

2010

editorial print kit



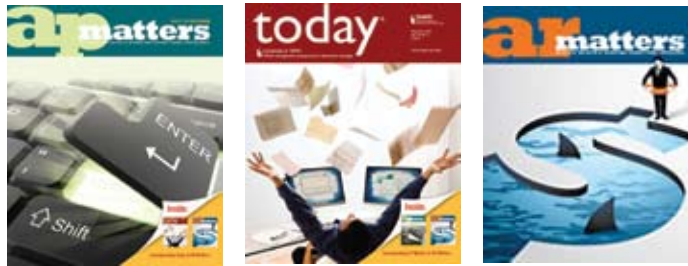
OFFICIAL Publications
of



Reach more than 10,000 accounts payable, accounts receivable, payment processing, and document management professionals through a new expanded publication featuring three combined magazines: *AP Matters*, *Today*, and *AR Matters*.

3 Magazines in One

The March/April 2010 issue marks the unveiling of a bi-monthly publication featuring content from IAPP's *AP Matters*, IARP's *AR Matters* and TAWPI's *today Magazine*. The combined magazines will be bound and distributed together as one publication with different covers that will maintain each brand's identity. The enhanced magazine will address topics relevant to all three audiences, such as finance technology, leadership, career development, economic strategy, ethics, auditing, outsourcing, and shared services. The layout will be divided into three sections: accounts payable; operations and automation; and accounts receivable. A combined table of contents will help readers reach their favorite content quickly.



International Accounts
Payable Professionals

IAPP

International Accounts Payable Professionals is internationally recognized as the trustworthy guidance-setting association for the accounts payable profession. Serving members throughout the world, IAPP is the AP professional's global voice, chief advocate, recognized authority, acknowledged leader, and principal educator on all AP operational, regulatory, leadership, tax, control and fraud-related topics. IAPP has more than 5,000 members and 70 chapters throughout the United States, Canada and the United Kingdom. The nonprofit 501c6 corporation is based in Orlando, Fla., and is governed by a nine-member board of directors and operated by a professional staff with the support of member councils and committees.



International Accounts
Receivable Professionals

IARP

International Accounts Receivable Professionals (IARP) was formed in response to requests from IAPP members for an expansion of offerings to include accounts receivable. The resulting sister organizations are now dedicated to providing the same support and resources to the accounts receivable profession that the accounts payable profession has enjoyed. For more information, visit IARP at www.TheIARP.org.



TAWPI

TAWPI, The Association for Work Process Improvement, is a membership association that facilitates the peer-to-peer exchange of actionable information, ideas, and best practices on the converging technologies and processes that enable payments automation and document management. TAWPI provides unique resources and forums for the exchange of information and advice on payments automation, healthcare payments and records, and document automation. For more Information, visit TAWPI at www.tawpi.org.

Reaching the Total Market

Combining the strengths of three established publications, this enhanced magazine is a must-read resource for senior-level executives, including CFOs, controllers, and directors of shared services, as well as practitioners in accounts payable, accounts receivable, payments and document management operations.

The merge combines the distribution of more than 5,000 for *AP Matters* and 2,000-plus for *Today*, boosting each publication's subscriber base to about 7,000. Pass along readership increases the total reach to more than 10,000.



International Accounts
Payable Professionals

Member Demographics

Industry Type	
• Business Services	10%
• Distribution	3%
• Education	7%
• Entertainment	4%
• Finance/Insurance	9%
• Government	11%
• Health care	12%
• Manufacturing	18%
• Retail	13%
• Telecom	3%
• Transportation	4%
• Utilities	6%

Job Title	
• Manager - Accounting/ Finance/ AP	30%
• Director - Accounting/Finance/AP	25%
• Controller	12%
• Analyst/Accountant/Specialist	11%
• Supervisor - Accounting/Finance/AP	9%
• Senior Manager - AP	7%
• Vice President	4%
• President/CEO/CFO	2%



Where the management of
payments and documents converge

TAWPI Member Demographics

Industry Type	
• Banking / Finance	37%
• Insurance	19%
• Government	18%
• Service Bureau	10%
• Healthcare	7%
• Telco & Utilities	5%
• Other	4%

Job Title	
• Vice President	17%
• Operations Manager	13%
• Senior Vice President	12%
• CEO / President	11%
• Director	11%
• Other	10%
• Cash Management / Treasurer	7%
• AVP / 1st / 2nd / Vice President	6%
• COO / CTO / IT	5%
• Supervisor	5%
• Project Manager	3%

Editorial Content

The enhanced publication will retain the topics and features currently produced by each magazine individually. *AP Matters* covers trends relevant to the accounts payable profession in areas such as invoicing, travel and entertainment expense reporting, 1099 tax issues, procure-to-pay solutions, payables fraud, purchasing card programs, vendor portals, and policies and procedures. TAWPI's *Today* addresses news in payments automation, receivables management, healthcare payments and records, and document automation. *AR Matters* covers collections strategies, recovery, lockbox use, credit policy, legal trends, and third-party AR management, among other issues.

The expanded magazine will introduce several new features, including:

- **Need to Know** – a column of relevant and timely news briefs in each of the three specialties.
- **The Exchange** – excerpts from social media materials generated by each association's readers, such as hot topics on Linked In, blog essays, and online poll results.
- **A Day in the Life** – question-and-answer profiles of readers who work in the various financial fields the three associations advocate.
- **Calendar** – a listing of upcoming events in each financial field, along with pictorial coverage of select events.

2010 Editorial Calendar & Topics *

March/April

APM Cover Story: AP in Government
Today Cover Story: Government Automation
Solutions in Action: Invoice Scanning
ARM Cover Story: Unclaimed Property (Escheatment) and the Law

May/June (Fusion)

APM Cover Story: Foot Soldiers of Finance
Today Cover Story: Payments Automation Trends
Solutions in Action: Electronic Invoice Presentment and Payment
ARM Cover Story: Dual Relationships: When AR and AP Wear Each Other's Hats
Other: Point-Counterpoint

July/August

APM Cover Story: P-cards, including survey results
Today Cover Story: Document Management Trends
Solutions in Action: Tax Processing
ARM Cover Story: Leveraging Vendor Warranties to Get Your Customers Paid

* Subject to change

September/October

APM Cover Story: CFO/Controller
Today Cover Story: Healthcare Payments Automation
Solutions in Action: Healthcare Records
ARM Cover Story: Avoiding and Surviving Audits in AR

November

APM Cover Story: TBD
Today Cover Story: Lockbox Processing
Solutions in Action: Receivables Management
ARM Cover Story: TBD

December

APM Cover Story: Year-end, including policies & procedures tax & reg, best practices
Today Cover Story: Year in Review
Solutions in Action: eDiscovery
ARM Cover Story: TBD

Print Pricing & Specifications

Exclusive Positions: Belly Band \$3000 *Gatefolds (Cover and Center) *Dye Cut *Outserts *Reprints
*Tip Ons *Product Samples *Tabbed Inserts *Option pricing upon request.

Please specify which section or sections you would like the ad to be placed in, AP, AR or Today.
* Prices Subject to Change

AD SIZES	AD DIMENSIONS	OPEN RATE*	3X RATE	6X RATE
Full Page (with bleeds)	Live Area: 8" wide x 9.843" high Trim: 9" wide x 10.8125" high Bleed: 9.25" wide x 1.0625" high	\$2,000	\$1,800	\$1,600
2/3 Page	5.9374" wide x 9.8125" high	\$1,500	\$1,350	\$1,200
Half Page	7.9896" wide x 4.25" high	\$1,125	\$1,000	\$900
1/3 Page	2.9687" wide x 9.8125" high	\$975	\$865	\$775
2 Page Advetorial**	Same as Full Page Dimensions	\$3,000	\$2,800	\$2,600
Premium Placement (Front cover story 3-positions)	Same as Full Page Dimensions	\$2,200	\$1,980	\$1,760
IBC AP Matters	Same as Full Page Dimensions	SOLD	SOLD	SOLD
IFC AP Matters	Same as Full Page Dimensions	SOLD	SOLD	SOLD
BC AP Matters	Same as Full Page Dimensions	SOLD	SOLD	SOLD
IFC Today	Same as Full Page Dimensions	\$2,400	\$2,160	\$1,920
IBC Today	Same as Full Page Dimensions	\$2,400	\$2,160	\$1,920
BC Today	Same as Full Page Dimensions	\$2,500	\$2,250	\$2,000

** Must be clearly marked as advertising supplement. May be case study or product/service copy.

File specification

PDF (Portable Document Format) is the required file format.

- Scanned images must be high resolution (between 300 dpi and 600 dpi), saved as CMYK, TIFF or EPS (no RGB or JPEG).
- All fonts must be embedded in the PSD and be Type 1 or 3 - No true type.
- Bleeds must reflect ad requests as listed above.
- All PDFs must be high res/press optimized.
- Files must be right reading, portrait mode only 100% size, no rotations.
- All FILES MUST be accompanied by a single page, composite color proof.

Artwork Delivery Options:

BY DISK:
IAPP
615 East Colonial Dr.
Orlando, FL 32803
Attn: AP Matters / Tonya Gregoire

FTP address: ftp://iappnet.org
user name: iappguest
password: iapp!user
Please create folder with company name
and then save ad to folder.
Once the ad has been uploaded, please email
Tonya@theiapp.org

Agency Commissions, Discount & Conditions

Recognized advertising agencies are given a 15% commission on gross billing only when payment is made within 30 days of invoice. Mechanical charges are not commissionable. In order to qualify for frequency discounts, advertisers must schedule for multiple insertions at the time of initial contract. Advertisers who fail to complete frequency contracts will be short-rated.

Executive Reports



These publications feature an overview, state-of-the-industry introduction authored by *Today's* editor, together with articles provided by solutions providers that enlighten readers about technology and business oriented issues, developments, trends and challenges. Your sponsored case studies will reach more than 10,000 key information-capture decision-makers looking for advice on building a strategy, implementing a system, or improving work processes. For information and availability on Executive Reports contact: Jason Glass at 617.426.1167 x20 or jglass@tawpi.org

Executive Reports Topics for 2010:

- Accounts Payable Automation-content due by January 22nd
- Receivables & Payables Outsourcing-content due by March 19th bonus distribution at Fusion 2010
- Corporate Receivables & Payables Process Automation-content due by April 23rd
- Healthcare Payments & Payables-content due by July 23rd bonus distribution at HPAS 2010.
- Lockbox Processing- content due by September 24th
- The Paperless Office-content due by October 14th

Pricing:

1 Page (600 words) \$2,500 | 2 Pages (1,500 words) \$3,500
3 Pages (2,200 words) \$4,000 | 4 Pages (3,000 words) \$4,500

TAWPI/IAPP/IARP Provides:

- Copy editing, layout and printing
- Distribution to 10,000 industry practitioners
- Posting on the TAWPI/IAPP/IARP Websites with hyperlinks

Sponsor Provides:

- Case study content (600-3,000) words depending on number of pages purchased
- Company profile (50 words)
- Company logo and contact information
- Supplied PDF of case study
- Highlighted in bi-weekly e-newsletter, sent to 30,000 e-mails



Contact information:

For magazine and other advertising and sponsorship opportunities

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