

AFFLUENCE with INFLUENCE

America's Financial Professionals



Introducing AICPA Select Lists 2009

Available Exclusively through Lake Group Media, Inc.



**They're affluent.
They're influential.
They're smart.**



Most important, they're your target.

CPAs. They're not only tax experts. They're also the foursome that teed off first thing this morning. They're the couple in the box seats. They're the people already wearing the watches that just landed on everyone's must-have list. In short, they're your hottest prospects.

And you can access 240,000 of them — men and women who are not only the senior-level decision-makers for their firm or employer, but also an affluent consumer group as well — when you use AICPA Select Lists.

The AICPA is the premier association representing America's CPAs, and its members are well-educated and in their prime earning years. They work hard, of course, but they also enjoy time with their families and friends. They appreciate the best, and their buying power is substantial and well documented — from business-related purchasing to personal shopping to travel to entertainment.

In short, they're just the kind of people you and your clients want to connect with — and now you can.

AICPA Select Lists: Not just names. Results.

Tap into AICPA Select Lists and you tap into a team of seasoned list professionals dedicated to helping you make the most of your marketing efforts. We'll help you segment our database and provide selects that are meticulously maintained and that meet your criteria. In addition, we'll work with you to analyze objectives

and past results, then provide focused solutions.



To learn more, contact **Danny Grubert**
at **914.925.2400** or email
Danny.Grubert@LakeGroupMedia.com



Where are CPAs likely to spend their money?

- ☐ Automotive
- ☐ Department Store/Shopping/Gifts
- ☐ Financial
- ☐ Home Improvement
- ☐ Restaurants
- ☐ Travel/Airlines

AICPA Select Lists can be segmented by:

- ☐ Age
- ☐ Geography
- ☐ Business or occupation
- ☐ Area of professional interest
- ☐ Industry specialization
- ☐ Size of firm
- ☐ *Journal of Accountancy* subscribers



AICPA Select Lists: An Overview

Gender

Male	163,964
Female	82,396

Age

Under 40	76,541
41-44	32,735
45-49	38,883
50-54	36,176
55-59	24,853
60+	35,209

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See Geographic Breakdown in
Easy-to-Use State Map on pgs. 6-7

Current AICPA Members

TO FIND OUT MORE ON AICPA LISTS VISIT US AT www.lakegroupmedia.com

Basic Rental Charge — \$145.00 per thousand

Occupational Selects

Pinpoint your prospects according to business and occupation classifications.

Occupation selection is an additional charge of \$19.00 per thousand

	Quantity
Public Accounting	
Partner/Shareholder/Owner	31,350
Sole Practitioner (one professional)	15,108
Staff Member	42,935
Law	
Partner/Shareholder/Owner	591
Sole Practitioner (one professional)	196
Staff Member	506
Consulting	
Partner/Shareholder/Owner	1,432
Sole Practitioner (one professional)	1,119
Staff Member	2,228
Business and Industry	
President/CEO/COO	4,539
CFO/Financial Officer	15,399
Officer — Non-Financial/Non-Accounting	1,337
Financial/Accounting Management	34,032
Financial/Accounting Staff	15,009
Internal Auditor	3,683
Staff — Non-Financial/Non-Accounting	6,494
Education	
Administrator/Staff	1,906
Professor/Teacher	2,175
Government	
Federal Level	2,852
State Level	2,542
Local Level	3,096
International Level	64

Firm Size

Select CPAs in public accounting practice according to the size of their firm.

Firm size selection is an additional charge of \$19.00 per thousand

Firm size in this context is defined as the total number of AICPA members in a firm

Sole Practitioners	20,361
CPAs in firms with 2 – 9 AICPA members	24,578
CPAs in firms with 10 – 50 AICPA members	18,099
CPAs in firms with 51 – 100 AICPA members	4,215
CPAs in firms with 101 – 500 AICPA members	5,050
CPAs in firms with 501 – 1,000 AICPA members	3,886
CPAs in firms with 1,001 – 5,000 AICPA members	7,547
CPAs in firms with over 5,000 AICPA members	21,431

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FAX: 914-925-2499
EMAIL: Danny.Grubert@LakeGroupMedia.com

Interest Selects

Accounting and Auditing

Auditing	55,788
Internal Audit	14,016
Financial Reporting	82,761
Management Accounting	33,271
Compilation and Review	56,431
Government Accounting/Auditing	16,751
Financial Analysis	49,230
Budgeting/Forecasting	40,413
Employee Benefit Plans	25,923
SEC Regulations	19,786
Finance/Controllershship	56,460
Cost Accounting	27,357

Taxation

Corporate Taxation	99,249
Individual Taxation	101,720
Partnership Taxation	58,833
Employee Benefit Taxation	35,277
Exempt Organizations Taxation	29,139
IRS Practice and Procedures	34,981
International Taxation	15,835
Estate and Gift Taxation	47,078

Management

Practice Management	32,192
Strategic Planning	31,637
General Management	47,835
Human Resources Management	16,067

Technology

Management Information Systems	46,320
Information Technology	33,399

Consulting

Personal Financial Planning	48,274
Business Valuation/Appraisal	28,140
Computers/Business Systems	31,182
Litigation Services	13,107
Small Business Consulting	52,744

Select your prospects on the basis of their professional interests or activities.

Interest selection is an additional charge of \$19.00 per thousand

AFFLUENCE WITH INFLUENCE.

Alaska
440

Washington
4,677

Montana
759

North Dakota
524

Oregon
2,628

Idaho
984

South Dakota
554

Wyoming
342

Nevada
1,401

Utah
2,081

Nebraska
1,383

Colorado
5,225

Kansas
2,345

California
21,397

Hawaii
913

Arizona
3,832

New Mexico
1,027

Texas
17,649

From coast to coast and everywhere in between, the AICPA puts America's financial professionals at your fingertips.

A total of 238,137 current AICPA member names are available for list rental.
This map does not reflect the total AICPA membership.



Current AICPA Members (cont.)

TO FIND OUT MORE ON AICPA LISTS VISIT US AT www.lakegroupmedia.com

Industry Specializations

Quickly and easily select
CPAs by the industries in
which they specialize.

**Industry selection is an
additional charge of \$19.00
per thousand**

Finance

Commercial Banking	21,290
Savings & Loan/Credit Union	10,073
Insurance Carriers and Related Activities	15,893
Securities/Commodity Contracts	13,653
Offices of Bank Holding Companies	10,091
Real Estate	37,626
Funds/Trusts/Other Financial Vehicles	5,478

Services

Legal	27,526
Education	11,336
Hotel/Other Lodging	12,789
Communications/Entertainment/Recreation	15,006
Computer Systems	15,086
Hospitals/Healthcare	24,159
Other Services	17,001

Manufacturing

Electrical/Electronic	15,078
Textiles/Apparel	9,134
Food/Beverages/Tobacco	12,484
Wood Products	9,058
Petroleum/Rubber/Chemicals	10,380
Other Manufacturing	28,859

Retail Trade

Food and Beverage Stores	28,942
Motor Vehicle and Parts Dealers	14,789
Clothing/Clothing Accessories Stores	12,231
Furniture/Home Furnishings Stores	8,157
Food Services/Drinking Places	22,002

Transportation/Public Utilities

Land/Water/Air Transport	9,425
Transportation/Warehousing	3,063
Electric/Gas/Sewer/Water Services	9,476

Government/Public Administration

Executive/Legislative	7,751
Justice/Public Safety	2,729
Human Resources/Personnel	4,663
Environmental Services	3,988
Other Government/Public Administration	5,124

Other Industries

Wholesale Trade	24,213
Agriculture, Forestry, Fishing/Hunting	13,206
Mining/Oil/Gas	9,323
Construction	33,145
Not-for-Profit Organizations	34,005

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AICPA Bookbuyers Hotline

12-Month Recency
Total List: 87,994

Rental charge: \$175.00
per thousand

6-Month Recency
Total List: Call for
up-to-date totals!

This list can be segmented
by recency and geographical
location only.

This prime list is made up of professional accountants, business and financial executives and tax specialists who have ordered the books, services and CPE self-study courses published by the American Institute of Certified Public Accountants and other leading vendors during the past 6 or 12 months.

This very active list includes the hottest leads who have recently made purchases in response to the AICPA's own direct mail marketing activity.

These prime customers may have recently purchased any of the following products in addition to many others:

- ☐ CPE courses
- ☐ Audit and Accounting Guides
- ☐ Software products
- ☐ Tax products

Specialized Membership Sections

Members of the AICPA with a special interest in particular areas of practice may join one or more of the AICPA's voluntary membership sections by paying an additional membership fee each year.

These targeted, highly selective membership lists are of special interest if you want to direct your promotions to clearly defined audiences in specialized areas of activity and interest.

Basic rental charge for all sections: \$175.00 per thousand

AICPA Tax Section

CPAs who offer tax services represent a lucrative market for a wide
his list is your best
bet for reaching buyer-oriented tax specialists.

Total List: 12,520

AICPA Personal Financial Planning Section

These AICPA members have an interest in advising clients on the
planning and management of their personal finances.

Total List: 2,662

AICPA Business Valuation and Forensic & Litigation Services Section

These AICPA members have an interest in business valuation,
forensic and litigation services.

Total List: 2,585

AICPA Information Technology Section

These AICPA members have an interest in learning how to apply
new technologies and keeping pace with future trends.

Total List: 1,420

Current Paid *Journal of Accountancy* Subscribers (Non-AICPA Members)

The *Journal of Accountancy* paid subscriber mailing list — best used concurrently with your print ads in the magazine itself — allows you to double the reach and impact of your marketing efforts to financial executives who have a strong and active interest in the latest accounting and business issues. Mailing to the *Journal of Accountancy* subscriber list adds a powerful dimension to your total advertising program.

This is an active subscriber list, comprised of professionals who have ordered and paid for a subscription.

Total List: 12,125
Basic rental charge: \$175.00
per thousand

Current Paid *Tax Adviser* Subscribers

The Tax Adviser is a monthly magazine of tax planning trends and techniques — published by the AICPA and edited for sophisticated tax consultants, tax lawyers, tax executives and others who are actively involved with federal tax matters on an advanced level.

This is an active subscriber list, comprised of professionals who have ordered and paid for a subscription.

Total List: 12,520
Basic rental charge: \$145.00
per thousand

Rentals & Addressing Specifications

TO ORDER CALL: 914-925-2400
FAX: 914-925-2499
EMAIL: Danny.Grubert@LakeGroupMedia.com

Mailing Lists, with the contact information and street addresses per your list rental order, can be sent to you in the following formats:

☐ **EMAIL** (comma separated, ASCII or tab delimited)
\$50.00 non-refundable fee

☐ **FTP SITES**
Available for a \$75.00 non-refundable fee

☐ **CD** (ASCII, copy, backup)
\$50.00 non-refundable fee.
CD must be returned

Minimums

Minimum list rental order size = \$500.

Running Charge

\$10.00 per thousand (with cancellation and net names only).

Shipping and Handling (overnight)

\$30.00 flat fee.

Delivery Schedule

Minimum of 7–10 working days required after receipt and approval of order. Rush orders with a guaranteed 72-hour turnaround are available upon request.

Rush Fee

\$100.00 non-refundable.

Change of Mail Date

Mailer must inform Lake Group Media of any change in the mail date of an order. After the mailer has changed the mail date two times, he/she can no longer cancel the order and will be responsible for the full amount.

Order Cancellation

There is a \$50 order cancellation fee. Lake Group Media must be notified one week prior to mail date. Mailer will, however, be billed for running charges, tape fee (if applicable) and shipping. Mailer will be responsible for full amount of order if Lake Group Media is not notified in writing at least one week prior to mail date.

Commission Policy

20% commission on base rates to recognized brokers.

Payment Policy

Payment must be made net 60 days from invoice date. New customers must pay in advance for their order via credit card, check or money order.

Billing Address All payments should be made payable to the Lake Group Media, Inc. Send all payments to: Lake Group Media, Inc., 411 Theodore Fremd Avenue, Rye, NY 10580.

Additional Charges

Business/Occupation Selection	\$19.00	per thousand additional
Area of Interest Selection	\$19.00	per thousand additional
Industry Specialization Selection	\$19.00	per thousand additional
Gender Selection	\$19.00	per thousand additional
Age Selection	\$19.00	per thousand additional
Size of Firm Selection	\$19.00	per thousand additional
State Selection	\$12.00	per thousand additional
5-Digit ZIP or 3-Digit SCF Selection	\$12.00	per thousand additional
A/B Split	\$6.00	per thousand additional
Key Coding (up to 15 digits)	\$4.50	per thousand additional
Merge/Purge Previous Orders	\$25.00	per thousand additional

Restrictions & Limitations

TO FIND OUT MORE ABOUT AICPA LISTS VISIT US AT www.lakegroupmedia.com

Please read the following to make sure our lists can meet your needs.

In consideration of the American Institute of Certified Public Accountants (AICPA) and CPA2Biz, Inc. (CPA2Biz) agreeing to rent the list, Rental Mailer (hereinafter referred to as "renter") agrees to the following terms and conditions to this particular list rental.

- 1. Renter** agrees not to use the list for more than one mailing and will not disclose, transfer, duplicate, reproduce, retain, resell or telemarket the list in whole or in part, nor permit any employee of renter or any third party to do so. Note: The list is "seeded" to detect unauthorized use.
- 2. Renter** agrees that prior to utilizing the list, renter shall submit to CPA2Biz for review and approval, a sample of the material that renter proposes to mail. If the list is supplied to renter in the form of CD, the CD shall be returned to CPA2Biz. If the list is supplied to renter in the form of an Excel or CSV file via email or FTP, the file and email message shall be immediately deleted upon completion of the mailing.
- 3. Renter** understands and agrees that AICPA, Lake Group Media, Inc. and CPA2Biz make no representations or warranties with respect to the list.
- 4. Renter** hereby acknowledges that the trade names of AICPA and CPA2Biz are unique, valuable and proprietary to the respective companies and renter shall not make any use or reference thereto in connection with renter's use of the list, except in such manner as AICPA or CPA2Biz may have expressly approved, in writing, prior to such use.
- 5. Cancellation** of an order must be done a week before the mail date provided to CPA2Biz at the time of order, or renter will be responsible for all charges. With any cancellation, the renter will be responsible for a \$50 cancellation charge and the run charge of \$10 per thousand, as well as postage. All material (labels, CD, Excel file) must then be returned to CPA2Biz.
- 6. AICPA** mailing lists are available only to companies and organizations that offer products or services of interest to CPAs, other accountants, and business and financial executives. The products or services offered in the mail campaign must be relevant to a business environment.
- 7. AICPA** mailing lists are not available to political, charitable or other organizations for fund-raising purposes.
- 8. AICPA** mailing lists are not available for activities related to employment recruiting.
- 9. REUSE POLICY:** Please advise of multiple usage when order is placed. Sample mailing piece must be submitted prior to each re-use for approval. First usage is at full cost. We do not offer unlimited usage.
- 10. PAYMENT POLICY — Payment must be made net 60 days from invoice date.**
New customers are required to pay in advance for their order.
Sample mailing piece must be submitted with order for approval.
If you have a tax exempt status, please provide tax exempt number with your order.
- 11. USE OF AICPA** mailing lists in telemarketing or email marketing activities is specifically prohibited.
- 12. MAILING DATES** must be cleared in advance.



Lake Group Media®, Inc.

**List Management • List Brokerage
L@ke interactive • Direct List Services**

411 Theodore Fremd Avenue • Rye, NY 10580

Phone: 914-925-2400 • Fax: 914-925-2499

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