



Mailing Lists

Looking to conduct a focused direct marketing effort or supplement your advertising campaign? Purchasing the PICPA's mailing list will let you pinpoint those CPAs most likely to buy your product or service. Our mailing lists allow you to select a specific geography and occupational profile – a profile that matches your ideal target market.

SELECTION

Preferred mailing addresses will be included on the mailing list. E-mail addresses and telephone numbers will not be included. The mailing list can be sorted by geography (by chapter or county), membership type (practicing in public accounting or industry), and / or by area of interest. You decide which audience appeals to your campaign!

RATES

- \$0.18 per name, minimum order of \$250
- \$100 for sort by geography
- \$100 for sort by membership type
- \$200 for sort by area of interest

FORMAT

Mailing list information can be printed on Avery labels, or prepared electronically in an Excel spreadsheet. Electronic data can be mailed on a CD, or e-mailed.

CONDITIONS

Mailing list prices are for a one-time use only. A sample of the mailing must be approved prior to release of the list. Further detailed conditions are included in the order form.

PAYMENTS

Payment can be made via check or credit card. Payment must be received prior to the release of the order.

For more information, contact the PICPA at (215) 496-9272, Fax: (215) 496-9212, E-Mail: advertising@picpa.org

PICPA Mailing List Order Form

1. COMPLETE CONTACT INFORMATION:

Name _____

Company _____

Street Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail address _____

The undersigned person and/or company representative certifies that any mailing list information purchased from PICPA will be used only once, and only for the purpose for which approval has been given by PICPA. Further, by signing below, you certify that the mailing information will not be copied, recorded or resold in any manner for further use. Such copying or reuse is prohibited by PICPA as part of the agreement to provide access to the PICPA mailing list. Any mention of or reference to PICPA on promotional materials is prohibited. Failure to comply with these terms will result in exclusion from future mailing list requests and additional legal action if determined to be necessary. PICPA disclaims all warranties, expressed or implied, and assumes no responsibility whatsoever for damages incurred, including those resulting in delays, accuracy, or label count. PICPA reserves the right to deny any request if PICPA determines that the sample communication is not germane to the interest of PICPA members. PICPA will not provide mailing list information to providers of services that compete with PICPA programs and services, including CPE providers. All PICPA members shall have the opportunity to have their names removed from the mailing list if they so desire. Payment must be received prior to release of the mailing list.

Signature _____ Date _____

2. CHOOSE YOUR SORTING CRITERIA. CHECK APPLICABLE BOXES.

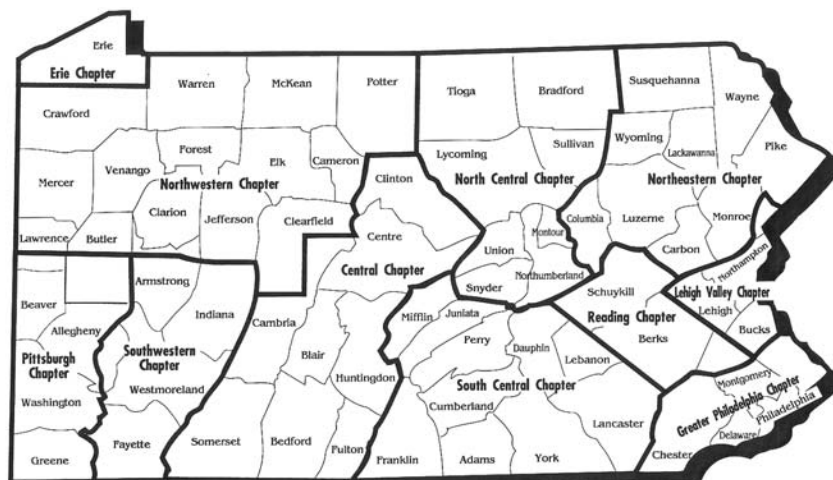
I. Sort by Membership Type

- ☐ Members in Public Accounting
- ☐ Members in Industry

II. Sort by Areas of Interest

- | | | |
|---|--|---|
| <input type="checkbox"/> Accounting & Auditing | <input type="checkbox"/> Financial Statements & Analysis | <input type="checkbox"/> Personal Development |
| <input type="checkbox"/> Assurance Services | <input type="checkbox"/> Federal Tax | <input type="checkbox"/> Performance Measurement |
| <input type="checkbox"/> Business Valuations | <input type="checkbox"/> Government | <input type="checkbox"/> Practice Management |
| <input type="checkbox"/> Cost Accounting | <input type="checkbox"/> Healthcare & Medical Services | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Cash Management | <input type="checkbox"/> Human Resources | <input type="checkbox"/> Retirement & Investment Planning |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Internal Auditing | <input type="checkbox"/> Retail Trade |
| <input type="checkbox"/> E-Commerce | <input type="checkbox"/> Investments/Asset Management | <input type="checkbox"/> School Districts |
| <input type="checkbox"/> Employee Benefits | <input type="checkbox"/> Insurance | <input type="checkbox"/> State & Local Tax |
| <input type="checkbox"/> Elder Care | <input type="checkbox"/> International | <input type="checkbox"/> SEC Practice |
| <input type="checkbox"/> Financial/Estate Planning | <input type="checkbox"/> Mergers/Acquisitions | <input type="checkbox"/> Strategic Planning |
| <input type="checkbox"/> Financial Institutions | <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Forensic & Litigation Services | <input type="checkbox"/> Not-for-Profit | <input type="checkbox"/> Treasury |
| <input type="checkbox"/> Fraud | <input type="checkbox"/> Operations | |

III. Sort by geography



A. By PICPA chapter

- | | | |
|---|--|--|
| <input type="checkbox"/> CL - Central - Bedford, Blair, Cambria, Centre, Clearfield (eastern), Clinton, Fulton, Huntingdon, Somerset | <input type="checkbox"/> NE - Northeastern - Carbon, Columbia, Lackawanna, Luzerne, Monroe, Pike, Susquehanna, Wayne, Wyoming | <input type="checkbox"/> RD - Reading - Berks, Montgomery (Upper), Schuylkill |
| <input type="checkbox"/> ER - Erie - Erie | <input type="checkbox"/> NW- Northwestern - Armstrong (upper), Cameron, Clarion, Clearfield (western) Crawford, Elk, Forest, Jefferson, Lawrence (upper), McKean, Mercer, Potter, Venango, Warren | <input type="checkbox"/> SC - South Central - Adams, Cumberland, Dauphin, Franklin, Juniata, Lancaster, Lebanon, Mifflin, Perry, York |
| <input type="checkbox"/> GP - Greater Philadelphia - Bucks (lower), Chester, Delaware, Montgomery (lower), Philadelphia | <input type="checkbox"/> PB - Pittsburgh - Allegheny, Beaver, Butler (southern), Greene, Lawrence (southern), Washington | <input type="checkbox"/> SW - Southwestern - Allegheny (extreme eastern), Armstrong (southern), Fayette, Indiana, Westmoreland |
| <input type="checkbox"/> LV - Lehigh Valley - Bucks (upper), Lehigh, Northampton | | |
| <input type="checkbox"/> NC - North Central - Bradford, Lycoming, Montour, Northumberland, Snyder, Sullivan, Tioga, Union | | |

OR

B. By county (check all that apply)

- | | | | | |
|------------------------------------|-------------------------------------|-------------------------------------|---|---------------------------------------|
| <input type="checkbox"/> Adams | <input type="checkbox"/> Chester | <input type="checkbox"/> Fulton | <input type="checkbox"/> Mercer | <input type="checkbox"/> Sullivan |
| <input type="checkbox"/> Allegheny | <input type="checkbox"/> Clarion | <input type="checkbox"/> Greene | <input type="checkbox"/> Mifflin | <input type="checkbox"/> Susquehanna |
| <input type="checkbox"/> Armstrong | <input type="checkbox"/> Clearfield | <input type="checkbox"/> Huntingdon | <input type="checkbox"/> Monroe | <input type="checkbox"/> Tioga |
| <input type="checkbox"/> Beaver | <input type="checkbox"/> Clinton | <input type="checkbox"/> Indiana | <input type="checkbox"/> Montgomery | <input type="checkbox"/> Union |
| <input type="checkbox"/> Bedford | <input type="checkbox"/> Columbia | <input type="checkbox"/> Jefferson | <input type="checkbox"/> Montour | <input type="checkbox"/> Venango |
| <input type="checkbox"/> Berks | <input type="checkbox"/> Crawford | <input type="checkbox"/> Juniata | <input type="checkbox"/> Northampton | <input type="checkbox"/> Warren |
| <input type="checkbox"/> Blair | <input type="checkbox"/> Cumberland | <input type="checkbox"/> Lackawanna | <input type="checkbox"/> Northumberland | <input type="checkbox"/> Washington |
| <input type="checkbox"/> Bradford | <input type="checkbox"/> Dauphin | <input type="checkbox"/> Lancaster | <input type="checkbox"/> Perry | <input type="checkbox"/> Wayne |
| <input type="checkbox"/> Bucks | <input type="checkbox"/> Delaware | <input type="checkbox"/> Lawrence | <input type="checkbox"/> Philadelphia | <input type="checkbox"/> Westmoreland |
| <input type="checkbox"/> Butler | <input type="checkbox"/> Elk | <input type="checkbox"/> Lebanon | <input type="checkbox"/> Pike | <input type="checkbox"/> Wyoming |
| <input type="checkbox"/> Cambria | <input type="checkbox"/> Erie | <input type="checkbox"/> Lehigh | <input type="checkbox"/> Potter | <input type="checkbox"/> York |
| <input type="checkbox"/> Cameron | <input type="checkbox"/> Fayette | <input type="checkbox"/> Luzerne | <input type="checkbox"/> Schuylkill | |
| <input type="checkbox"/> Carbon | <input type="checkbox"/> Forest | <input type="checkbox"/> Lycoming | <input type="checkbox"/> Snyder | |
| <input type="checkbox"/> Centre | <input type="checkbox"/> Franklin | <input type="checkbox"/> McKean | <input type="checkbox"/> Somerset | |

3. CHOOSE THE FORMAT AND METHOD OF DELIVERY

Format: ☐ **Electronic** - Excel file
☐ **CD** - Excel file
☐ **Labels** - Avery 5160

Method of delivery: ☐ **E-mail** (electronic only)
☐ **Regular Mail**
☐ **Overnight mail**

(A \$12 shipping fee will be added for any overnight deliveries. PICPA utilizes UPS overnight service. UPS will NOT deliver to a PO Box)

4. SUBMIT COMPLETED, SIGNED FORM AND SAMPLE OF DIRECT MAILING MATERIALS TO:

PICPA
Attn: Business Development Manager
1650 Arch Street, 17th Floor
Philadelphia, PA 19103

Questions? Contact: Business Development
215-496-9272, ext 254
advertising@picpa.org

Forms received without a sample piece attached will not be processed.

5. ONCE YOUR FORM HAS BEEN RECEIVED, THE PICPA WILL PROMPTLY CONTACT YOU WITH THE FINAL COUNT AND COST.

FOR PICPA USE:

Selection Criteria Sorting Fees:

☐ Geography - \$100 ☐ Member Type - \$100 ☐ Area of Interest - \$200

Final count _____ @ \$.18 per name = _____

UPS Shipping Fee of \$12 _____

Total _____ (Minimum of \$250)

Date Order Confirmed _____ File # _____

Date Order Sent _____

Method of Payment:

☐ Check received on _____

☐ Credit card - ☐ Visa ☐ MC ☐ AmEx

Number _____

Expiration Date _____



**Pennsylvania Institute
of Certified Public Accountants**
1650 Arch Street, 17th Floor
Philadelphia PA 19103