



# Advertising and Sponsorship Opportunities

2023-2024



[www.ctcpas.org](http://www.ctcpas.org) • 860-258-4800

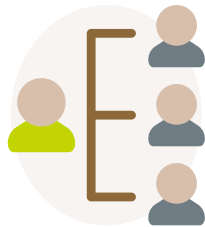
Build the advertising, sponsorship, or other partnership package to help you meet your goals.



>> The **Connecticut Society of CPAs (CTCPA)** is dedicated to providing Connecticut CPAs and accounting professionals with the products and services they want in their **professional** and **personal** lives – ***your products and services.***

## Member Demographics

CTCPA's nearly **6,000 members** are **sophisticated consumers** who also influence many of the **purchasing decisions** of their **clients, employers, colleagues, and friends.**



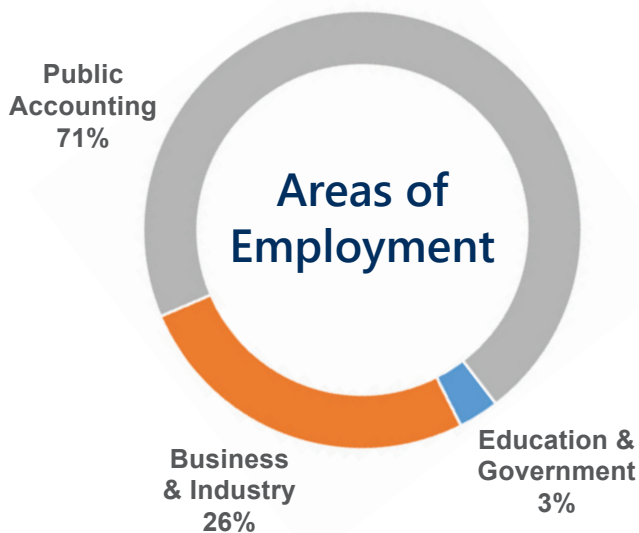
### Why should you market to CPAs and accounting professionals?

Our members are **trusted business advisors** who help individuals, businesses, and other organizations plan and reach their financial goals.

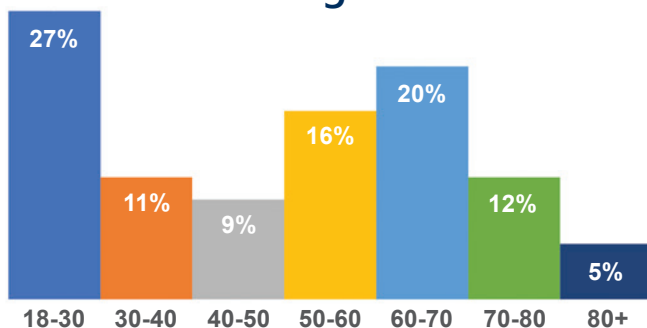
Accounting professionals hold **influential positions** in every industry. From the smallest start-up to the largest government agency, **every business or organization requires accounting expertise.**

Our members are chief financial officers for multinational companies and advisors to small neighborhood businesses. They work for public accounting firms, both small and large. They are well-respected **strategic business advisors and decision-makers.**

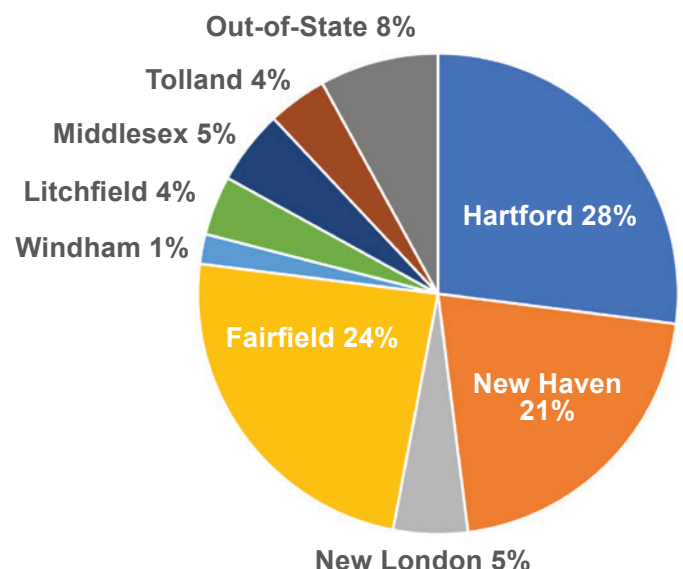
### Workplace



### Age



### Location by County





# CTCPA

## Conference Sponsorships

Showcase your products and services to attendees at our high-level professional conferences featuring local and nationally renowned speakers.

### Conference sponsorship package: \$1,250 per event, plus optional add-ons

Please see [www.ctcpas.org/Sponsorships](http://www.ctcpas.org/Sponsorships) for available programs.



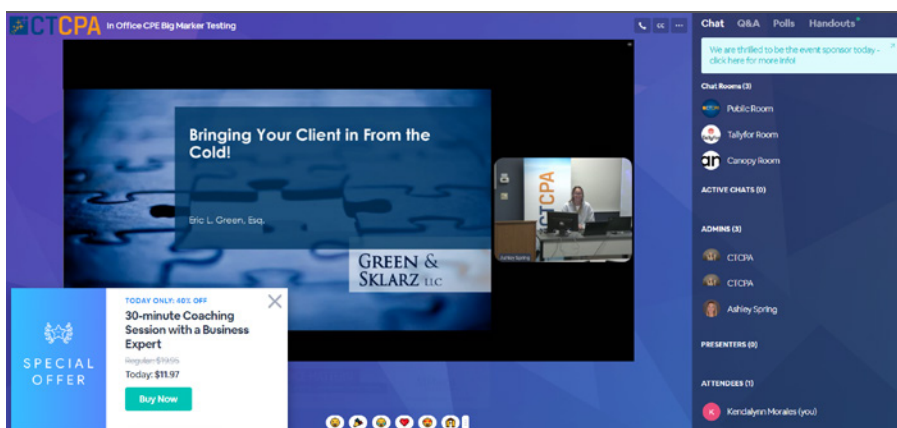
### All conference sponsorships include:

- Logo on all marketing materials.
- Full-page advertisement (supplied by sponsor) in manual for event.
- Social media posts with tags (provided by sponsor) prior to conference.
- Mailing list of attendees.
- Three minutes to address attendees during conference.
- Sponsor table at in-person event.
- Registration for two representatives at in-person event.

### NEW! Hybrid and virtual sponsorship enhancements:

Our new online conference platform will offer greatly expanded opportunities for sponsors to interact with both our virtual and our in-person attendees, including:

- Sponsor video placement opportunities.
- Rotating sponsor banner ads.
- Custom sponsor-branded chat rooms.
- Sponsor-provided online handouts, pamphlets, and other collateral.
- Pop-up sponsor offers that can be launched at various times throughout the event.
- Ability for sponsors to host polling questions and receive respective data.



**Ready to sponsor or want to learn more? Complete the form on the following page or contact Cindy Panioto at [cindyp@ctcpas.org](mailto:cindyp@ctcpas.org) or 860-258-0213.**



# CTCPA

## Conference Sponsorships

Share your message with attendees at our high-level professional conferences featuring local and nationally renowned speakers.

### 1. Conference sponsorship package: \$1,250 per event, plus optional add-ons. Choose your event(s):

Please see [www.ctcpas.org/Sponsorships](http://www.ctcpas.org/Sponsorships) for available programs.

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### 2. Supply your company information:

Company name exactly as it should appear in event materials:

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Contact person: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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

CTCPA Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### 3. Supply your company social media tags: (if applicable)

Twitter: \_\_\_\_\_ Facebook: \_\_\_\_\_

LinkedIn: \_\_\_\_\_ Instagram: \_\_\_\_\_

### 4. Submit your logo:

Please provide your logo as an EPS/AI file as well as a JPG/PNG file to Cindy Panioto at [cindyp@ctcpas.org](mailto:cindyp@ctcpas.org).

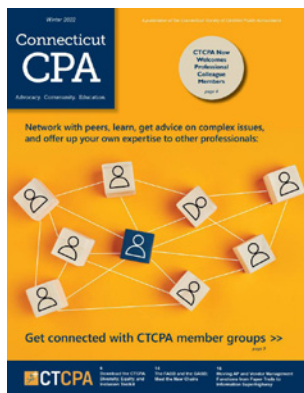
**Return this form to Cindy Panioto at [cindyp@ctcpas.org](mailto:cindyp@ctcpas.org).**

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

Questions? Contact Cindy at 860-258-0213.



# Connecticut CPA Magazine Advertising Specifications



Connecticut CPA magazine, published quarterly, is the CTCPA's flagship publication, updating nearly 6,000 CTCPA members on timely professional issues and member news.

## Interior Ad Rates/Sizes

Size	1 Issue	3 Issues	4 Issues	Dimensions
Full Page	\$1,082	\$960	\$925	7.5" x 10"
2/3 Page	\$910	\$811	\$778	4.75" x 10"
Half Page	\$686	\$617	\$589	7.5" x 4.75"
1/3 Page	\$533	\$474	\$455	2.5" x 10"
1/2 Double Column	\$492	\$440	\$423	4.75" x 4.75"
1/2 Single Column	\$326	\$291	\$281	2.5" x 4.75"

Specific positioning for interior advertisements is not available. All ads appear in CMYK color. Rates are per issue, net. CTCPA reserves the right to refuse any advertisement.

## Premium Placement Ad Rates/Sizes

**Outside Back Cover** (partial page, 7.5" x 5.5") – \$1,400 per issue

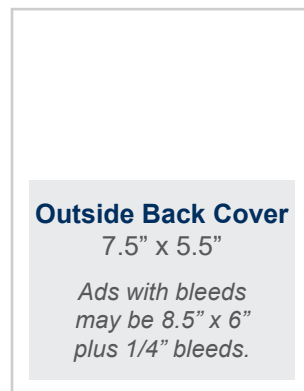
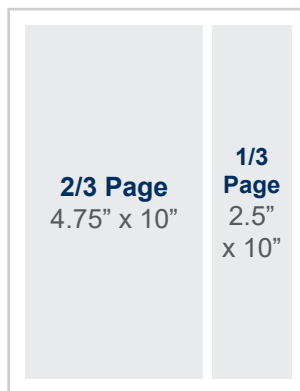
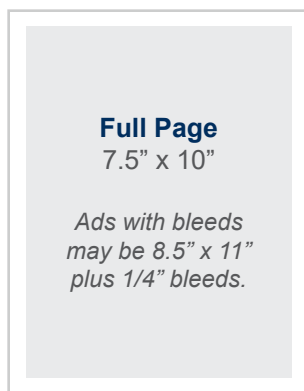
**Inside Front Cover** (full page, 7.5" x 10") – \$1,300 per issue

**Inside Back Cover** (full page, 7.5" x 10") – \$1,200 per issue

\*Full-page ads with bleeds may be 8.5" x 11" plus 1/4" bleeds.

\*\*Outside back cover ad with bleeds may be 8.5" x 6" plus 1/4" bleeds.

Please contact Kirsten Piechota at [kirstenp@ctcpas.org](mailto:kirstenp@ctcpas.org) or 860-258-0231 to confirm availability for premium placement advertisements.





# Connecticut CPA Magazine Advertising Insertion Order

Reach a diverse group of financial professionals across Connecticut and beyond. *Connecticut CPA* covers hot topics including technology, HR issues, advocacy updates, member news, and more.

## I. Choose your advertisement options:

Please contact Kirsten Piechota at [kirstenp@ctcpas.org](mailto:kirstenp@ctcpas.org) or 860-258-0231 to confirm availability for premium placement advertisements.

### Size of Advertisement

#### Interior

- ☐ Full Page
- ☐ 2/3 Page
- ☐ Half Page
- ☐ 1/3 Page
- ☐ 1/2 Double Column
- ☐ 1/2 Single Column

#### Premium Placement

- ☐ Outside Back Cover (partial page)
- ☐ Inside Front Cover (full page)
- ☐ Inside Back Cover (full page)

### Issue(s) for Placement

#### Issue

#### Deadline

- |                                 |             |
|---------------------------------|-------------|
| <input type="checkbox"/> Winter | December 1  |
| <input type="checkbox"/> Spring | March 1     |
| <input type="checkbox"/> Summer | June 1      |
| <input type="checkbox"/> Fall   | September 1 |

### Cost Calculation

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

## 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 high-resolution PDF materials to Kirsten at [kirstenp@ctcpas.org](mailto:kirstenp@ctcpas.org).

## Return this form to Kirsten Piechota at [kirstenp@ctcpas.org](mailto:kirstenp@ctcpas.org).


Please mail payments by check to CTCPA, 716 Brook Street, Rocky Hill, CT 06067, Attention Kirsten Piechota. Questions? Contact Kirsten at 860-258-0231 or [kirstenp@ctcpas.org](mailto:kirstenp@ctcpas.org).






# 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**



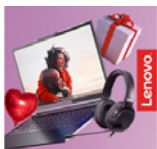
**New! Find a CPA Search Engine to Offer 'Languages Spoken' Filter**

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](mailto: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](mailto: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](mailto: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](mailto:cindyp@ctcpas.org).

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

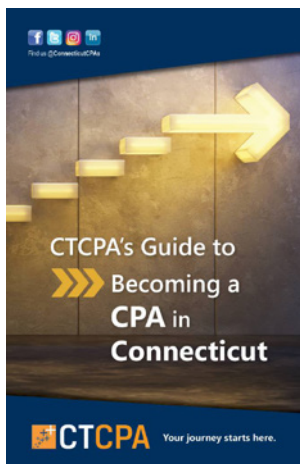
Questions? Contact Cindy at 860-258-0231.





# Becoming a CPA in Connecticut

## Advertising Information



We've gotten so many questions over the years about the CPA certification process that we decided to put all the answers in one place. Enter this five-step handbook to anything and everything aspiring CPAs in Connecticut need to know.

This popular piece is distributed at college career fairs, recruiting events, and by request, and is also available as a digital edition on our website.

View the current booklet at [www.ctcpas.org/BecomeACPA](http://www.ctcpas.org/BecomeACPA).

**Copies Printed:** 1,000 plus digital edition.

Price includes 25 copies for advertiser.

### 1. Choose your advertisement placement:

All rates are net.

**SOLD** Back Cover – Half Page (5" wide x 4" high) • **\$1,500** (only one available)

☐ Interior – Full Page (5" wide x 8" high) • **\$1,000**

☐ Interior – Half Page (5" wide x 4" high) • **\$600**

### 2. Supply your company information:

Company name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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

CTCPA Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### 3. Submit your advertising creative:

Email high-resolution PDF materials to Kirsten Piechota at [kirstenp@ctcpas.org](mailto:kirstenp@ctcpas.org).

**Return this form to Kirsten Piechota at [kirstenp@ctcpas.org](mailto:kirstenp@ctcpas.org).**

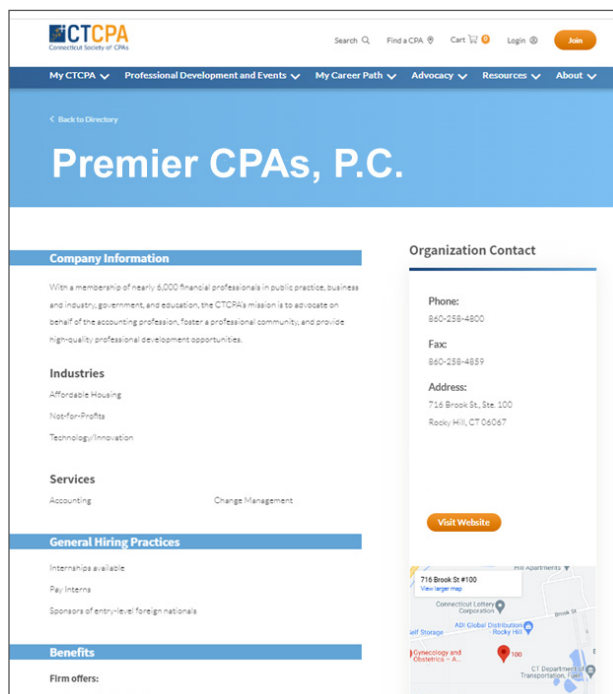
Please mail payments by check to CTCPA, 716 Brook Street, Rocky Hill, CT 06067.

Questions? Contact Kirsten at 860-258-0213.



# 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](http://www.ctcpas.org/CareerGuide).**

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