



COPAS offers advertisers several ways to reach our membership of over 4,000 of the oil and gas industry's most active and influential accounting professionals...

2017 Media Kit

THE source of business and accounting solutions for the energy industry





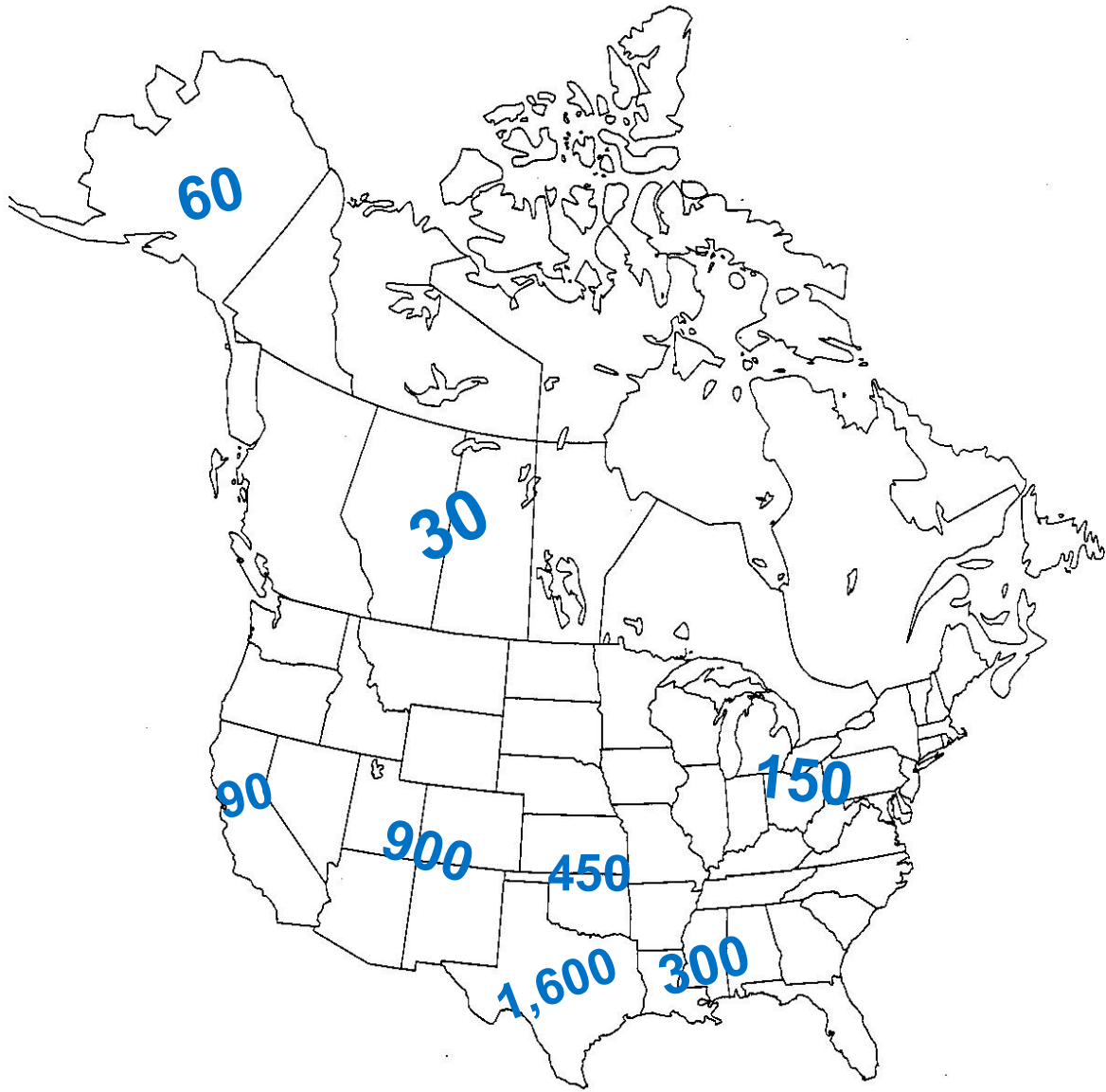
ABOUT COPAS

Our mission is to provide expertise for the oil and gas industry through the development of Model Form Accounting Procedures, publications, and education. We are a forum for the active exchange of ideas which result in innovative business and accounting solutions.



Reach more than 4,000 accounting professionals when advertising with COPAS

Where are COPAS Members?



Our advertisers gain the opportunity to grow their business across the United States and Canada.



ACCOUNTS is a full-color quarterly member magazine. While primarily targeted to our membership, it is also used as a marketing tool at industry-sponsored trade shows and on a marketing CD that many of our member societies utilize in recruiting members. Advertising rates for quarter, half and full page, and business card ads are included in this kit.

ACCOUNTS also offers classified advertising space at \$1.50 per word with a 35 word minimum.

The COPAS website, www.copas.org, contains a Commercial Links page that is made available to advertisers for an annual fee of \$350. Advertisers are invoiced annually in January.

Website ads are also available on the COPAS homepage as a rotating ad for \$35 per month for a six month introductory period, then increases to \$75 per month.

For additional information, please contact:

Tom Wierman, Executive Director

Tom.Wierman@copas.org

303-300-1136 (phone)

303-300-3733 (fax)

Council of Petroleum Accountants Societies, Inc.
(COPAS)

445 Union Blvd., Suite 207

Lakewood, CO 80228



ACCOUNTS Advertising Policies - Print Advertising



1) Ad placement for inside-front, inside-back, and back cover is considered “Premium Space.” All Premium Space advertisers who make an annual commitment to advertise in all four issues (Spring, Summer, Fall and Winter) and who remain in good standing will receive “first-right” status for future contract renewals. If a Premium Space becomes available, it will be offered to other advertisers on a first-come, first-served basis.

2) Advertisement and artwork is due five weeks prior to publication date (January 25, April 25, July 25, and October 25). Non-digital artwork must be submitted six weeks prior to publication date.

- 3) Questions regarding advertising should be directed to the COPAS Executive Director, Tom Wierman, Tom.Wierman@copas.org or 303-300-1136.
- 4) Artwork must meet specifications noted to the right.
- 5) All advertisements are subject to approval by the Editorial Committee.
- 6) All changes to advertisements must be submitted in writing to the address listed on the previous page or by email to editor@copas.org.

| | Single Issue | Four Issues | Six Issues |
|----------------------|--------------|-------------|------------|
| Full Page (Color) | \$995 | \$835 | \$775 |
| Half Page (Color) | \$800 | \$675 | \$625 |
| Quarter Page (Color) | \$530 | \$440 | \$415 |

- 7) Advertisers are encouraged to routinely change their ad copy.
- 8) Advertisers will be billed quarterly following the publication of each issue.

Premium Space – Must Commit to 4 Issues Contract:

Inside Front Cover - \$4,750 total for 4 issues + **First right to renew**
 Inside Back Cover - \$4,750 total for 4 issues + **First right to renew**
 Back Cover - \$5,250 total for 4 issues + **First right to renew**

Mechanical Specifications

Magazine Specifications:

ACCOUNTS is saddle-stitched on 80# gloss paper. The finished size is 8.5” x 11”. Live area is 7.5” x 10”. Bleed size is 9” x 11.5”.

File Submission:

Digital file submission is required. Please call for instructions when providing large files that cannot be attached to an email. All fonts and support files should be supplied with the artwork. Advertisers will be charged to convert files to digital format as per the COPAS specifications. We require high resolution Adobe Acrobat 9.0 PDF files with crop marks and bleeds.

Four-Color Ads:

Four-color ads should be provided in a digital file in CMYK. Ads submitted as Adobe PDF can also be used as proofs.

General Specifications:

High Resolution Adobe PDF file at 350 dpi with all fonts embedded.

Business Card Advertising

| Duration | Cost |
|-------------------|-------|
| 1 x | \$125 |
| 4 x | \$100 |
| 6 x | \$75 |
| 3 1/2 by 2 inches | |

Electronic Advertising



Website Homepage Advertisement

Advertise your company on the COPAS homepage. Your ad will rotate on the homepage with other advertisers and will be seen by everyone visiting www.copas.org. You provide a jpg or gif file format (180pw x 150pw) and your website address. WebLink ads are linked to your homepage for \$75 per month for a six month minimum.

Commercial Links

Advertise on our Vendor and Services Page. Please provide a link and a short description (150 words maximum) and we will promote your company for \$350 per year starting on March 1 of each year.





Advertising Contract

Company Name: _____

Primary Contact Name: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email Address: _____

ACCOUNTS ADVERTISING - PRINT ADVERTISING

Ad Duration:

- Single Issue 4 Issues 6 Issues

Ad Size:

- Full Page Half Page Quarter Page Classified
 Business Card

Premium Space (Required four issue contract, space as available):

- Inside Front Cover Inside Back Cover Back Cover

Classified Advertising:

- \$1.50 per word with 35 word minimum

Business Card Advertising:

- Single Issue 4 Issues 6 Issues

ELECTRONIC ADVERTISING

- Website Homepage Rotating Advertisement (minimum six month placement)
 Commercial Link (annual placement)

Council of Petroleum Accountants Societies, Inc. (COPAS)

445 Union Blvd., Suite 207, Lakewood, CO 80228 Phone: 303.300.1131 Fax: 303.300.3733

Tom.Wierman@copas.org

COPAS Advertising Contract—Continued

| <u>Ad</u> | <u>Frequency</u> | <u>Price per Issue</u> | <u>Contracted Issues</u> |
|-----------------|----------------------|------------------------|--------------------------|
| Full Page | Single | \$995 | |
| Half Page | Single | \$800 | |
| Quarter Page | Single | \$330 | |
| Full Page | Four | \$835 | |
| Half Page | Four | \$675 | |
| Quarter Page | Four | \$440 | |
| Full Page | Six | \$775 | |
| Half Page | Six | \$625 | |
| Quarter Page | Six | \$415 | |
| Inside Front | Four | \$1,187.50 | |
| Inside Back | Four | \$1,187.50 | |
| Back Cover | Four | \$1,312.50 | |
| Classified | Per word | \$1.50 | |
| Business Card | Single | \$125 | |
| Business Card | Four | \$100 | |
| Business Card | Six | \$75 | |
| Homepage | Per month—6 mo. Min. | \$75 | |
| Homepage—New | Per month—6 mo. min. | \$35 | |
| Commercial Link | Annual | \$350 | |

By signing the contract, advertisers agree to the terms specified in the COPAS Advertising Policies outlined in the Media Kit.

Advertiser

Date

Tom Wierman, Executive Director

Date

Office Use:

First Insert Starts:

Spring 2017
 Summer 2017
 Fall 2017
 Winter 2017

Last Insert Ends:

Spring 2017
 Summer 2017
 Fall 2017
 Winter 2017
 Spring 2018
 Summer 2018
 Fall 2018
 Winter 2018

Homepage Ad Starts:

January 2017
 February 2017
 March 2017
 April 2017
 May 2017
 June 2017
 July 2017
 August 2017
 September 2017
 October 2017
 November 2017
 December 2017

Homepage Ad Ends:

January 2018
 February 2018
 March 2018
 April 2018
 May 2018
 June 2018
 July 2018
 August 2018
 September 2018
 October 2018
 November 2018
 December 2018