

accountingWEB Your Profession. Your Community.

Your **PROVEN** access to a growing community
of established accounting professionals

AccountingWEB.com Media kit 2012

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Editor's Note

Speaking as both a CPA - a member of a profession that is often regarded as boring - and a financial journalist, I'm happy to report that there is nothing boring about writing for the accounting profession. Whether the news is coming from Washington or our own back yards, it seems that most **people are focused on how changes affecting the economy can relate to our own financial situations**. It takes accountants to make that information crystal clear, and **AccountingWEB.com is right at the heart of bringing what the accountants say to our readers**.



The year ahead is going to be filled with fascinating news as we watch our political process take center stage, and we will be right here, keeping you informed about the tax and financial issues raised by the candidates. We'll give you the accountants' perspective on how those issues could affect voters. But that's just a small piece of the reporting you can expect from us.

“Our goal is to provide our readers with tools and resources to help improve the work environment and make them more efficient at their jobs, to provide useful information that can be shared with customers and clients, and to make sure they are on top of the breaking news that affects our profession.”

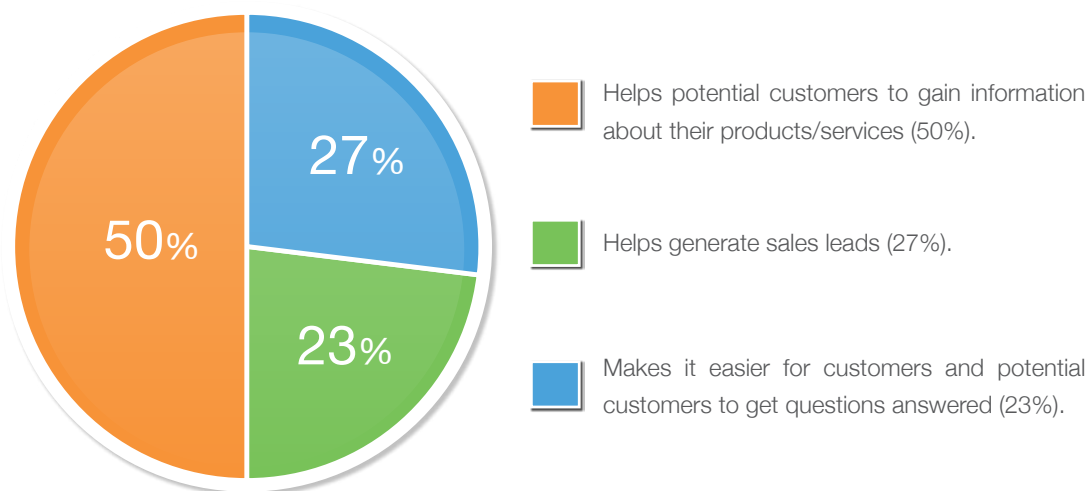
Gail Perry CPA
Editor-in-Chief

Industry Snapshot

# of CPAs in the US:	652,263	Source: AGA New York, NASBA
# of accounting firms in the U.S:	131,921	Source: Manta
# of firms with 4 or fewer accountants:	109,199	(83%)
Annual revenue approximately:	\$120 billion	Source: Hoovers

The facts show that industrial companies, whether buying or selling, are using social media to interact. But are they really conducting business? According to the ThomasNet survey of industrial suppliers, that's definitely the case.

Among the responses, industrial businesses reported that social media:



The future of engaging brands with professionals online:

- ▶ Nearly 80 percent of marketers are citing massive increases in the online portion of their budgets (B2B).
- ▶ Web-based spending is expected to experience double-digit growth each year through 2014 Source: eMarketer.
- ▶ Online advertising will rise by an average of 10.6 percent annually through 2016.

The Average AccountingWEB Reader

- ▶ CPA
- ▶ Works for an accounting practice
- ▶ Decision maker
- ▶ Works with small business/self-employed/individual consumers
- ▶ Firm has 500+ clients
- ▶ Prefers to obtain information via e-newsletters and e-mail offers
- ▶ Visits AccountingWEB weekly
- ▶ Years in the business: 30 years
- ▶ Age: 56 years
- ▶ Annual Household Income: \$150k

Source: Annual Reader Survey 2011, Publisher's own data

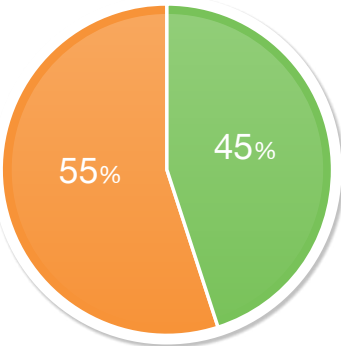


Reader Demographics

CPA Breakdown

- 53% CPA
- 47% Not a CPA

Our Readers Work In:



- Accounting practice
- Private industry

Breakdown by company size:

- 36% 100 + employees
- 31% 1-5
- 24% 6-50
- 9% 51-100

If not a CPA, when do you plan to take the exam?

- 77% Plan to not take the CPA Exam
- 4% 3 months
- 3% 6 months
- 16% 12+ Months

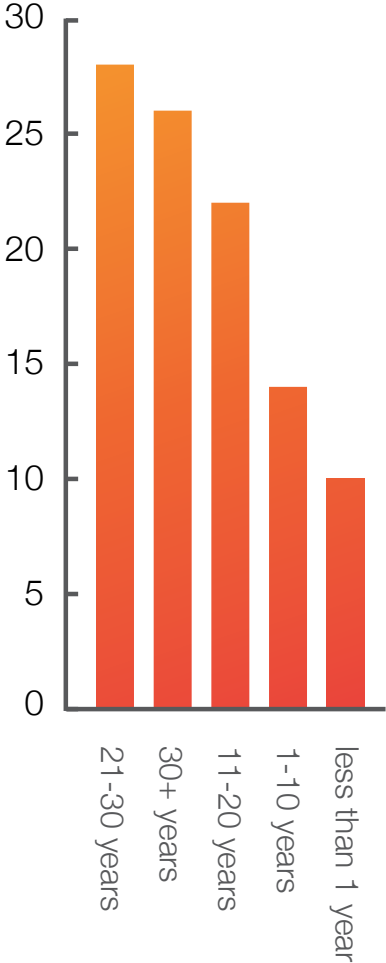
Breakdown by job title:

- 47% **Decision makers**
(Owner, Partner, Principal, Director, CFO, CEO, C Level Executive, Shareholder)
- 30% **Influencers**
(Manager, VP, Controller, Accounting Manager, Auditor)
- 23% **Staff**
(Staff and other)

Annual household income:

- 27% 50-100k
- 21% 101-150k
- 22% 150k +
- 25% Prefer not to answer
- 5% Under \$50,000

Number of years in the accounting profession:



AccountingWEB Reader Involvement

Areas in which our readers practice:

- 47% Tax
- 35% Small business planning/consulting
- 24% Write-up services
- 24% Payroll processing
- 20% Auditing
- 20% Estate planning/Trusts/ Gift taxes
- 15% Non-profit consulting
- 14% Financial/Retirement planning

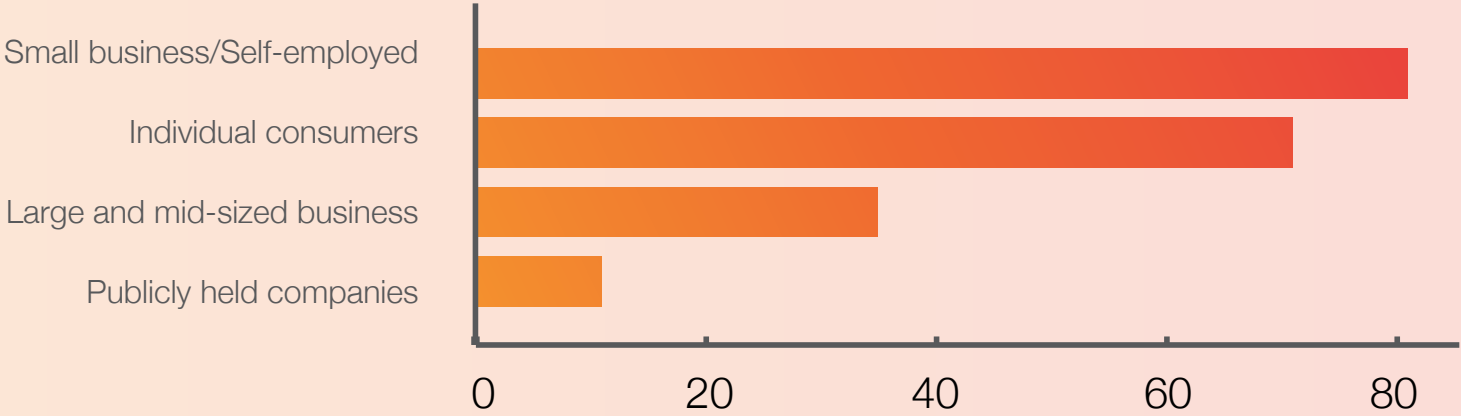
Products/Services recommended in the last 12 months:

- 52% CPE courses
- 35% Computer hardware
- 42% Software-accounting
- 35% Office equipment
- 31% Software-tax
- 22% Liability insurance
- 22% Software- other
- 21% Software- payroll
- 17% Education retreats
- 11% Financial planning services

Occupational activities in which our readers participate:

- 48% Taxation
- 40% Accounting/Write-up
- 34% Business consulting
- 33% Administration
- 20% Financial planning
- 19% Auditing
- 18% IT/Software
- 15% Marketing


Percentage breakdown of readers' client type:



Delivery Preferences and Online Usage (2011)

Total visits	1,212,619
Average monthly unique visits	101,051
Total page views	2,297,017
Average monthly page views	191,418

Based on January-October 2011 figures



16% of our readers **ONLY** read AccountingWEB

The average AccountingWEB reader enters the site through:

- 15% Referring sites
- 67% SEO
- 18% E-newsletters/Bookmarks

How often do you visit AccountingWEB?

- 13% Daily
- 43% Weekly
- 24% Monthly
- 11% Every 2-6 months
- 9% Every 7-12 months

How do you prefer to learn about industry news?

- 73% E-newsletters
- 59% E-mail
- 49% Web Seminars
- 36% Conferences/Tradeshows
- 35% Industry-specific magazines
- 33% Internet searches
- 15% Direct mail
- 13% Newspapers
- 3% TV
- 1% Radio

How do you prefer to learn about business opportunities from vendors?

- 61% E-mail
- 48% E-Newsletters
- 47% Web sites
- 32% Conferences/ Tradeshows
- 30% Internet searches
- 26% Industry magazines
- 24% Web seminars
- 23% Direct mail
- 9% In person meetings/Sales call

What other online resources do you read?

- 52% Journal of Accountancy
- 22% Accountants World
- 21% The Tax Advisor
- 20% Accounting Today/WebCPA
- 16% CPA Practice Advisor
- 6% SmartPros
- 6% GoingConcern

Our AccountingWEB readers love their E-newsletters:

- 94% Breaking News
- 90% Accounting and Auditing
- 86% Technology
- 84% Insight-Weekly
- 84% Tax
- 73% In the Cloud
- 73% Education

Social Media used by our readers:

- 67% LinkedIn
- 58% Facebook
- 20% Twitter
- 18% Google+

Traditional Advertising Opportunities

Editorial Mission:

AccountingWEB provides news, information, tips, tools, and resources to our members in the accounting profession within small and mid-sized accounting firms and businesses. Our Mission is to provide the relevant insight our readers need to more efficiently do their jobs and better interact with their customers while taking a holistic approach to their workday.

Home Page

4.5R Media publication | Over 23,000 pages of accounting passion and insight! | about advertise contact links portfolio **siftmedia**

Top leaderboard - 728x90

Small leader 200x90

accountingWEB

Home News Tax Accounting & Auditing Technology Education & Careers Workplace Fitness Bloggers Crew Vachdog Guest Writers

Community Hot Topics Whitepapers Partners E-Newsletters

TAKE A TOUR 2k 400

Welcome Visitor!

Sign up for the latest insight newsletter to stay informed of future content in the category.

Email:

Already have an account? Sign in:

Username: Password:

Forgot your password?

Like us on Facebook | Connect with us on LinkedIn | Follow us on Twitter

Weekly Video Update

accountingWEB NEWS UPDATES

00:00 04:10

New Jersey State Board Waives Requirement for CPA Exam

12/02/2011 - 11:02 - 115 reads

The New Jersey State Board of Accountancy is waiving but confusion over the CPA Uniform Exam requirements in the state.

[Read more](#)

Plants Moran's "Succession Transition: A Roadmap for Seamless Transitions" Offers Rare Look Inside One of the Country's Most Successful Public Accounting Firms

12/02/2011 - 12:41 - 338 reads

Plante Moran, PLLC announces the release of its new book, "Succession Transition: A Roadmap to Seamless Transitions." This insightful resource offers strategies for creating sustainable organizations through leadership development.

[Read more](#)

Company Announcements: Week of November 28, 2011

12/02/2011 - 10:57 - 378 reads

Here's a roundup of accounting community news for the week of November 28, 2011.

[Read more](#)

Alabama Tax Preparer Gets Jail Time for Falsifying Tax Returns

12/01/2011 - 10:17 - 438 reads

Chigvita C. Broacross, a resident of Montgomery County, AL, has been sentenced to 18 months in prison for her involvement in a fraudulent tax return preparation scheme.

[Read more](#)

New Financial Assessment Tool Helps Consumers with Financial Health

11/29/2011 - 12:49 - 340 reads

The National Foundation for Credit Counseling (NFCC) has launched a free online financial resource tool for consumers. MyMoneyCheckUp is designed to provide an assessment of a consumer's overall financial health and behavior.

[Read more](#)

Medium rectangle 300x250

Zone Page

4.5R Media publication | Over 23,000 pages of accounting passion and insight! | about advertise contact links portfolio **siftmedia**

Top leaderboard - 728x90

Small leader 200x90

accountingWEB

Home News Tax Accounting & Auditing Technology Education & Careers Workplace Fitness Bloggers Crew Vachdog Guest Writers

Community Hot Topics Whitepapers Jobs Partners E-Newsletters

TAKE A TOUR 2k 400

taxZONE

In this section you will discover news, advice on tax, firm laws and regulations to comply for work. To narrow the page down to more specific content, you may select a topic from the list below:

- Income Tax
- Payroll Tax
- Real Estate & Property Tax
- Software Reviews
- Sales Tax
- Legislation
- IRS
- Taxpayers' Issues
- Celebrity News
- Dad Geys
- EA Careers
- State and Local Tax 101

1 2 3 4 5 6 7 8 9 ... next last >

Tax talk leads off GDP debate in Florida

02/20/2011 - 12:59 - 458 reads

The start of Republican debate in Orlando kicked off with a clear focus on taxes and their effect on small businesses and overall economic growth.

[Read more](#)

Recap of tax winners and losers in new jobs bill

02/20/2011 - 11:59 - 401 reads

President Obama has proposed a number of significant tax changes in the American Jobs Act of 2011, including payroll tax cuts, tax cut-009 to encourage hiring, extension of the 100 percent bonus deduction for stock, and several revenue raisers.

[Read more](#)

Buster: State tax investigator accused of theft

02/20/2011 - 10:24 - 414 reads

When with a small minority of tax professionals learn that crime doesn't pay? We would think they would know better.

[Read more](#)

Detroit tax preparer accused of falsifying client income to maximize Earned Income Tax Credits

02/20/2011 - 11:21 - 244 reads

The United States has sued Crystal Ireland and her business, MasterMind Preparation, to bar them from preparing tax returns for others.

[Read more](#)

Tax/Partners

Partner areas 165x50

Most Read in this Category

John Koschikoff: Tax catches bad tax advice	11100
IRS asks airlines to refund for on plane tickets sold before July 21	3942
Tax reform progress registration for 2012 to start today	3876
IRS faces challenges keeping up with the regulations	3122
IRS to require financial info of 1099-over distribution numbers on 49-2 forms	2744

More

Medium rectangle 300x250

CLOSED

E-newsletter Options

Insight:

A weekly e-newsletter that includes a quick summary of the latest headlines accompanied by editorial insight as to what the news means to our readers.

Subscribers - 53,592

Tax:

Tax keeps readers abreast of the most up-to-date tax news and the latest changes in tax legislation.

Subscribers - 45,299

Technology:

Bi-monthly newsletter that presents technology news, tips, and shortcuts.

Subscribers - 55,376

Workplace Fitness:

Daily e-newsletter during busy season that presents exercises that can be done in the office, recommendation for fitness tips, and reports on how accountants are keeping fit.

Subscribers - 42,552

Education:

Provides news, tips, and resources about continuing education, advanced degrees, certifications, job search skills, and career development.

Subscribers - 44,624

In the Cloud:

Learn how accountants are adapting to cloud computing and read about the latest developments in Cloud technology.

Subscribers - 58,106

Weekly Wellness:

News and tips to help your firm promote wellness and work-life balance.

Insight E-news

The screenshot shows the top portion of the 'Insight' newsletter. At the top left is the 'accountingWEB Insight' logo with the tagline 'News That Applies To You'. To the right is an orange box with the text 'Top rectangle 225x125'. Below the logo is an 'Editor's Insight' section featuring a photo of Gail Perry, CPA, Editor-in-Chief, and a short article snippet about the 'Pass the jobs bill' with a 'Read More >>' link. Below this is a 'Medium leaderboard - 468x60' box. The main 'News' section includes a 'Recap of tax winners and losers in new jobs bill' article, 'Accounting community calls for independent standards board for private companies', and 'Busted: State tax investigator accused of theft'. At the bottom, there is a 'Subscribe from insight' box with copyright information for Sift Media US, Inc. and a 'Powered by: sift media' logo.

Topic E-news

The screenshot shows the top portion of the 'In The Cloud' newsletter. At the top left is the 'accountingWEB In The Cloud' logo with the tagline 'Your profession. Your community.'. To the right is an orange box with the text 'Medium leaderboard - 468x60'. Below the logo is a 'NEWS' section with articles: 'Preparing your client to move to the Cloud', 'New computing solutions are sending small businesses to the Cloud', 'Remote vs. Cloud: The perks of working with clients in cyberspace', 'Plus one more: Google adds to the social media scene with Google+', 'Practical tips for navigating the sales tax minefield of Cloud computing', and 'The Google toothbrush'. To the right of the news section is an 'EDITOR'S NOTE' section with a photo of Gail Perry, CPA, Editor-in-Chief, and a short article snippet about 'It's a cloudy day here in Michigan today...'. Below the news section is a 'Medium rectangle 300x250' box. At the bottom, there are several promotional boxes: 'Learn more about all areas of business, education and... Text ad 300x250', 'Run the numbers: Carbonite Business online backup makes better sense.', 'Call a copy vs. per foot of a price that makes sense.', and 'Harvest SmartBooks, Prochance, Leavitt & Stone' with the 'paasp' logo.

2012 Editorial Theme by Month

In addition to covering the current news and providing useful tips, each month in 2012, AccountingWEB will tackle one significant theme and approach that theme from a number of angles. Not only will we hear from experts in the field, we'll share ideas on how this theme impacts accountants and their clients, we'll explore related trends, and we'll address new ideas our readers can implement to enhance their business. We'll build a community page on our site around each of these themes, so readers can return to the themed area for more information and to add their own experiences. The themes we've selected for 2012 are based on input from our readers.

Features on the Site

- January:** Time management
- February:** Asset protection/insurance
- March:** Money management for small businesses
- April:** Managing a small accounting practice
- May:** Social Media
- June:** Succession planning and business valuation
- July:** Employee Benefits
- August:** Accounting education
- September:** Payroll
- October:** Budgeting
- November:** Health care
- December:** Personal financial planning

Traditional Advertising Opportunities

Exclusive Solo e-Blast Screen shot - Subscribers 38,278

A solo e-blast is 100% dedicated e-mail with your content or offer sent to an opt-in list of AccountingWEB readers. The e-mail will come from AccountingWEB and will include your custom subject line. This is the proven #1 advertising opportunity for direct response and lead collection.

[Click here to send this e-mail to a colleague as a web page](#)

November 15, 2011

Learn Ins and Outs of [Basis Elections for Clients Dying in 2010](#) [View on Web Browser](#)
[under New IRS Guidance](#)

CCH Seminars

[Seminars Home](#) | [Register](#) | [Archived Seminars](#)

NEW! By special request from our customers, the audio for CCH Seminars is now delivered streaming over the internet to your computer. No need to tie up your phone line for the sessions. (Telephone connection is still available for those that want or need it.)

Carryover Basis and Preparing the New Form 8939 for 2010 Deaths

Presented by:
Robert Keebler, CPA, MST, AEP

Tuesday, November 22, 2011:
1:00 PM Eastern; 12:00 PM Central;
11:00 AM Mountain; 10:00 AM Pacific

- [Get full details](#)
- [Register today for this seminar!](#)
- 2 CPE Credits available*

Can't make it, but want to?
[Get the archive CD recording](#)

Learn about treatment of basis for estates of decedents who died in 2010 and preparing Form 8939 — in a timely and convenient two-hour seminar that you can participate in — right from your office — on Tuesday, November 22nd.

Register Today
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Live Seminar

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Phone:
1-800-775-7654.
Please have your credit
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Cost: See Rate Card

AccountingWEB Insider Deals- Shared Weekly e-blast

Have a small budget, but still need direct response and leads? Take advantage of AccountingWEB Insider Deals. Share this weekly e-blast with 9 additional advertisers. Do a text version is that is 100 words and logo is 125x125 or HTML ad, 585x155 or smaller. Both ads include attention-grabbing headlines.

INSIDER DEALS

FREE TRIAL - Widgets and Gadgets

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\$995

SAVE 50% - Full year of service for \$48

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Cost: \$700 each position

(more than one position can be purchased per e-blast)

AccountingWEB.com Media Kit 2012 Page 11

The average AccountingWEB reader's clients are **Small businesses** and the **Self-employed**



Editorial E-newsletter Calendar

January

5 Insight
 10 Wellness
 12 Insight
 13 Cloud
 18 Tax
 19 Insight
 26 Insight
 31 Education

February

2 Insight
 9 Insight
 10 Cloud
 14 Wellness
 15 Tax
 16 Insight
 21 Tech
 23 Insight
 28 Education

March

1 Insight
 8 Insight
 9 Cloud
 13 Wellness
 15 Insight
 21 Tax
 22 Insight
 27 Education
 29 Insight

April:

5 Insight
 10 Wellness
 12 Insight
 13 Cloud
 18 Tax
 19 Insight
 24 Education
 26 Insight

May

3 Insight
 8 Wellness
 10 Insight
 11 Cloud
 15 Tech
 16 Tax
 17 Insight
 24 Insight
 29 Education
 31 Insight

June

5 Wellness
 7 Insight
 8 Cloud
 14 Insight
 20 Tax
 21 Insight
 26 Education
 28 Insight

July

5 Insight
 10 Wellness
 12 Insight
 13 Cloud
 18 Tax
 19 Insight
 26 Insight
 31 Education

August

2 Insight
 9 Insight
 10 Cloud
 14 Wellness
 15 Tax
 16 Insight
 21 Tech
 23 Insight
 28 Education
 30 Insight

September

6 Insight
 11 Wellness
 13 Insight
 14 Cloud
 19 Tax
 20 Insight
 25 Education
 27 Insight

October

4 Insight
 9 Wellness
 11 Insight
 12 Cloud
 17 Tax
 18 Insight
 25 Insight
 30 Education

November

1 Insight
 8 Insight
 9 Cloud
 13 Wellness
 15 Insight
 20 Tech
 21 Tax
 27 Education
 29 Insight

December

6 Insight
 11 Wellness
 13 Insight
 14 Cloud
 18 Education
 19 Tax
 20 Insight



73% of AccountingWEB readers learn about industry news through e-newsletters

Coming in 2012 Q2!!!!

Sneak Peak - Newly Designed and Upgraded Web site and E-newsletters

What do you like best about AccountingWEB? What do you think needs to be changed? These are questions we have been asking accounting professionals and industry leaders, and we are taking the information we have gathered to heart. AccountingWEB has grown with the profession and with technology for more than 12 years ago. It is time to change again.

We have always promised our readers and advertisers that we will deliver the editorial content they want, in the way they want to receive it. You have spoken and we have listened. As the pace of technology continues to increase and all of us are more time-compressed, we want to deliver to our readers all the information they need in quick formats while still bringing them the tips and in-depth features we know they enjoy.

“Recently I had the pleasure of conducting a focus group of professionals in the accounting arena. The goal was to find out what works on AccountingWEB and what needs to be improved. In the next few months we will continue our research and use the information we gather to perfect our products to suit the needs of our readers.”

Gail Perry, editor-in-chief

We Want Your Feedback!

Send it to gperry@sift-media.com and tdonley@sift-media.com

##mail## | [View this online](#) October 27, 2011





Editor's Note



When the THRIVEal network began, my first reaction was, "This sounds like fun!" And "fun" is not a term often associated with the accounting profession, so I was intrigued. Founded by Jason Blumer of Blumer & Associates in Greenville, SC, THRIVEal embraces a concept that some might consider revolutionary and many might consider unpopular.

[Read More >>](#)

Gail Perry, CPA
Editor-in-Chief
editor@accountingweb.com

Featured Story - Tax Tuesday

IMA Conference: Gaining a Competitive Advantage in the Job Market

Students, faculty, and business leaders will come together at the Institute of Management Accountant's (IMA) Student Leadership Conference for three days of sessions devoted to networking, professional education, and mastering the tools and strategies that will lead to a job in management accounting.

[Read More »»](#)

Sponsor Offer

Free CPA Engagement Letters



Limit your liability with FREE CPA Engagement letters. Manage the expectation gap between your firm and the clients you serve so that there are no surprises. CPA Mutual has worked hard to build lasting relationships and we have maintained above-average retention rates and outstanding

AccountingWEB UK Homepage (Taste of the new look)

The screenshot displays the AccountingWEB UK homepage with a clean, modern layout. At the top, there are banners for Dell, Intel Xeon, and the accountingWEB Self-Assessment Zone. The main navigation bar includes links for Home, Tax, Technology, Business, Practice, Any Answers, Blogs, Discussions, Opportunities, Shop, Jobs, and Suppliers. A search bar is located in the top right corner.

The main content area is divided into several sections:

- News Articles:**
 - Simpler reporting: Are auditors doomed?** - Financial reporting lecturer Steve Collings assesses what impact reporting reforms might have on the audit profession and its clients. (13 comments)
 - Crackdown on asset-backed pension contributions** - Nick Huber reports that changes to tax rules on asset-backed contributions to pension schemes to stop employers claiming too much tax relief are likely to make the schemes less attractive to large companies.
 - HMRC crippled by skills shortage** - HMRC is lacking in skills, has no idea how much it spends on skills development or where it spends it, the National Audit Office (NAO) reported today to Parliament. (1 comment)
- Hot topics:** Reasonable excuse, Self Assessment, Apps, XBRL, IR 35.
- Latest news:**
 - Further news and articles from our editors and contributors:
 - Man jailed for £420,000 eBay VAT scam
 - AccountingWEB quizzes Michael Izza
 - Sage profits grow 11% in 2011
 - 'Cash accounting' for very small businesses (4 comments)
 - Use the web to win new clients (1 comment)
 - Europe unveils audit reforms: what you need to know
 - Effective QR code techniques for your business (9 comments)
- Any Answers:**
 - Ask a question or post a reply in our interactive forum
 - UK resident being paid by foreign company
 - Transfer of Non-Residential Property
 - Capital allowances - new electrical supply & substation
 - E-Marketing (1 comment)
 - tax enquiry advice needed (2 comments)
 - Entrepreneurs Relief (1 comment)
 - All questions
- Latest jobs:**
 - Management Accountant: Essex £25000 to £40000 per annum
 - Finance Manager: London £50000 - £55000 per annum + benefits
 - Financial Accountant - FTSE 100 Insurer: Dorset £300 to £500 per day
 - Financial Analyst: Leeds £13 - £15 per hour
- Most read / Most commented:**
 - Striking off a company: Get the details right (7,229 views, 18 comments)
 - Treasury Solicitor flip-flops on bona vacantia (5,680 views, 14 comments)
 - Autumn statement at-a-glance (5,155 views, 10 comments)
 - Target goes into administration (3,880 views, 2 comments)

Unique Advertising Opportunities

AccountingWEB Life Exclusive product-specific sponsor

In 2012 AccountingWEB will launch a focus group designed to address, discuss, dissect, and analyze real-life issues affecting accountants. This group, which will be made up of members of the AccountingWEB community who join by choice, will tackle one issue each month that is significant to practicing accountants. These members will innately be the most involved and active readers of the accounting industry and AccountingWEB. A page will be designated on the site for each topic where commentary and related articles will appear, and we'll use our Facebook page to encourage repartee.

One sponsor per product category (Payroll - Tax software - Cloud storage - CPE - HR Services - CRM software)

Annual commitment includes:

- ▶ Banner on the AccountingWEB Life page
- ▶ Banner on the product-specific page
- ▶ "About Us" description on AccountingWEB Life page
- ▶ Advertorial Opportunities
- ▶ Sponsorship of survey and proprietary questions to this highly involved audience
- ▶ Social Media sponsorship

Cost: \$25,000

AccountingWEB Live

AccountingWEB will host a live, virtual event in the fourth quarter, 2012 where industry leaders will convene in one location and present a day-long CPE conference that will be streamed live on the AccountingWEB site. Live blogging and tweeting will continue throughout the day and accountants who might not normally be able to attend a national event with key speakers will be able to do so from their offices. The event will include opportunities for live demos of products between the speaking events, special pricing deals for attendees on products from our sponsors, and the opportunity for the speakers and the vendors to reach a much larger audience than they might if they were to participate in an attendee event.

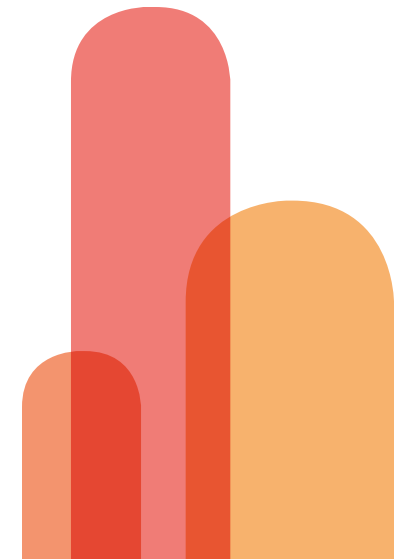
Includes:

- ▶ Virtual Booth
- ▶ 2 Attendee passes
- ▶ Signage at the virtual event
- ▶ Logo on all promotions for the event
- ▶ Logo and 50 word company description in digital program guide
- ▶ Attendee and exhibitor list information after the event
- ▶ Engage 1-on-1 with attendees during exhibition floor hours

Cost: \$4,000

(Live Product Demo - \$2,000 additional)

NEW AccountingWEB
Opportunities



Unique Advertising Opportunities

AccountingWEB Player

AccountingWEB's editorial staff will interview experts from across the profession who can share their thoughts about current events affecting the profession and the state of the profession in general. These interviews will be housed on the AccountingWEB site where they can be easily browsed. In addition, guest experts will be invited to submit their own videos on specific topics that are relevant to our audience. **Sample:** <http://www.mycustomer.com/player>



Sponsored Video (30 Second Ad)

Includes:

- ▶ 3-5 min. Video Post
- ▶ Promotion on the site and in e-newsletters to push readers to the page
- ▶ Top video for the month
- ▶ Searchable and archived on the site

Cost: \$1,800

Video Advertorial

Includes:

- ▶ 3-5 min. Video Post
- ▶ Promotion on the site and in e-newsletters to push readers to the page
- ▶ Sponsored content
- ▶ Editorially Approved
- ▶ Social media promotion
- ▶ Searchable and archived on the site

Cost: \$5,000

Exclusive Blogger sponsorship

AccountingWEB is host to approximately 30 industry experts who blog about their specialty areas on the site. Each blogger has his or her own microsite where all the blog entries for that blogger appear. Min 6 months commitment.

Choose from a list including:

- ▶ Sue Anderson: Continuing Education
 - ▶ Ron Baker: Firms of the Future
 - ▶ Paul Beare: UK Perspective
 - ▶ Barbara Bix: Accelerating Revenues
 - ▶ Allan Boress: Business Development
 - ▶ William Brighenti: Practicing CPA Perspective
 - ▶ Ann Callari: Corporate Taxation
 - ▶ R.J. Dragon: Business Valuation
 - ▶ Jim Fahey: Technology for Accountants
 - ▶ Edith Orenstein: Financial Reporting
 - ▶ Sally Glick: Marketing for Accounting Firms
 - ▶ Leita Hart-Fanta: Government Auditing
 - ▶ Rita Keller: Practice Management
 - ▶ Steve Knowles: Alternative Views
 - ▶ Maria Calabrese: HR
 - ▶ Lynn Northrup: Building Business Value
 - ▶ Larry Perry: Auditing
 - ▶ Alan Portnoy: Career Change
 - ▶ Brian Strahle: State and Local Taxes
 - ▶ Joel Ungar: Social Media
 - ▶ Amy Vetter: Cloud
- Plus more...



Cost: \$4,000 per month

Unique Advertising Opportunities

Premium Partnership (minimum 12 month contract)

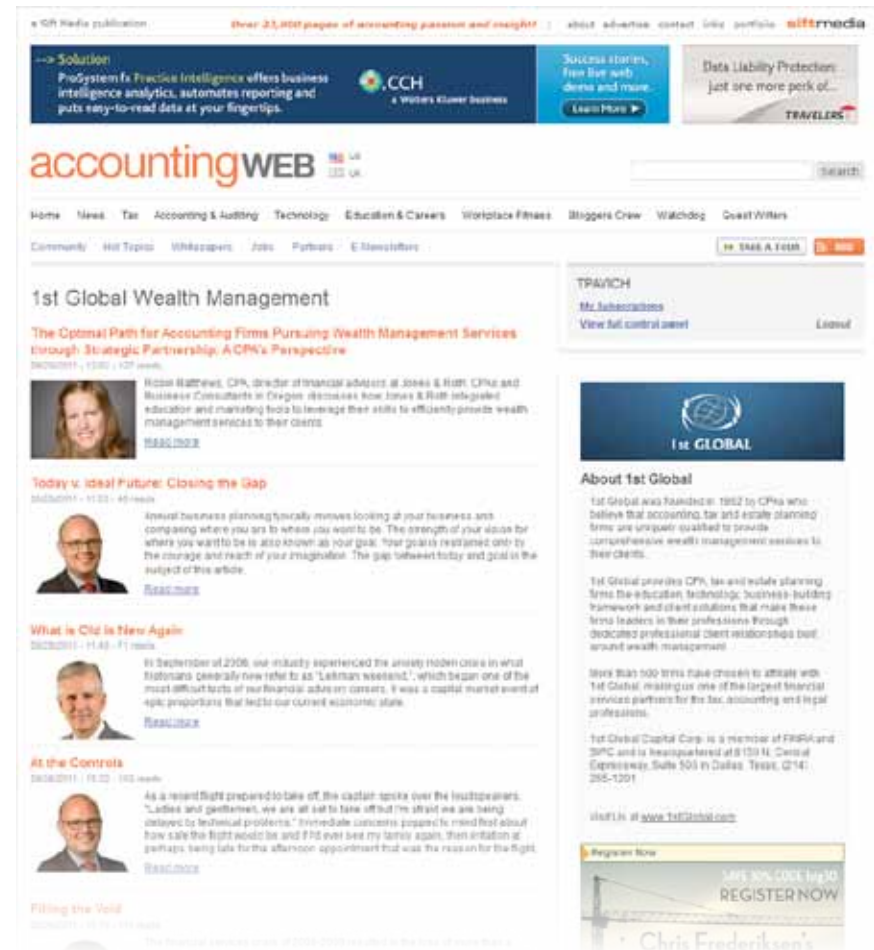
Microsite/Page to appear on Partner page and on the specific zone page that fits your product.
The logo box links to your microsite that is contained on the AccountingWEB site.



Includes:

- ▶ Microsite
- ▶ Logo box positioned on the partner's page and zone specific page
- ▶ "About Us" info
- ▶ Whitepaper posting
- ▶ Company e-newsletters
- ▶ Press releases
- ▶ Product offers
- ▶ Free trials
- ▶ Additional accounting resources
- ▶ Social media tweet for all new posts to the Microsite

Cost: \$2,500



Unique Advertising Opportunities

AccountingWEB Sponsored Surveys w/ 5 proprietary questions

AccountingWEB's community research project includes the opportunity to participate in a quarterly survey driven by editorial content that includes questions about a specific topic, reader information that can be added to our knowledge of our member database, and proprietary questions provided by a sponsor.

Includes:

- ▶ Survey promotion
- ▶ Survey incentive
- ▶ Survey e-blast
- ▶ Survey creation
- ▶ 5 Proprietary questions

Cost: \$4,000

Breaking News Interstitial Sponsorship

According to our recent reader survey the #1 most interesting editorial content is Breaking News. Partner with the highly viewed content delivered with this high impact vehicle. New breaking news per day, weekly sponsorship.

Includes:

- ▶ Sponsored by your company
- ▶ 1 line offer
- ▶ Link
- ▶ Lead response form



Cost: \$5,000 per week
(Frequency discounts apply)

Social Media Sponsorship

Optimize your social media marketing plan with AccountingWEB through leveraging our loyal followers.

Includes:

- ▶ 1 daily* tweet leading followers to their site, their Twitter feed, or some other specified URL
- ▶ 1 display ad on AccountingWEB's Facebook page
- ▶ 1 discussion topic on AccountingWEB's Facebook wall
- ▶ 1 mention on AccountingWEB's LinkedIn update

* business days only (Monday-Friday)

Cost: \$2,500 per month
(frequency discounts apply)

Unique Advertising Opportunities

Web Seminars

If you are looking for qualified leads, Web seminars are your most effective option. Our Web seminar package is a turn-key opportunity for your company to present its product while positioning yourself as a thought leader in the industry.

Includes:

- ▶ CPE accreditation
- ▶ 1 month ROS banner to promote the event 300x250
- ▶ 4 125x125 banners on available e-newsletters
- ▶ 2x Seminar branded e-blast invites
- ▶ 2x e-blast reminders
- ▶ Post event e-blast "on demand" Web seminar
- ▶ Link to post on your company's site
- ▶ Social media promotion

Cost: \$11,000

(frequency discounts available)

Additional: \$2,500 for Annual Premium Partner Listing, Archived Web Seminar Link
(see above)

Sponsored Content Web Seminars

- January:** Time management
- February:** Asset protection/insurance
- March:** Money management for small businesses
- April:** Managing a small accounting practice
- May:** Social Media
- June:** Succession planning and business valuation
- July:** Employee benefits
- August:** Accounting education
- September:** Payroll
- October:** Budgeting
- November:** Health care
- December:** Personal financial planning

Includes:

- ▶ CPE accreditation
- ▶ Post to promote the Editorially sponsored Web seminar
- ▶ 1 month ROS banner to promote the event 300x250
- ▶ 4 125x125 banners on available e-newsletters
- ▶ 2x Seminar branded e-blast invites
- ▶ 2x e-blast reminders
- ▶ Post event e-blast "on demand" Web seminar
- ▶ Link to post on your company's site
- ▶ Social media promotion

Cost: \$9,500

Topic Block out Sponsorship



49% of AWEB readers learn about industry news through Web Seminars



Rich Media Deadline is three weeks prior to posting date

Interstitial

- ▶ 500x400
- ▶ Contained in a division
- ▶ Solid background
- ▶ Links must target new window



Wallpaper Ad

- ▶ 125x125 for tiling or 125x(980x100)x125 across the background
- ▶ Any standard format, but no animation



Peel Back

- ▶ Full ad size - half of 500x500 (triangular)
- ▶ Teaser area size - half of 150x150 (triangular)
- ▶ Non-Flash standard image format
- ▶ GIF animation OK

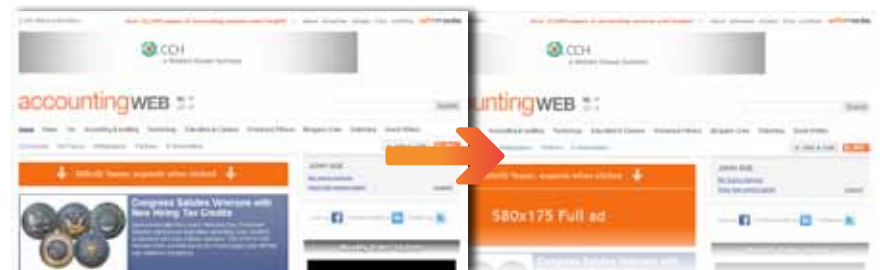
As shown here: <http://www.accountingweb.com/advertise/peelback>



Expansion advertisement

- ▶ Full ad size - 580x200
- ▶ Teaser area - 580x50
- ▶ Non-Flash standard image format,
- ▶ GIF animation OK

As shown here: <http://www.accountingweb.com/advertise/expander>



AccountingWEB Rate Card

Web site Options	1x	3x	6x	9x	12x		
Large Leaderboard 728x90 ROS	6296	5660	5099	4590	4129		
Small Leaderboard 200x90 ROS	4272	3843	3456	3116	2798		
Medium Rectangle 300x250 ROS	4717	4246	3827	3434	3095		
Bottom Square Block Ad 125x125	1802	1622	1452	1309	1177		
Medium Rectangle 300x250 Zone Specific	2364	2120	1908	1717	1548		
Premium Partner 120x60 max. 70 words, 1 link, Logo- NET	2809	2528	2279	2046	1844		

E-newsletter Options <i>(Topic Specific)</i>	1x	3x	6x	9x	12x	18x	24x
Leaderboard 468x60	2926	2629	2364	2131	1919	1823	1733
Text Ad 600x135 Post-ready or max. 50 words, up to 3 links, logo 100 x100, 15 word title/link	2809	2528	2279	2046	1844	1754	1664
Bottom Square Block Ad 125x125-3 available	1012	912	816	737	663	631	599
Medium Rectangle 300x250	2247	2025	1823	1638	1473	1399	1330

AccountingWEB Insight

225x125 or 125x125	2926	2629	2364	2131	1919	1823	1733
468x60	2470	2226	2003	1802	1617	1542	1463
100x60	2247	2025	1823	1638	1473	1399	1330

Solo branded e-blasts

(only 3 per week) All prices NET

5056	4553	4097	3689	3318	3154	2995
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Product Review/Company Spotlight

(only 1 per week) All prices NET

7865	7081	6371	5735	5157	4897	4653
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Rich Media	1x	3x	6x	9x	12x		
Interstitial ROS-per week (must have site banner ROS schedule)	4326	3904	3503	3154	2839		
Interstitial Zone specific- per week (must have site banner schedule)	2809	2528	2279	2051	1844		
Peel Back- per month	10112	8597	7733	6959	6259		
Wallpaper- per month	9270	8342	7509	6751	6057		
Pop-out- per month	6296	5666	5099	4590	4129		

Advertising Specifications

Site Ads

- ▶ JPG, GIF, BMP, PNG, TIF, PDF
- ▶ For Flash animation, the following is required:
 - SWF file
 - HTML counterpart with click tags applied to the animation
 - Any audio must be initiated by user (e.g. YouTube)
- ▶ Provide URL or image map
- ▶ Ad must be submitted to size
- ▶ File size under 150k

Note: PLAIN text overlays (ALT) on all graphic ads available for viewing on mobile devices

E-Newsletter Specs

- ▶ JPG, GIF (static), BMP, PNG, TIF, PDF – NO ANIMATED IMAGES
- ▶ Must be supplied at spec size
- ▶ Include URLs or image map

Topic-Specific e-Newsletter Specs

Leaderboard	468 x 60
Medium Square	300 x 250
Text Ads	300 x 250*
Bottom Blocks	125 x 125

Weekly News Analysis Specs

Leaderboard	468 x 60
Small Leaderboard	100 x 60

Note: PLAIN text overlays (ALT) on all graphic ads available for viewing on mobile devices
Total size - 50 words max, up to 3 embedded links, logo - 100x100, Top Sponsor Link - 10 words max

Branded e-Blast Specs

- ▶ HTML creative
- ▶ Up to 200 words text with graphics and links
- ▶ All images must have absolute path (not relative)
- ▶ Not wider than 720px
- ▶ Links should target a new window
- ▶ No scripting of any kind
- ▶ No animation/Flash
- ▶ Do not include unsubscribe/subscription information
- ▶ Ensure compatibility with Outlook by opening with Word 2007+

Shared e-blast Specs

- ▶ Up to 100 words text
- ▶ Logo should be 125 x 125
- ▶ Full image ads are 585x155 or smaller

About Sift Media

Sift Media is a leading business-to-business publisher specializing in online, interactive professional communities, both in the UK and US. With a range of services including Web sites, e-mail publications, industry awards, and events, Sift Media delivers original, branded content to well over half a million professionals in a range of industry sectors.

Sift Media Mission Statement

As a creator of interactive online business communities, we strive to stay at the forefront of online techniques to engage with our members. As a media owner, our mission is to develop the most innovative, targeted marketing and lead generation solutions to deliver real results for our clients.

Sift Media Advertiser Value Statement

Sift Media's engaged networks of business professionals provide unique opportunities for marketers. Since 1997 we've delivered hundreds of successful lead generation and brand building campaigns, but we also understand the power of insight, information, and innovation and the increased return a truly engaging campaign can have on your marketing investment.

Meet the team:



Tom Dunkerly
Managing Director



Gail Perry
Editor in Chief



Nicole Jones-Kinney
Account Executive (East)



Chip Herter
Campaign Manager



Tracy Donley
Director of Advertising



Linda Monroe
Account Executive (West)



Tony Pavich
Technology Manager



Terri Eyden
Senior Editor

Our business communities

AccountingWEB.com (US)
Going Concern (US)
AccountingWEB.co.uk

BusinessCloud9.com
BusinessZone.co.uk
HRzone.co.uk

MyCustomer.com
Publictechnology.net
PublicTenders.net

TrainingZone.co.uk
UKBusinessForums.co.uk

The logo for Sift Media, featuring the word "sift" in a lowercase sans-serif font with a small white square above the letter 't', followed by the word "media" in a lowercase sans-serif font.

sift[■]media

Sift Media

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