



Email Advertising Specifications

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

CTCPA Member eNews
Connecticut Society of CPAs

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 ConsoCT 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 help 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 Liz Frazza at lizf@ctcpas.org or Jennifer Cooley-Brewer at jenniferfc@ctcpas.org to confirm availability. All rates are net.

Publication

- Member eNews
- Professional Development & Events
- Student CONNecTion

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 JPEG) to Liz Frazza at lizf@ctcpas.org or Jennifer Cooley-Brewer at jenniferfc@ctcpas.org at least two weeks prior to email send date. Advertisements include a link to your website.

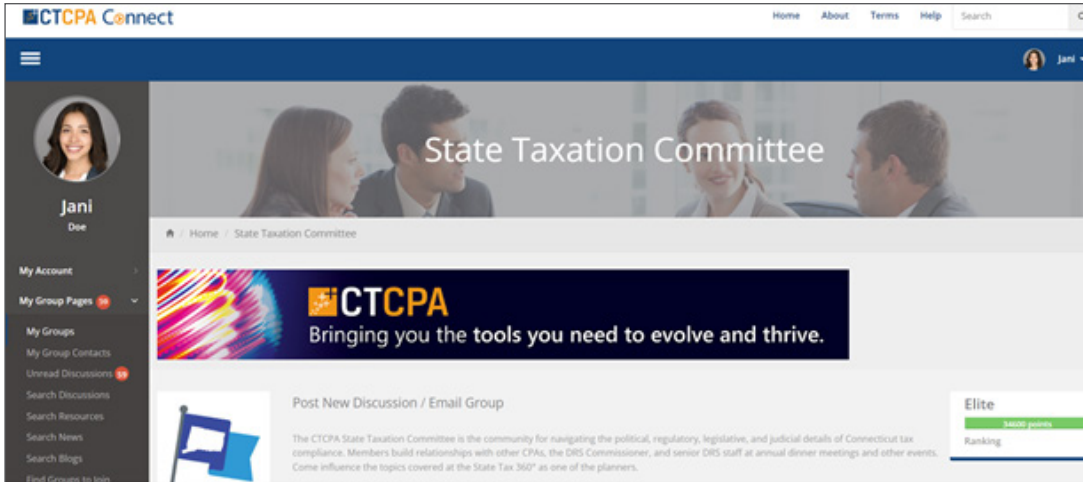
Return this form to Liz Frazza at lizf@ctcpas.org or Jennifer Cooley-Brewer at jenniferfc@ctcpas.org.

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

Questions? Contact Liz at 860-258-0220 or Jennifer at 860-258-0221.



CTCPA Connect Online Community Advertising Specifications and Insertion Order



Reach an active community of finance professionals through our vibrant members-only online community, CTCPA Connect. Featuring more than two dozen topic-specific groups, our state and federal tax discussion groups are especially popular. Your banner advertisement (960 pixels wide x 125 pixels high) with web link will be prominently featured on the top of the community discussion pages and in each discussion notification email sent.

I. Choose your advertisement options:

Please contact Liz Frazza at lizf@ctcpas.org or Jennifer Cooley-Brewer at jenniferco@ctcpas.org to confirm availability. All rates are net.

Placement

\$500/month

Cost Calculation

$$\frac{\text{cost per month}}{\text{cost per month}} \times \frac{\text{\# of months}}{\text{\# of months}} = \frac{\text{total cost}}{\text{total cost}}$$

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 banner ad (GIF, PNG, or JPEG) to Liz Frazza at lizf@ctcpas.org or Jennifer Cooley-Brewer at jenniferco@ctcpas.org at least two weeks prior to post date. Banners are 960 pixels wide x 125 pixels high and include a link to your website.

Return this form to Liz Frazza at lizf@ctcpas.org or Jennifer Cooley-Brewer at jenniferco@ctcpas.org.

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

Questions? Contact Liz at 860-258-0220 or Jennifer at 860-258-0221.