

# Tax Executive

THE PROFESSIONAL JOURNAL OF TAX EXECUTIVES INSTITUTE

Rate Card is  
Effective through  
December 31, 2017

Vol. 69

*Tax Executive* is the bimonthly publication of Tax Executives Institute, Inc. Subscribers are corporate tax directors, managers, treasurers, controllers, and attorneys; state, local, and federal tax officials; accountants, lawyers, and other public practitioners; and leading public and academic libraries.

Paid circulation is approximately 7,500, but surveys confirm that readership extends to numerous nonsubscribers in business and law schools, law, and accounting firms, and 3,200 of the leading corporations in the United States, Canada, Europe, and Asia.

## Editorial Calendar

ISSUE	TOPICS
January-February	The State of the In-House Profession
March-April	International Tax
May-June	A View From the States – The "Laboratories of Our Democracy"
July-August	Indirect Taxes Around the World
September-October	Tax and Technology
November-December	Year End Roundup

## Advertising Closing Dates

ISSUE	SPACE RESERVATIONS NEEDED BY	MATERIALS NEEDED BY
January-February	December 6, 2016	December 13, 2016
March-April	January 25, 2017	February 1, 2017
May-June	April 4, 2017	April 11, 2017
July-August	June 1, 2017	June 8, 2017
September-October	August 4, 2017	August 11, 2017
November-December	October 4, 2017	October 11, 2017
<i>Membership Roster</i>	Second Friday in July	Third Friday in July
<i>Midyear Conference Ad</i>	NA	February 17, 2017
<i>Annual Conference Ad</i>	NA	September 22, 2017

## TE Advertising Rates

Full Color Ads (CMYK)	1x (one issue)	3x (three issues)	6x (six issues)
Full Page	1,775	1,725	1,675
Cover 2 or 3	2,325	2,275	2,175
Cover 4	2,525	2,475	2,425
Center (2 page ad)	3,450	3,400	3,350
1/2 Page	875	-	-
Black & White Ads	1x (one issue)	3x (three issues)	6x (six issues)
Full Page	975	950	925
Pages 1-6	1,150	1050	1025

# Membership Roster Advertising Rates

Black & White Ad	Full Color Ad	Ad on Tab
4,000	5,000	6,000

## TE Advertising Info by Sponsorship Level

Level	Ad Size	Color Space	Number of Ads
Bundled Platinum (MY & AC)	Full Page	Color Ad	6x (all issues + Roster)
Gold (AC or MY)	Full Page	Color Ad	1x (space reservation required)
Silver (AC or MY)**	Half Page	Color Ad	1x (space reservation required)
Bronze (AC or MY)**	N/A	N/A	N/A

Note: AC = Annual Conference; MY = Midyear Conference \*\*For information on upgrading sponsorship advertisements, please contact TEI

## Mechanical Specifications

### Tax Executive

**Ad Sizes:** Full Page: 8 ½" x 11" (live area is 7 ½" x 9 ½") | Half Page: 7 ½" x 4 ½" (Other sizes by special arrangement)

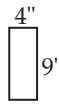
**Trim Size:** 8 ½" x 11" **Bleed Size:** 8 ¾" x 11 ¼" (allow at least ⅛" on all sides that bleed)

**Ad Formats:** Hi Resolution PDF (Press-optimized, 300dpi, CMYK or B/W [no spot colors], embed fonts) or InDesign files.  
Ads that are not submitted in PDF format should be accompanied by a proof.

**Printing:** Offset **Binding:** Perfect Bound

### Midyear or Annual Conference Ad:

**Ad Sizes:** Full Page: 4" x 9" (live area is 3 ½" x 8 ½")  
Half Page: 3 ½" x 4 ¼" (no bleeds)



**Bleed Size:** (allow at least ⅛" on all sides that bleed)

**Line Screen:** 150 **Resolution:** 300dpi **Orientation:** Portrait

**Ad Formats:** Hi Resolution PDF (Press-optimized, 300dpi, CMYK or B/W [no spot colors], embed fonts) or InDesign files.

**Printing:** Offset **Binding:** Saddle-stitch **Paper:** Text, 70#

### The Membership Roster

**Ad Size:** 7 ⅞" x 10 ½" (live area is 7" x 9 ½") **Bleed Size:** (allow at least ⅛" on all sides that bleed)

**Ad Formats:** Hi Resolution PDF (Press-optimized, 300dpi, CMYK or B/W [no spot colors], embed fonts) or InDesign files.  
Ads that are not submitted in PDF format should be accompanied by a proof.

**Printing:** Offset **Binding:** Lay-Flat, Perfect Bound

## Additional Information

New advertisers must remit both copy and prepayment to reserve space. The right to reject any advertisement is reserved by the publisher. 3x and 6x advertising rates apply to consecutive advertisements only. Position of advertisements is at the discretion of the publisher.

Any required mechanical work will be charged to the advertiser. All copy destroyed after publication unless publisher is otherwise instructed. Previous advertisements to be repeated according to schedule when new copy is not received.

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Publisher: Tax Executives Institute, Inc., Suite 300, 1200 G Street N.W., Washington, D.C. 20005-3814. Established 1944.

Subscription: \$120 per year (6 issues). Single copy: \$22 each.