



# Advertising and Sponsorship Opportunities

2022-2023



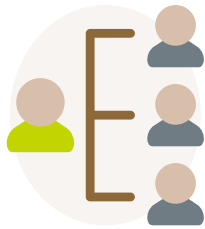
[www.ctcpas.org](http://www.ctcpas.org) • 860-258-4800

Interested in building an advertising, sponsorship, or other partnership package to help you meet your goals? Contact Peter Gioia at [peterg@ctcpas.org](mailto:peterg@ctcpas.org) or 860-258-0212.

>> 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?

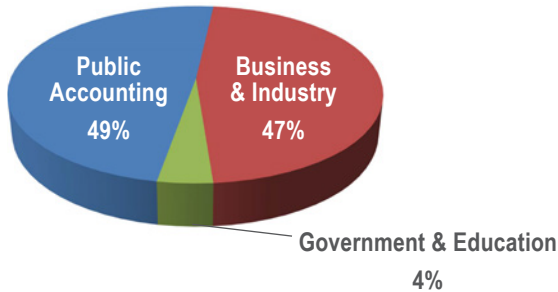
Our members are **trusted business advisors** who help individuals, businesses, and other organizations plan and reach their financial goals.

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**.

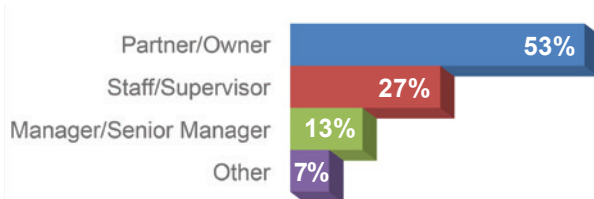
Our members are chief financial officers for multinational companies and advisors to small neighborhood businesses. They work for public accounting firms, both small and large. They are well-respected **strategic business advisors and decision-makers**.

### Workplace

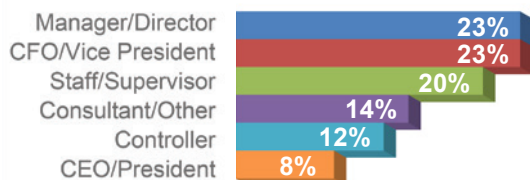
About half of CTCPA members work at public accounting firms, with the other half working in industry, government, and education.



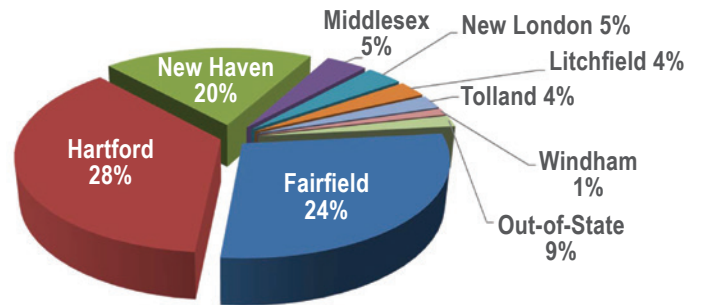
### Public Accounting Positions



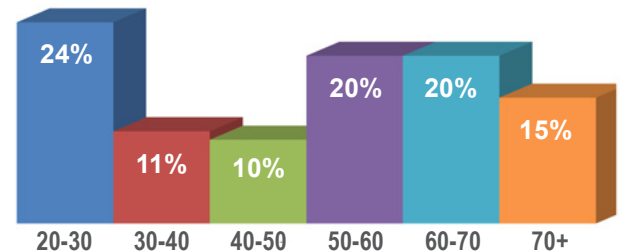
### Industry Positions



### Location by County



### Age





# 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. Choose your event(s):

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

## 2. Choose any additional options:

- Advertising spot in conference platform front page **+\$200**  
(Conference platform is used for access to conference by all attendees.)
- Promotional video (provided by sponsor, no more than 1 minute) played during the event **+\$200**
- Whitepaper posted to conference chat on session topic **+\$200**
- Host a virtual meeting space during conference break time **+\$200**
- One custom polling question during the conference (question supplied by sponsor) with results returned to sponsor **+\$200**

## 3. Supply your company information:

Company name exactly as it should appear in event materials:

\_\_\_\_\_

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

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

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

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

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

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

## 5. Submit your logo:

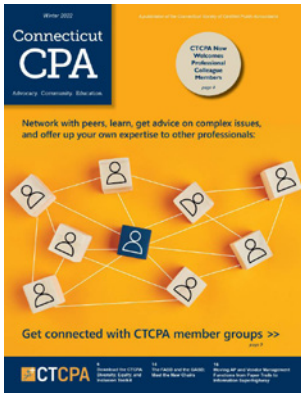
Please provide your logo as an EPS or AI file to Peter Gioia at [peterg@ctcpas.org](mailto:peterg@ctcpas.org).

## Return this form to Peter Gioia at [peterg@ctcpas.org](mailto:peterg@ctcpas.org).

Please mail payments by check to CTCPA, 716 Brook Street, Rocky Hill, CT 06067, Attention Peter Gioia. Questions? Contact Peter at 860-258-0212 or [peterg@ctcpas.org](mailto:peterg@ctcpas.org).



# 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.

**Full Page**  
7.5" x 10"

Ads with bleeds may be 8.5" x 11" plus 1/4" bleeds.

**Half Page**  
7.5" x 4.75"

**1/2 Double Column**  
4.75" x 4.75"

**1/2 Single Col.**  
2.5" x 4.75"

**2/3 Page**  
4.75" x 10"

**1/3 Page**  
2.5" x 10"

**Outside Back Cover**  
7.5" x 5.5"

Ads with bleeds may be 8.5" x 6" plus 1/4" bleeds.



# 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

- Winter
- Spring
- Summer
- Fall

#### Deadline

- December 1
- March 1
- June 1
- 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 and Insertion Order

Get your message and web link in front of your target audience with our popular electronic publications. Each issue features a single banner advertisement (600 pixels wide x 150 pixels high) prominently featured on the top of the page top.



### 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  
**Cost per insertion:** \$750



### Online Learning

Alerts CPAs and accounting professionals to upcoming continuing professional education conferences, livestream programs, and webinars.

**Frequency:** Weekly except during busy season  
**Circulation:** 7,000  
**Cost per insertion:** \$500



### 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  
**Cost per insertion:** \$500

## I. Choose your advertisement options:

Please contact Cindy Panioto at [cindyp@ctcpas.org](mailto:cindyp@ctcpas.org) or 860-258-0213 to confirm availability. All rates are net.

### Placement

- Member eNews
- Online Learning
- Student CONNECTION

### Cost Calculation

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

## 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 Cindy Panioto at [cindyp@ctcpas.org](mailto:cindyp@ctcpas.org) at least two weeks prior to email send date. Advertisements are 600 pixels wide x 150 pixels high and 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, Attention Cindy Panioto. Questions? Contact Cindy at 860-258-0213 or [cindyp@ctcpas.org](mailto:cindyp@ctcpas.org).