



## *Payroll News & Payroll News ONLINE*

### 2007-2008 ADVERTISING INFORMATION

IPPA's quarterly publication, *Payroll News*, is a forum for IPPA members to share information, receive industry news and much more. *Payroll News ONLINE* is an online newsletter published monthly with IPPA and industry updates. *Payroll News* and *Payroll News ONLINE* advertising are both excellent opportunities for you to get your company's name out to potential payroll customers. *Payroll News* is published to approximately 270 readers, and *Payroll News ONLINE* is sent to approximately 1200 readers.

#### *Payroll News Schedule*

	<u>Material Due Date</u>	<u>Publication Date</u>
Vol. 8, No. 2	November 16, 2007	December 2007
Vol. 8, No. 3	February 15, 2008	March 2008
Vol. 8, No. 4	May 16, 2008	June 2008

#### *Payroll News Rates*

1/4 Page	\$200/issue
1/2 Page	\$250/issue
Full Page	\$450/issue

#### *Payroll News ONLINE Schedule*

<u>2<sup>ND</sup> QTR.</u>	<u>3<sup>RD</sup> QTR.</u>	<u>4<sup>TH</sup> QTR.</u>
10/5 /07	1/4/08	4/4/08
11/2 /07	2/1/08	5/2/08
12/7 /07	3/7/08	6/6/08
Due: 10/1/07	Due: 12/31/08	Due: 3/31/08

#### *ONLINE Rates*

\$250/Quarter



#### **Bundle Advertising Package**

½ Page Ad in Remaining Three Issues + Remaining 3 Qtrs. of *ONLINE* Advertising - \$1300

To secure your advertisement, sign up online at  
[www.regonline.com/0708ads](http://www.regonline.com/0708ads).

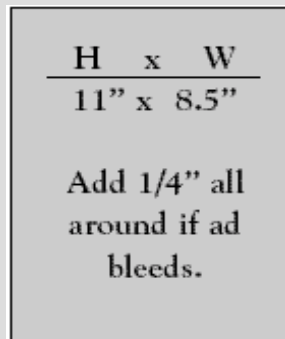


## *Payroll News & Payroll News ONLINE*

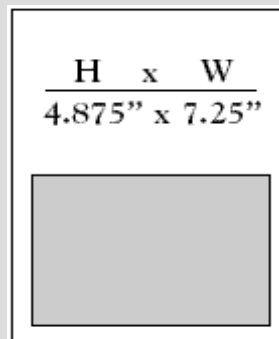
### 2007-2008 ADVERTISING SPECIFICATIONS

#### *Payroll News—Mechanical Information*

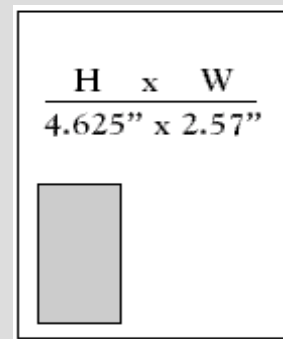
Four color ads may be submitted via email to the IPPA Central Office as Adobe Illustrator 9.0 or older, or PhotoShop 7.0 or older file formats. Convert all fonts to outline in Illustrator files; save PhotoShop files at 300 dpi in a TIF or EPS format. Laser proof is also requested.



Full Page



Half Page



Quarter Page

#### *Payroll News ONLINE*

Please email your company logo, in a JPG format, to Cheryl Gervasio at [cgervasio@dcj-kansascity.com](mailto:cgervasio@dcj-kansascity.com).

To secure your advertisement, sign up online at  
[www.regonline.com/0708ads](http://www.regonline.com/0708ads).