

Tax Executive

THE PROFESSIONAL JOURNAL OF TAX EXECUTIVES INSTITUTE

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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.

Advertising Closing Dates

ISSUE	SPACE RESERVATIONS NEEDED BY	MATERIALS NEEDED BY
January-February	December 8, 2021	December 15, 2021
March-April	January 19, 2022	January 26, 2022
May-June	March 21, 2022	March 28, 2022
July-August	May 20, 2022	May 27, 2022
September-October	July 25, 2022	August 01, 2022
November-December	September 15, 2022	September 22, 2022

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)
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

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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