

Tax Executive

THE PROFESSIONAL JOURNAL OF TAX EXECUTIVES INSTITUTE

Rate Card is
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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	Federal Tax
March-April	State and Local Tax
May-June	International Tax
July-August	Tax Controversy
September-October	Corporate Tax Management/Tax Technology
November-December	Year-End Roundup

Advertising Closing Dates

ISSUE	SPACE RESERVATIONS NEEDED BY	MATERIALS NEEDED BY
January-February	December 4, 2020	December 11, 2020
March-April	January 19, 2021	January 26, 2021
May-June	March 23, 2021	March 30, 2021
July-August	May 21, 2021	May 28, 2021
September-October	July 22, 2021	July 29, 2021
November-December	September 16, 2021	September 23, 2021
<i>Midyear Conference Ad</i>	NA	March 5, 2021
<i>Annual Conference Ad</i>	NA	September 17, 2021

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

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 ¼" 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")  **Bleed Size:** (allow at least ¼" on all sides that bleed)

Half Page: 3 ½" x 4 ¼" (no bleeds)

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#

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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