



Display & Classified

Advertising

NVCPA
NEVADA SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

5422 Longley Lane Ste A, Reno, Nevada 89511
P: (775) 826-6800 • F: (775) 826-7942

Members of the NVCPA

Who are they...

For more than 60 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 21 to 91 and hold positions such as Accountant, Accounting Manager, Adjutant General, Chief Deputy Auditor, 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+

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:

25 & Younger –	5%
26-35 –	13%
36-45 –	17%
46-55 –	26%
56-65 –	22%
Over 65 –	16%

Gender:

Male: 60%
Female: 40%



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 digitally sent to all NVCPA members, and other state CPA societies as well as published online on the NVCPA's website. Links can be embedded into ads to take readers directly to advertiser's website or to more information.
- 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 from the 1st of the closest month to the month's end.

Issue Month	Deadline
January / February 2022	
March / April 2022	
May / June 2022	All artwork is due by the 15th of the first month of publication.
July / August 2022	
September / October 2022	The NVCPA reserves the right to adjust the timing of all publications.
November / December 2022	

Advertising Rates

The Magazine of the NVCPA

Display Advertising

4-Color	1x	2x	3x	4x	5x	6x
Full Page	\$1235	\$1160	\$1105	\$1050	\$995	\$940
1/2 Page	\$620	\$580	\$525	\$470	\$410	\$375
1/3 Page	\$415	\$375	\$355	\$320	\$280	\$245
1/4 Page	\$300	\$265	\$225	\$190	\$150	\$115
1/6 Page	\$205	\$190	\$170	\$150	\$130	\$110

Special Placement	1x	2x	3x	4x	5x	6x
Back Inside	\$1275	\$1235	\$1125	\$1050	\$975	\$900
Back Page (1/2 vert)	\$620	\$565	\$545	\$490	\$450	\$375

*Requests for ad placement will be honored (space permitting) for an additional \$150 , per ad.

*For black & white pricing, please call (775) 826-6800.

*Advertorials are available based on availability for \$675/full page.

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

Display Advertisement Dimensions

Full page	7 1/2" X 10"		
1/2 Page	7 1/2" X 5"	3 5/8" X 10"	
1/3 Page	7 1/2" X 3 1/3"	4 7/8" X 4 3/4"	2 3/8" X 10"
1/4 Page	7 1/2" x 2 1/2"	3 5/8" x 5"	2 3/8" x 7 7/8"
1/6 Page	5" x 2 3/8"	2 3/8" X 5"	

Classified Advertising

	Up to 50 Words	51- 100	Website
Members*	\$50	\$75	Free
Non-Members	\$100	\$125	\$25

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

*Classified Ads must be submitted via e-mail to: communication@nevadacpa.org

Silver State CPA Articles

Information and Guidelines

Circulation: 1,650

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 – 1,200 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. Articles must be submitted via e-mail to adurst@nevadacpa.org.

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
	5422 Longley Lane Ste A
	Reno, NV 89511
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	adurst@nevadacpa.org

The SilverState CPA

2022 Advertising Space Contract

☐ New Account ☐ Renewal of existing contract ☐ Modification of existing contract

Advertiser _____
Address _____
City/State/Zip _____

Date _____
Telephone _____
Contact Person _____

Ad size/shape

- ☐ Full page 7 1/2" x 10"
☐ 1/2 page 7 1/2" x 5"
3 5/8" x 10"
☐ 1/3 page 2 3/8" x 10"
4 7/8" x 4 3/4"
7 1/2" x 3 1/3"
☐ 1/4 page 7 1/2" x 2 1/2"
3 5/8" x 5"
2 3/8" x 7 7/8"
☐ 1/6 page 2 3/8" x 5"
5" x 2 3/8"

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 2022. Check all that apply:

- ☐ January/February ☐ March/April
☐ May/June ☐ July/August
☐ September/October ☐ November/December

**Due Dates for Publication are listed on the rate card.*

Billing

- ☐ Direct to advertiser ☐ Through agency below
To qualify for the advertising agency discount, the information below must be on the contract.

Name _____
Address _____
City/State/Zip _____
Telephone _____
Contact (AE) _____

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, 5422 Longley Lane Ste A, Reno, NV 89511

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.

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

(signature of advertiser/client)

(Print or type name)

(Title)

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