





Email Advertising Specifications

Get your message and web link in front of your target audience with our popular electronic publications.

**Member eNews**

A. Leaderboard Banner




Free Technology Resource, Education for CTCPA Members

The winter issue of Connecticut CPA magazine featured a great article by CTCPA IT Governance Group and Technology Committee member Mark Torello of Whitlesey Technology. The piece, "Can a Password App Make Your Life Easier and Increase Security?", is a must-read - several state CPA associations including Oregon, Oklahoma, and Louisiana have requested to reprint the piece. [Read the article >>](#)

Mark and the other members of the Technology Committee are a fantastic resource - all CTCPA members are welcome to dial in for the quarterly CTCPA Connect Roundtable to learn about the topic at hand or ask any technology questions. No topics are off-limits for these discussions.

B. Top Banner



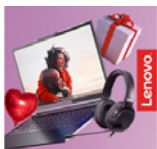
New! Find a CPA Search Engine to Offer 'Languages Spoken' Filter

We frequently get visits to our website or calls from individuals searching for an accountant or a tax preparer - and sometimes, they're looking for someone who speaks a certain language. In order to more effectively match those potential clients with the members who can serve them, we have added a field to the form to enlist in Find a CPA where you can share if individuals in your firm speak any number of languages.

Once the field has been populated, we'll add the filter to the Find a CPA directory, so members of the public will be able to add languages spoken to their search criteria.

Update your Find a CPA listing >>

(Note: In order to enlist in Find a CPA or update your company's listing, you must be a company administrator. Not a company administrator? Email webmaster@ctcpa.org and we'll get you set up.)



Member Perk: Lenovo Offering Employee Pricing to CTCPA Members Through Feb. 5


Lenovo has reached one million MyLenovo Rewards members and they're celebrating by giving you their employee discounts! Take advantage of exclusive pricing and special rewards now through February 5.

[Check out the deals >>](#)

C. Box Banner


C. Box Banner

Whitepapers of the Week



IRS Warns Taxpayers on False ERC Claims: How This Could Affect Your Research Tax Credit


This white paper discusses the rise in fraudulent ERC claims and its impact on other tax provisions and benefits. Learn how you can protect your claims. [Read more >>](#)



What Is Captive Insurance?

Did you know captives protect business, decrease taxes and create wealth? Download this complimentary infographic to learn more. [Read more >>](#)

D. Bottom Banner



Connecticut Society of CPAs (CTCPA)

Publications Available



Member eNews

Updates CTCPA members on breaking professional and regulatory developments, legislative issues, events, member news, and more.

Frequency: Every two weeks **Circulation:** 6,500



Professional Development and Events

Alerts CPAs and accounting professionals to upcoming continuing professional education conferences, seminars, webinars, and self-study opportunities.

Frequency: Weekly except during busy season
Circulation: 7,000



Student CONNecTion

Keeps CTCPA student members – undergraduate and graduate accounting majors – in-the-know with career development advice and more.

Frequency: Monthly **Circulation:** 1,500

Sizes and Rates

A. Leaderboard Banner – 600 x 90 pixels (1 available)

Member eNews: \$750/issue (sold for 2023-2025)

Professional Development and Events: \$750/issue

Student CONNecTion: \$500/issue

B. Top Banner – 600 x 90 pixels (1 available)

Member eNews: \$667/issue

Professional Development and Events: \$667/issue

Student CONNecTion: \$440/issue

C. Box Banner – 300 x 250 pixels (2 available)

Member eNews: \$583/issue

Professional Development and Events: \$583/issue

Student CONNecTion: \$385/issue

D. Bottom Banner – 600 x 90 pixels (1 available)

Member eNews: \$500/issue

Professional Development and Events: \$500/issue

Student CONNecTion: \$330/issue



Email Advertising Insertion Order

Get your message and web link in front of your target audience with our popular electronic publications.

I. Choose your advertisement options:

Please contact Cindy Panioto at cindyp@ctcpas.org to confirm availability.

All rates are net.

Publication

- ☐ Member eNews
- ☐ Professional Development & Events
- ☐ Student CONNexion

Cost Calculation

$$\frac{\text{cost per issue}}{\text{cost per issue}} \times \frac{\text{\# of issues}}{\text{\# of issues}} = \frac{\text{total cost}}{\text{total cost}}$$

Advertisement Placement

- ☐ A. Leaderboard Banner – 600 x 90 pixels
- ☐ B. Top Banner – 600 x 90 pixels
- ☐ C. Box Banner – 300 x 250 pixels
- ☐ D. Bottom Banner – 600 x 90 pixels

2. Supply your company information:

Company name: _____

Contact person: _____

Phone: _____ Email: _____

Total amount due: \$ _____ ☐ Check to CTCPA ☐ Request an electronic invoice

3. Submit your advertising creative:

Email banner ad (GIF, PNG, or JPG) to Cindy Panioto at cindyp@ctcpas.org at least two weeks prior to email send date. Advertisements include a link to your website.

Return this form to Cindy Panioto at cindyp@ctcpas.org.

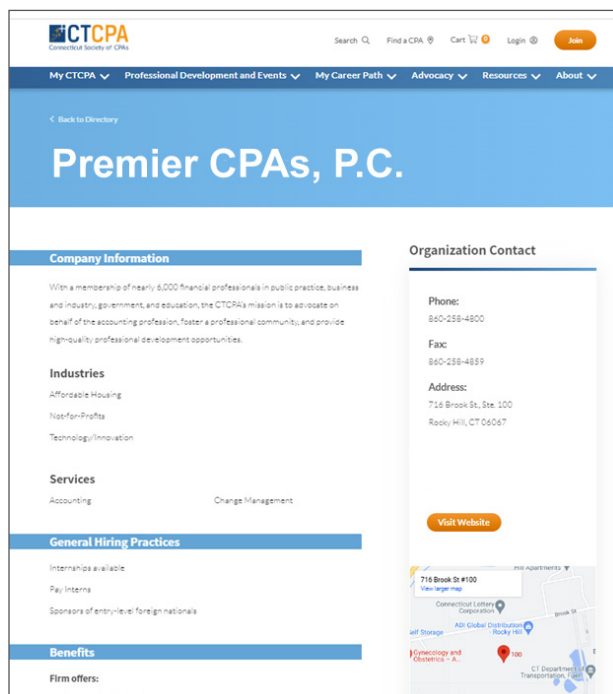
Please mail payments by check to CTCPA, 716 Brook Street, Rocky Hill, CT 06067.

Questions? Contact Cindy at 860-258-0231.



Career Guide

Listing Information



Pricing:

Standard one-year listing: \$420

Featured one-year listing: \$840

Featured organizations appear at the top of search results.

The Career Guide is here!

Recruit staff and interns with our new interactive online hiring directory.

As recruitment and retention remain a top challenge for our members, we're excited to announce our new Career Guide has launched on the CTCPA website. Many of you may remember *CTCPA's Guide to Connecticut Accounting Employers*, a print booklet featuring organizations hiring interns and full-time hires in Connecticut. We paused publication of the guide when COVID restrictions made it difficult to distribute a print piece in classrooms and at career fairs.

As part of our commitment to continuously upgrade and enhance our technology, we have just finished installing a completely digital version of the guide, now called the Career Guide, on our website.

How does it work?

Firms, companies, not-for-profits, and other hiring organizations can purchase a one-year listing in the online Career Guide. The listing will include a comprehensive overview of the organization, what types of individuals it seeks to hire, employee benefits and perks, why a new hire should consider working there, and more.

Why did the guide go digital?

Distribution – This interactive format will make it even easier to reach a broad audience of job and internship seekers and those who mentor them, including students and educators, career counselors, CPA candidates and those newly certified, individuals in career transition, and more.

Search and Compare Features – Potential employees can search for hiring organizations based on their interests and priorities and select up to three organizations to compare side-by-side.

Easy, Real-Time Updates – Hiring organization listings can be updated throughout the year as new employee benefits, services, locations, etc. are added.

Ready to list your organization? Simply go to www.ctcpas.org/CareerGuide.

If you have any questions about getting started, please reach out to membership@ctcpas.org or call 860-258-4800 and press 2 for the membership team.