

Tax Executive

The Professional Journal of Tax Executives Institute

Rate Card is
Effective through
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Vol. 75

Tax Executive is the bimonthly publication of Tax Executives Institute, Inc. Subscribers are corporate tax directors, managers, treasurers, controllers, and attorneys; state, local, and federal tax officials; accountants, lawyers, and other public practitioners; and leading public and academic libraries.

Paid circulation is approximately 6,500, but surveys confirm that readership extends to numerous nonsubscribers in business and law schools, law, and accounting firms, and 3,200 of the leading corporations in the United States, Canada, Europe, and Asia.

Advertising Closing Dates

| ISSUE | SPACE RESERVATIONS NEEDED BY | MATERIALS NEEDED BY |
|-------------------|------------------------------|---------------------|
| January-February | November 15, 2022 | November 22, 2022 |
| March-April | January 18, 2023 | January 25, 2023 |
| May-June | March 20, 2023 | March 27, 2023 |
| July-August | May 15, 2023 | May 22, 2023 |
| September-October | July 20, 2023 | July 27, 2023 |
| November-December | September 21, 2023 | September 28, 2023 |

Per Issue Advertising Rates

| Full Color Ads (CMYK) | One Issue | Three Issues | Six Issues |
|-----------------------|-----------|--------------|------------|
| Full Page | 1,775 | 1,725 | 1,675 |
| Cover 2 or 3 | 2,325 | 2,275 | 2,175 |
| Cover 4 | 2,525 | 2,475 | 2,425 |
| Center (2 page ad) | 3,450 | 3,400 | 3,350 |
| 1/2 Page | 875 | - | - |

TE Advertising Under Sponsor Benefits

| Level | Ad Size | Color Space | Number of Ads/Year |
|----------|-----------|-------------|--------------------|
| Platinum | Full Page | Color Ad | 6 |
| Gold | Full Page | Color Ad | 2 |
| Silver | Half Page | Color Ad | 2 |
| Bronze | N/A | N/A | N/A |



Mechanical Specifications

Tax Executive

Ad Sizes: Full Page: 8 ½" x 11" (live area is 7 ½" x 9 ½") | Half Page: 7 ½" x 4 ½" (Other sizes by special arrangement)

Ad Formats: Hi Resolution PDF (Press-optimized, 300dpi, CMYK embed fonts).

Additional Information

New advertisers must remit both copy and prepayment to reserve space. The right to reject any advertisement is reserved by the publisher. 3x and 6x advertising rates apply to consecutive advertisements only. Position of advertisements is at the discretion of the publisher.

Any required mechanical work will be charged to the advertiser. All copy is destroyed after publication unless publisher is otherwise instructed. Previous advertisements to be repeated according to schedule when new copy is not received.

To propose articles or content for Tax Executive, please contact Tax Executive's Editor-in-Chief, Pilar Mata at pmata@tei.org.

To submit artwork and for inquiries regarding advertising, space reservations, and subscriptions, please email publications@tei.org

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