

# Custom Email Advertising



## Dedicated Email

Grab the attention of CPAs and drive our members to your products and services or engage through your sponsored content. We create your custom email under the TXCPA logo and build high impact conversations around your brand.

Audience: **22,000** subscribers | **30%** open rate\*

\*based on Viewpoint Email Newsletters open rate

## Specifications & Rates

- **One dedicated email:** to be sent to all TXCPA members with valid email addresses, approximately 22,000.
- **Distribution Options:** available on a Tuesday, Wednesday or Thursday of the second or fourth week of the month.
- **Limited to one sale per month.**
- **Materials due:** 10 days prior to run day.
- **Rate: \$3200 NET**

### Acceptable Files:

**High Resolution logo:** 300+ dpi, .eps, .png or pdf only. Embed/outline all fonts.

**Graphics:** One Hero Image no wider than 600 pixels; high resolution .jpg or .png. Must be sized for use at 100%.

**Text:** Provide up to 200 words of copy with an appropriate subject line, and we will build your email within the TXCPA email template.