



2027
Media Kit

NVCPA

NEVADA SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

3983 S. McCarran Blvd #512

Reno, NV 89502

www.nevadacpa.org

Members of the NVCPA

Who are they.....

For more than 75 years, Nevada Society of Certified Public Accountants (NVCPA) has worked to enhance the practice of accounting in Nevada through member services, support, and advocacy. Today, we are a professional association of more than 1,500 accounting practitioners working to better serve the interest of both the profession and the public throughout the state.

The Members of the NVCPA range in age from 19 to 98 and hold positions such as Accountant, Accounting Manager, Adjutant General, Chief Deputy Auditory, CEO, CFO, Sole Practitioners and many more. Advertising with our publication will allow you to reach our entire membership comprised of hardworking, dedicated, passionate CPAs as well as students working to receive their CPA certificate.

Membership: 1,500+ (and growing!)

Areas of Employment

- Education
- Gaming
- Government
- Public Accounting
- Private Industry

Areas of Leadership Positions

- Adjutant General
- CEO / CFO / COO / VP
- Comptroller / Controller / Director
- Partner / Shareholder
- Owner / President / Principal
- Senior Accountant / Manager

Age of Members

Under 25	10%
26 - 35	22%
36 - 45	16%
46 - 55	17%
56 - 65	17%
66+	18%



The Silver State CPA

The magazine of the NVCPA

The Silver State CPA is the professional magazine for the NVCPAs. Our magazine is read by CPAs, accounting students and other financial professionals - many of them being the key decision makers you need to reach. Our ongoing commitment to providing quality editorial material to our CPA members makes The Silver State CPA worthy of your advertising dollars. It's a great way to get your message out to hundreds of potential clients, whether in public accounting, industry, government, or education.

General Information

The Silver State CPA magazine publishes 6 times per year. The publication is printed and sent to all NVCPA members, and other state CPA societies as well as published online on the NVCPA's website.

See submission deadlines for ad placement.

Currently advertising is primarily in the fields of insurance, banking, business services, office products and equipment used by CPAs.

We do not accept advertising for continuing professional education courses unless it is cosponsored by the NVCPA.

Acceptable formats for submission of advertisements is PDF, InDesign, Illustrator, or Photoshop files (CS4 versions are accepted). Editorial submissions are requested to be sent in a Microsoft Word document.

Editor reserves the right to refuse any advertising deemed unsuitable for The Silver State CPA.

Display Advertising

A signed contract is required prior to publication and all display ads must be in proper format and provided by the advertiser. Advertiser assumes liability for the content of its advertisement. Advertising Agencies receive a 15% discount.

Classified Advertising

All classified ads must be submitted by deadline. Ads will run on the NVCPA website for 60 days. Active ads will be printed in the SSCPA as dates allow.

Issue Month	Artwork Deadline
February 2027 (print)	1/1/27
April 2027 (electronic)	3/1/27
June 2027 (electronic)	5/1/27
August 2027 (print)	7/1/27
October 2027 (electronic)	9/1/27
December 2027 (print)	11/1/27

Advertising Rates

Display Advertising - PRINTED PUBLICATION

<u>4-Color</u>	<u>1x</u>	<u>2x</u>	<u>3x</u>	<u>4x</u>	<u>5x</u>	<u>6x</u>
Full Page	\$1650	\$1550	\$1475	\$1400	\$1325	\$1250
½ page	\$825	\$775	\$700	\$625	\$550	\$500
⅓ page	\$550	\$500	\$475	\$425	\$375	\$325
¼ page	\$400	\$350	\$300	\$250	\$200	\$150
⅙ page	\$275	\$250	\$225	\$200	\$175	\$150

Display Advertising - ELECTRONIC PUBLICATION

<u>4-Color</u>	<u>1x</u>	<u>2x</u>	<u>3x</u>	<u>4x</u>	<u>5x</u>	<u>6x</u>
Full Page	\$1450	\$1350	\$1175	\$1050	\$975	\$950
½ page	\$625	\$575	\$525	\$500	\$475	\$450
⅓ page	\$350	\$300	\$275	\$250	\$225	\$200
¼ page	\$275	\$250	\$225	\$200	\$175	\$150
⅙ page	\$175	\$150	\$125	\$100	\$75	\$50

*Requests for ad placement will be honored (space permitting) for an additional \$200 per ad.

*Advertorials are available based on availability for \$900/full page (printed) & \$750/full page (electronic).

Display Advertisement Dimensions

Full Page	7 1/2" x 10"		
½ page	7 1/2" x 5"	3 5/8" x 10"	
⅓ page	7 1/2" x 3 1/3"	4 7/8" x 4 3/4"	2 3/8" x 10"
¼ page	7 1/2" x 2 1/2"	3 5/8" x 5"	2 3/8" x 7 7/8"
⅙ page	5" x 2 3/8"	2 3/8" x 5"	

Classified Advertising

	<u>Up to 50 Words</u>	<u>51 - 100 Words</u>	<u>Website</u>
Members*	\$50	\$50	\$50
Non-Members	\$100	\$100	\$100

*Members are entitled to 1 free 0-50 word classified ad per year.

Please contact the NVCPA for any customized (size, duration, color, etc) ads. We can work with any budget.

Silver State CPA Articles Information & Guidelines

Circulation: 1,500

Editor-in-Chief: Anna Durst

Publisher: Nevada Society of CPAs

Description

Our magazine covers information and issues relevant to Nevada CPAs, who practice in Public Accounting, Private Industry, Gaming, and Government.

Submission

Article length should range from 700 – 1200 words and anything over will be considered on a case by case basis. Please do not submit articles geared towards advertising products used by CPAs. Attempt to avoid legal terminology and jargon that may be confusing to the general public; if unavoidable, attempt to translate/define the aforementioned word.

Areas of Interest to Readers

- Assurance, Audit and Tax
- Business, Industry & Government Updates
- Consulting Services
- Continuing Education
- Estate Planning
- Financial Planning & Wealth Management
- Marketing and business Development
- Practice Management
- Professional Development
- Protection of the Integrity of the CPA License
- Regulatory and Legislative Issue Impacting the CPA Profession
- Succession Planning
- Technology Developments

Please include short biography of author with article.

Contact/Submission Information:

Nevada Society of CPAs
3983 S. McCarran Blvd #512
Reno, NV 89502
P: (775) 826-6800
F: (775) 826-7942
adurst@nevadacpa.org

The SilverState CPA

2027 Advertising Space Contract

☐ New Account

☐ Renewal of existing contract

☐ Modification of existing contract

Advertiser _____

Date _____

Address _____

Telephone _____

City/State/Zip _____

Contact _____

Ad Size

☐ Full Page

☐ ½ page

☐ ⅓ page

☐ ¼ page

☐ ⅙ page

Number of Insertions

☐ One

☐ Two

☐ Three

☐ Four

☐ Five

☐ Six

Copy

☐ Supplied by advertiser

☐ From advertiser's agency

☐ Other (specify) _____

Notes about your ad:

Insertion Date(s) for 2027. Check all that apply:

☐ February 2027

☐ April 2027

☐ June 2027

☐ August 2027

☐ October 2027

☐ December 2027

Rate: ☐ 1x ☐ 2x ☐ 3x ☐ 4x ☐ 5x ☐ 6x

Agency discount (15%): ☐ Yes ☐ No

Rate per insertion: \$ _____

Less agency discount: \$ _____

Total charge per ad: \$ _____

Ad production will be billed at cost

Billing

☐ Direct to advertiser

☐ Through agency below

To qualify for the advertising agency discount, the information below must be completed.

Name _____

Address _____

City/State/Zip _____

Telephone _____

Contact (AE) _____

Signature of Advertiser / Client

Print Name

Terms: All advertising is invoiced upon publication. All invoices are due and payable within 30 days after receipt. Checks should be made payable to: The Nevada Society of CPAs, 3983 S. McCarran Blvd #512, Reno, NV 89502.

Advertiser agrees to all terms described in the NVCPA rate card.

All materials submitted as advertising are subject to acceptance for publication at the sole discretion of The Silver State CPA.

Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher.

Advertiser agrees that he/she remains principally liable under this contract and that payment by advertiser through an advertising agency does not constitute proper payment as per the terms of this contract until received by the Nevada Society of CPAs.

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