



The official publication of the
Hawaii Society of Certified Public Accountants
www.hscpa.org



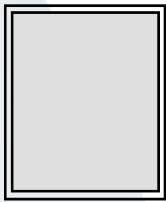
Front page presence on the HSCPA website with global reach!

2020 Digital Advertising Rate Card

Why advertise with KALA?

It's a fun, informative and interactive publication! **KALA** is featured in a prime location on the HSCPA website's home page with global reach. Current e-mail distribution includes membership of over 1400 plus business associates across the nation.

	1x	5x	10x	20x		1x	5x	10x	20x
Full Page	625	570	515	465	COVER PAGES	FULL PAGE ONLY			
1/2 page	445	395	340	290	Inside Front	695	640	590	535
1/3 page	365	315	265	210	Inside Back	640	590	535	480
1/6 page	275	305	205	150	Back Cover	695	640	590	535



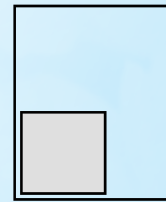
Full page
8-3/4" x 11-1/4"



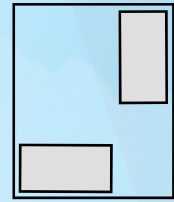
1/2 page Vertical
4-3/4" x 7-1/2"



1/2 page Horizontal
7-1/4" x 4-7/8"



1/3 page
4-3/4" x 4-7/8"



1/6 page V / H
2-1/4" x 4-7/8"
4-3/4" x 2-3/8"

CLASSIFIED ADVERTISING

\$65 - up to 100 words
25¢/word thereafter
Add \$20 to include logo

PRODUCTION SPECIFICATIONS:

Digital files are the preferred format; accepted files include PDF, JPG, EPS (InDesign formats accepted) formatted in CMYK or B&W 300 dpi with all fonts embedded

CONTRACT PERIOD: Advertising space contracts based on a 10-month period. Should new rates be announced, advertisers will be protected at the contracted rates for the duration of the contract period (January/February black out months).

GENERAL EXCISE TAX: All rates subject to 4.712% Hawaii general excise tax.

PAYMENT TERMS: Billed upon publication. Payable to HSCPA upon receipt. 15% commission to recognized advertising agencies.

**Ad Submission
Deadline:
2nd Friday of
Preceding Month**

Advertising Materials to:

Debbie Cortes
debbiecortes@hscpa.org
(808) 537-9475

Publisher's Rights/Copy Protective: The Publisher reserves the right to reject any advertising or include the words "Advertisement" with any copy resembling editorial matter. It is understood that the advertiser agrees to indemnify and protect **KALA** on behalf of the Hawaii Society of Certified Public Accountants from any claims or expenses resulting from the unauthorized use of any name, photograph, sketch, design or words protected by copyright, registered trademark, label, etc. in connection with advertising appearing in **KALA**.



2020 EDITORIAL CALENDAR

ISSUE EDITORIAL*

March	Taxation / Planning
April	Practice Management
May	Annual Conference / Ethics (based on agenda)
June	Small Business
July	Leadership / Lifelong Learning
August	Profession Enhancement / Student Recruitment
September	Financial / Tax Planning
October	Young Professionals / Students
November	Technology / Security
December	Compliance / Planning

*Subject to change based on new developments, announcements, releases, etc.