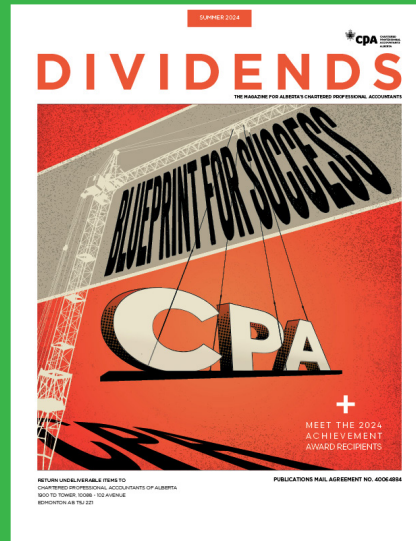


# DIVIDENDS MAGAZINE

Published by the Chartered Professional Accountants of Alberta



Circulation  
**31,000**

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

Readership  
**91%**

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

[cpaalberta.ca/dividends](http://cpaalberta.ca/dividends)

## EXCLUSIVE ACCESS

*Dividends* provides access to more than 31,000 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 31,000 members throughout Alberta and the world.
- Distributed at all key CPA Alberta events.
- Online digital copy available on the CPA Alberta website @ [www.cpaalberta.ca](http://www.cpaalberta.ca).
- Published three times per year.

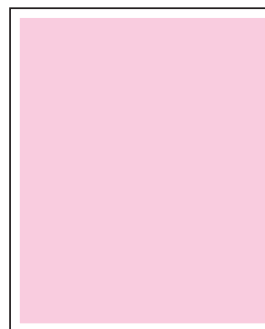
# DIVIDENDS MAGAZINE

## 2025 Advertising rates

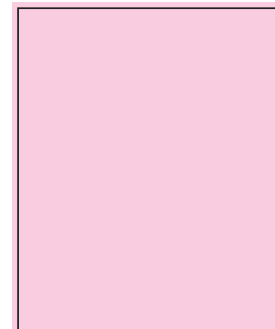
### Ad rates

	Frequency		
	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

Full



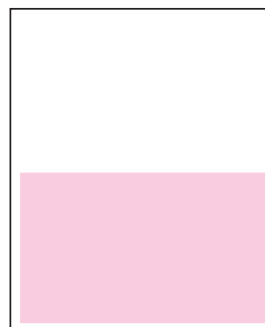
Full (bleed)



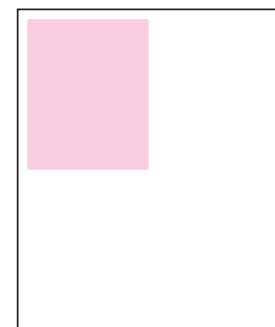
### Ad sizes

	width x 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

1/2



1/4



\*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 like poly bagging, wraps, or inserts are available. 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 Esther Chan at [echan@cpaalberta.ca](mailto:echan@cpaalberta.ca). Proofs are not supplied unless requested; please ensure accuracy before submitting final artwork file.

## DIVIDENDS schedule

### Spring 2025

Booking deadline: February 3, 2025  
 Artwork deadline: February 28, 2025  
 Expected delivery: April 2025

### Summer 2025

Booking deadline: May 23, 2025  
 Artwork deadline: June 13, 2025  
 Expected delivery: August 2025

### Fall-Winter 2025

Booking deadline: September 5, 2025  
 Artwork deadline: September 26, 2025  
 Expected delivery: November 2025

If you are interested in advertising in *Dividends*, contact Esther Chan at [echan@cpaalberta.ca](mailto:echan@cpaalberta.ca) or call 1-800-232-9406.

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