

# Tax Executive

The Professional Journal of Tax Executives Institute

Rate Card is  
Effective through  
December 31, 2024

**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 6,500, 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.

## Advertising Closing Dates

ISSUE	SPACE RESERVATIONS NEEDED BY	MATERIALS NEEDED BY
January-February	November 15, 2023	November 30, 2023
March-April	January 15, 2024	January 30, 2024
May-June	March 15, 2024	March 30, 2024
July-August	May 15, 2024	May 30, 2024
September-October	July 15, 2024	July 30, 2024
November-December	September 15, 2024	September 30, 2024

## Per Issue Advertising Rates

Full Color Ads (CMYK)	One Issue	Three Issues	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	-	-

## TE Advertising Under Sponsor Benefits

Level	Ad Size	Color Space	Number of Ads/Year
Platinum	Full Page	Color Ad	6
Gold	Full Page	Color Ad	2
Silver	Half Page	Color Ad	2
Bronze	N/A	N/A	N/A



# 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)

**Ad Formats:** Hi Resolution PDF (Press-optimized, 300dpi, CMYK embed fonts).

## 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 is destroyed after publication unless publisher is otherwise instructed. Previous advertisements to be repeated according to schedule when new copy is not received.

To propose articles or content for Tax Executive, please contact Tax Executive's Editor-in-Chief, Pilar Mata at [pmata@tei.org](mailto:pmata@tei.org).

To submit artwork and for inquiries regarding advertising and space reservations, please email [sponsor@tei.org](mailto:sponsor@tei.org)

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