



The Official Publication of the  
Hawaii Society of Certified Public Accountants  
www.hscpa.org



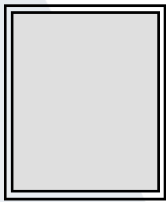
Front page presence on the HSCPA website with global reach!

## 2023 Digital Advertising Rate Card

### Why advertise with KALA?

It's a fun, informative and interactive publication! **KALA** is featured in a prime location on the HSCPA website's home page with global reach. Current e-mail distribution includes membership of over 1300 plus business associates across the nation.

	1x	5x	10x	20x		1x	5x	10x	20x
Full Page	625	570	515	465	COVER PAGES	FULL PAGE ONLY			
1/2 page	445	395	340	290	Inside Front	695	640	590	535
1/3 page	365	315	265	210	Inside Back	640	590	535	480
1/6 page	275	305	205	150	Back Cover	695	640	590	535



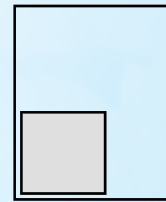
Full page  
8-3/4" x 11-1/4"



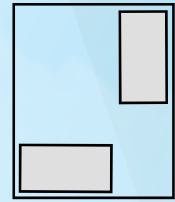
1/2 page Vertical  
4-3/4" x 7-1/2"



1/2 page Horizontal  
7-1/4" x 4-7/8"



1/3 page  
4-3/4" x 4-7/8"



1/6 page V / H  
2-1/4" x 4-7/8"  
4-3/4" x 2-3/8"

### CLASSIFIED ADVERTISING

\$65 - up to 100 words  
25¢/word thereafter  
Add \$20 to include logo

### PRODUCTION SPECIFICATIONS:

Digital files are the preferred format; accepted files include PDF, JPG, EPS (InDesign formats accepted) formatted in CMYK or B&W 300 dpi with all fonts embedded

**CONTRACT PERIOD:** Advertising space contracts based on a 10-month period. Should new rates be announced, advertisers will be protected at the contracted rates for the duration of the contract period (January/February black out months).

**GENERAL EXCISE TAX:** All rates subject to 4.712% Hawaii general excise tax.

**PAYMENT TERMS:** Billed upon publication. Payable to HSCPA upon receipt. 15% commission to recognized advertising agencies.

**Ad Submission  
Deadline:  
2nd Friday of  
Preceding Month**

### Advertising Materials to:

Debbie Cortes  
debbiecortes@hscpa.org  
(808) 537-9475

**Publisher's Rights/Copy Protective:** The Publisher reserves the right to reject any advertising or include the words "Advertisement" with any copy resembling editorial matter. It is understood that the advertiser agrees to indemnify and protect **KALA** on behalf of the Hawaii Society of Certified Public Accountants from any claims or expenses resulting from the unauthorized use of any name, photograph, sketch, design or words protected by copyright, registered trademark, label, etc. in connection with advertising appearing in **KALA**.



# 2023 EDITORIAL CALENDAR

## ISSUE EDITORIAL\*

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March	Tax Season
April	Mental Health
May	Technology-related
June	Small Business
July	HR / Lifelong Learning
August	Profession Enhancement / Student Recruitment
September	Financial / Tax Planning
October	Young Professionals / Students
November	Technology / Security
December	Compliance / Planning

\*Subject to change based on new developments, announcements, releases, etc.



# 2023 WEBSITE ADVERTISING

at: [www.hscpa.org](http://www.hscpa.org)

## FOOTER PLACEMENT - \$300 / month (30 days)

FILE FORMAT: JPG or GIF images

DIMENSIONS: 150px by 150px - OR - 300px by 150px

- \* Ad appears on all pages
- \* Target URL must be live at the time of submission; may not exceed 200 characters
- \* Ad cannot resemble HSCPA.org content or mislead the user

The screenshot shows the HSCPA website footer. At the top left is the HSCPA logo and navigation links: Members, Professional Development, Find a CPA, Young Professionals, Careers, About, Peer Review. A search bar is on the right. Below the navigation is a large banner with a beach scene and stones inscribed with 'SUCCESS', 'WEALTH', 'LONGEVITY', and 'HEALTH'. The text reads: 'Thank for for your continued support of the HSCPA. Wishing you a new year of good health and prosperity!' To the right is a purple box with 'IT'S A NEW YEAR!' and a 'Start Earning CPE!' button. Below the banner are sections for 'KALA MAGAZINE', 'UPCOMING EVENTS & COURSES', and 'LATEST NEWS'. The 'UPCOMING EVENTS & COURSES' section lists: 'New Auditor Report Standards: SAS 134-140' (Mar 18), 'IRS Chief Counsel Michael Desmond' (Mar 19), '[WEB4] Disclosure - The Key to Financial Statements' (Apr 28), and '[WEB4] Advanced Cybersecurity Awareness in Accounting - What You Need to Know' (Apr 30). The 'LATEST NEWS' section lists: 'COVID-19 Resources', 'Public Accounting Firm Hiring Model Shifts: AICPA "Trends Report"', 'Preliminary Thoughts on the Tax Implications of Hurricane Lane', and 'IRS Warns Tax Pros of New Scam Posting as Professional Associations'. At the bottom is a 'Our Sponsors' section with a yellow ad that says 'COMING SOON! Your Ad! Promote your business with HSCPA!'. The footer contains contact information: 'Hawaii Society of CPAs, P.O. Box 1754, 900 Fort Street Mall, Ste 850, Honolulu, Hawaii 96806', phone '(808) 537-9475', fax '(808) 537-3520', email 'info@hscpa.org', and social media links for Facebook and LinkedIn.

### Disclaimer

All advertisements are subject to approval by the Hawaii Society of CPAs (HSCPA). HSCPA reserves the right to refuse advertising. The appearance of an advertisement in any HSCPA publication or website does not necessarily constitute endorsement by HSCPA of the advertiser or of its products or services.