

## 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 a recent survey report reviewing each issue of *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

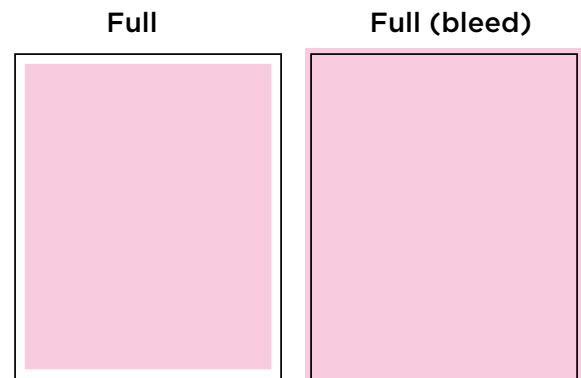
- Direct mail to all Alberta CPAs—approximately 30,000 members throughout Alberta and the world.
- Distributed at all key CPA events.
- Online digital copy available on the CPA website.
- Published three times per year.

# Dividends

## 2023 Advertising Rates

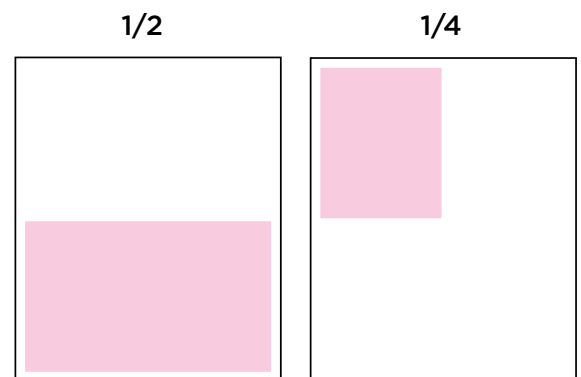
### Ad Rates

	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: [mforrest@cpaalberta.ca](mailto:mforrest@cpaalberta.ca). Proofs are not supplied unless requested; please ensure accuracy before sending file.

## Dividends Schedule

### Spring 2023

Booking Deadline: February 24, 2023  
Artwork Deadline: February 28, 2023  
Expected Delivery: April 2023

### Summer 2023

Booking Deadline: June 23, 2023  
Artwork Deadline: June 28, 2023  
Expected Delivery: August 2023

### Fall-Winter 2023

Booking Deadline: October 13, 2023  
Artwork Deadline: October 18, 2023  
Expected Delivery: November 2023

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

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