advertiser or its agency.
- No advertorial is acceptable if it is misleading, deceitful, fraudulent, unlawful, suggestive or in bad taste.
- No advertorial is acceptable if it reflects unfavorably upon any individual, race, religion, occupation or institution, or if it discriminates or promotes discrimination against any person on the basis of race, age, sex, national origin or religion.
- The FICPA reserves the right to reject any advertising, notwithstanding the specific standards stated here.
- The FICPA assumes no responsibility for the costs of preparing or printing materials subsequently ruled unacceptable for publication.

### COPY RECOMMENDATIONS

- Write from a third-person perspective.
- Quote outside sources for authoritative copy and to support your viewpoint.
- Identify the writer with a byline (or in a similar manner) and include a brief bio, if appropriate.

### DESIGN GUIDELINES

- The typeface for the text should be easy to read but must be different from typefaces that are standard in the FICPA editorial copy.
- Design features similar to *Florida CPA Today* are not acceptable.
- Use caps and lower case type.

### GENERAL REQUIREMENTS

- Identification of advertorials, or any advertisement that resembles editorial material, must be clearly indicated at the top of each page in a minimum of 9 Pt. type with one of the following terms: "Advertisement," "Advertising," "Special Advertising Section" or "Special Advertising Report." As an option, this identification may be reversed out of a black or colored bar at the top of each page.
- The sponsor must be clearly identified.

### For more information contact:

W. Drew Miller, Corporate Sales Manager  
(800) 342-3197, Ext. 270  
[millerd@ficpa.org](mailto:millerd@ficpa.org)