

DIVIDENDS MAGAZINE

Published by the Chartered Professional Accountants of Alberta



Circulation
30,000

Distributed to all of Alberta's designated accountants, including key leaders in the business, government, and education sectors.

Readership
96%

of Alberta CPA respondents in the recent survey report reviewing each issue of *Dividends*.

cpaalberta.ca/members/dividends

EXCLUSIVE ACCESS

Dividends provides access to more than 30,000 accounting and business professionals in Alberta. CPAs are recognized as highly-valued leaders in the Canadian business community—often working in positions such as CEO, CFO, and COO. Holders of the CPA designation are key decision-makers and influencers within their organizations.

ENGAGING CONTENT

Dividends explores the world of business and issues that impact the day-to-day responsibilities of Alberta CPAs. Our content provides relevant information to assist in their success, highlights matters of importance, and celebrates their achievements.

DISTRIBUTION

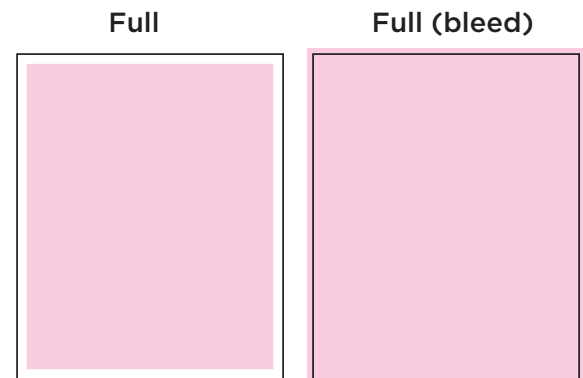
- Direct mail to all Alberta CPAs—approximately 30,000 members throughout Alberta and the world.
- Distributed at all key CPA Alberta events.
- Online digital copy available on the CPA website @ www.cpaalberta.ca.
- Published three times per year.

DIVIDENDS

2024 Advertising Rates

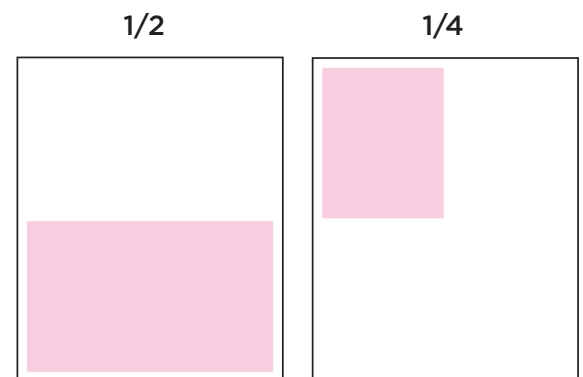
Ad Rates

	Colour	1x	2x	3x
Back cover		\$3500	\$3000	\$2700
Inside front cover (Full page)		\$3100	\$2400	\$2000
Inside back cover (Full page)		\$3000	\$2200	\$1800
Full page		\$2600	\$2200	\$1800
1/2 page		\$1300	\$1100	\$1000
1/4 page		\$800	\$750	\$600



Ad Sizes

	width by height (inches)
Full page (non bleed)	7.75 x 10.25
Full page (with bleed)	8.75 x 11.25*
1/2 page	7.25 x 5
1/4 page	3.75 x 5



***Only full page ad can bleed.** 0.125 inches will be trimmed off each side—please keep all text in the live area of 7.75 x 10.25. Magazine trim size is 8.5 x 11.

****Double page spread ads are also available.** Bleed size is 17.25 x 11.25; this will be trimmed to 17 x 11. Do not place important content and small text down the middle as it could get lost in the spine.

Custom options. Unique opportunities such as poly bagging, wraps, or inserts are also possible. Contact us for rates and options.

Printing process: CMYK, Offset sheetfed
Paper: Coated stock, plus aqueous coated on press
Screen: 200 lines per inch
Binding Method: Saddle-stitched

All ads are process colour (CMYK) and must be supplied in digital format. Preferred file format is press-ready PDF, but press ready files created in Adobe Indesign or Illustrator can be accepted with all supporting links and fonts included.

Press ready artwork can be emailed to Ester Chan at echan@cpaalberta.ca. Proofs are not supplied unless requested; please ensure accuracy before sending file.

DIVIDENDS Schedule

Spring 2024

Booking deadline: February 2, 2024
 Artwork deadline: February 29, 2024
 Expected delivery: April 2024

Summer 2024

Booking deadline: May 22, 2024
 Artwork deadline: June 14, 2024
 Expected delivery: August 2024

Fall-Winter 2024

Booking deadline: September 4, 2024
 Artwork deadline: September 27, 2024
 Expected delivery: November 2024

If you are interested in advertising in *Dividends*, contact Ester Chan at echan@cpaalberta.ca or call 1-800-232-9406.

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