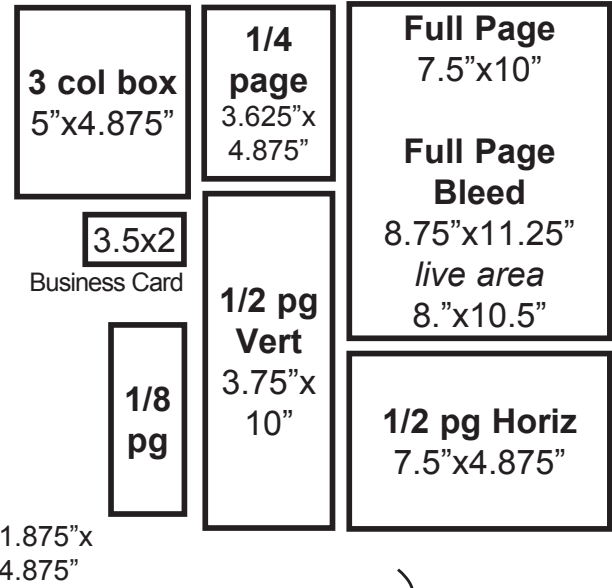


SumNews

SumNews is provided to each member of the MSCPA, free of charge, as a member benefit.

Each and every member of the Society receives one issue on a bimonthly basis, six times per year.

ad	1x Rate	Color	6x Rate	Color
full page	\$1,875	\$2,240	\$1,635	\$1,965
half page	\$1,055	\$1,260	\$ 925	\$1,125
3 column	\$ 880	\$1,055	\$ 755	\$ 910
1/4 page	\$ 645	\$ 770	\$ 560	\$ 670
1/8 page	\$ 475	\$ 560	\$ 375	\$ 440
Business Card	\$ 350	\$ 395	\$ 250	\$ 340



Premium Positions: The full page inside cover as well as a half page on the back cover are available at a premium.

Full Page Inside Cover	\$2,530
Back Cover Half Page	\$1,755
Half Page Preference	\$1,280
Front Cover Sponsor	\$530

There are no rate discounts for signing a six-time contract for the premium positions.

All rates are in gross.

A standard 15% discount applies when ad is supplied by a recognized advertising agency.

Digital Ad Specifications:

MACINTOSH FORMAT

- Quark XPress
- Photoshop (saved as a TIFF or EPS file)
- Adobe Illustrator (type converted to paths; saved as EPS file)
- Adobe PDF File (save utilizing print settings)
- Freehand (type converted to paths; exported as EPS file)

FONTS Use only Postscript fonts. True type fonts are not acceptable. Include both the screen and printer fonts on disk. SumNews will substitute Macintosh fonts for PC fonts in some cases.

SCANS Black & White: Hi-resolution black & white photographs or artwork should be scanned at 300 dpi in grayscale at 100% of final print size. Screened tone values which exceed 85% will print as a solid. Any dot under 3% may drop to white.

4-color: Scan is to be saved as CMYK, not RGB. Hi-resolution. 4-color images imported directly into the document are preferred.

- Resolution is 300 dpi at 100% of final print size.

COLORS All color must be built from process colors (CMYK)

COMPATIBLE MEDIA Zip disk or CD ROM

WHAT TO SUPPLY ON DISK In order to assure that your files are properly output, the following must be included:

- The ad file
- Screen and printer fonts used in the ad (postscript only). Please note: fonts need to be included even if the ad is saved as an EPS file. Look closely for any EPS files imbedded within the ad (e.g. a logo) which may use fonts and be sure to include them as well.
- All art files used in the ad
- Laser printout at 100%
- For 4-color ads please supply a publication grade press quality digital proof. If one is not supplied with the ad, SumNews will not be responsible for ad output.
- A printout of the disk's contents

MISCELLANEOUS

- If at all possible, do not use compression software on your files, except for those compression formats found within Adobe Photoshop
- If files are supplied as one composite EPS or Postscript file, please supply the component/application files separately as well, in the event that the files do not image properly
- Do not submit color files for black & white ads
- Use a disinfectant software before sending your disk
- Any intervention by SumNews will result in production charges to the advertiser

Terms: Modificatons to Artwork: There will be minium charge of \$75 if modifications to your ad are required. In the event you need your ad created from scratch, The MSCPA's graphic designer, Graphlex will provide this service for you. Please contact Bob Vigliota at bobv@graphlex.com for rates and conditions.

Submit ads to:

Julia Bowker at jbowker@MSCPAonline.org or MSCPA, Inc., 105 Chauncy Street, Boston, MA 02111