

THE TAX EXECUTIVE

The Professional Journal of Tax Executives Institute, Inc.

Rate Card is Effective through December 31, 2010

The 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	Materials Needed By
January-February	Second Friday in January	Third Friday in January
March-April	Second Friday in March	Third Friday in March
May-June	Second Friday in May	Third Friday in May
July-August	Second Friday in July	Third Friday in July
September-October	Second Friday in September	Third Friday in September
November-December	Second Friday in November	Third Friday in November
<i>2009-2010 Membership Roster</i>	Second Friday in July	Third Friday in July

TTE 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
Black & White Ads	1x (one issue)	3x (three issues)	6x (six issues)
Full Page	975	950	925
Pages 1-6	1,150	1,050	1,025

Membership Roster Advertising Rates

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

Mechanical Specifications

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Ad Sizes: Full Page: live area is 7 1/2" x 9 1/2"
Half Page: 7 1/2" x 4 1/2"
Other sizes by special arrangement

Trim Size: 8 1/2" x 11"

Bleed Size: 8 3/4" x 11 1/4" (allow at least 1/8 inch on all sides that bleed)

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

Printing: Offset | Binding: Perfect Bound

THE MEMBERSHIP ROSTER

Ad Size: live area is 7" x 9 1/2"

Trim Size: 7 7/8" x 10 1/2"

Bleed Size: 8" x 10 3/4" (allow at least 1/8 inch on all sides that bleed)

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

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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