



Advertising and Sponsorship Opportunities

2022-2023



www.ctcpas.org • 860-258-4800

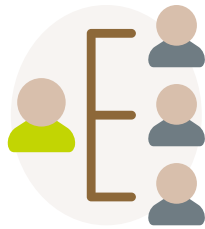
Build the advertising, sponsorship, or other partnership package to help you meet your goals.



>> 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.***

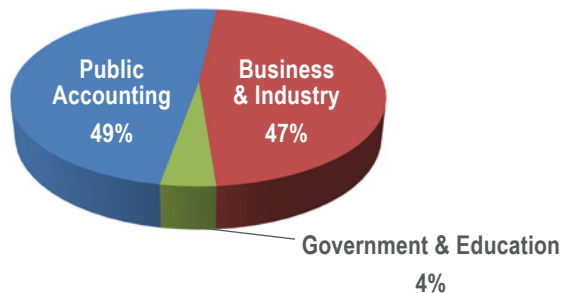
Member Demographics

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

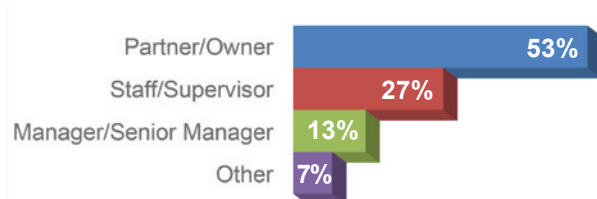


Workplace

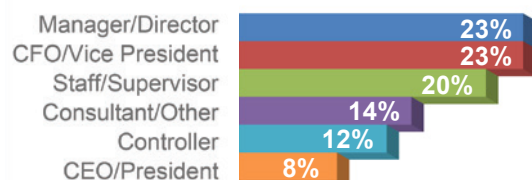
About half of CTCPA members work at public accounting firms, with the other half working in industry, government, and education.



Public Accounting Positions



Industry Positions



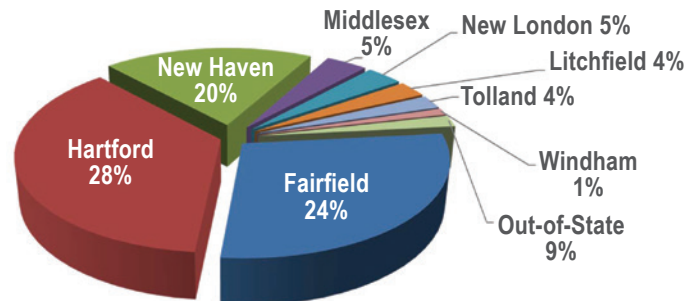
Why should you market to CPAs and accounting professionals?

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

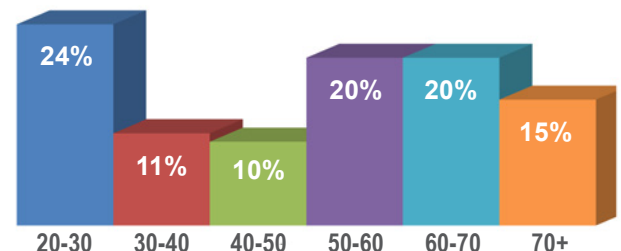
Accounting professionals hold **influential positions** in every industry. From the smallest start-up to the largest government agency, **every business or organization requires accounting expertise.**

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.**

Location by County



Age





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. Choose your event(s):

Please see 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 Liz Frazza at lizf@ctcpas.org or Jennifer Cooley-Brewer at jenniferco@ctcpas.org.

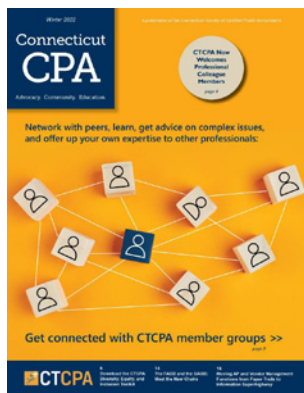
Return this form to Liz Frazza at lizf@ctcpas.org or Jennifer Cooley-Brewer at jenniferco@ctcpas.org.

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.



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

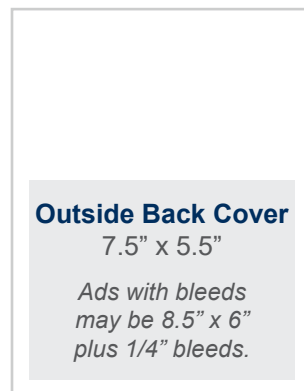
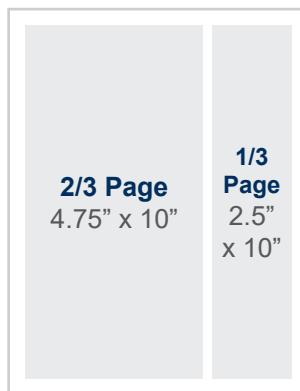
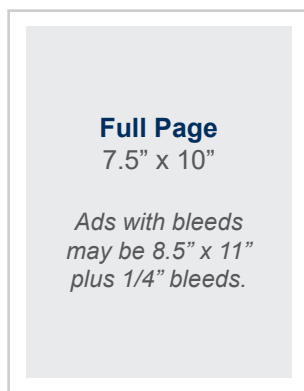
Inside Front Cover (full page, 7.5" x 10") – \$1,300 per issue

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 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 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.

Return this form to Kirsten Piechota at 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.



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

1. Choose your advertisement options:

Please contact Liz Frazza at lizf@ctcpas.org or Jennifer Cooley-Brewer at jenniferc@ctcpas.org 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 Liz Frazza at lizf@ctcpas.org or Jennifer Cooley-Brewer at jenniferc@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.

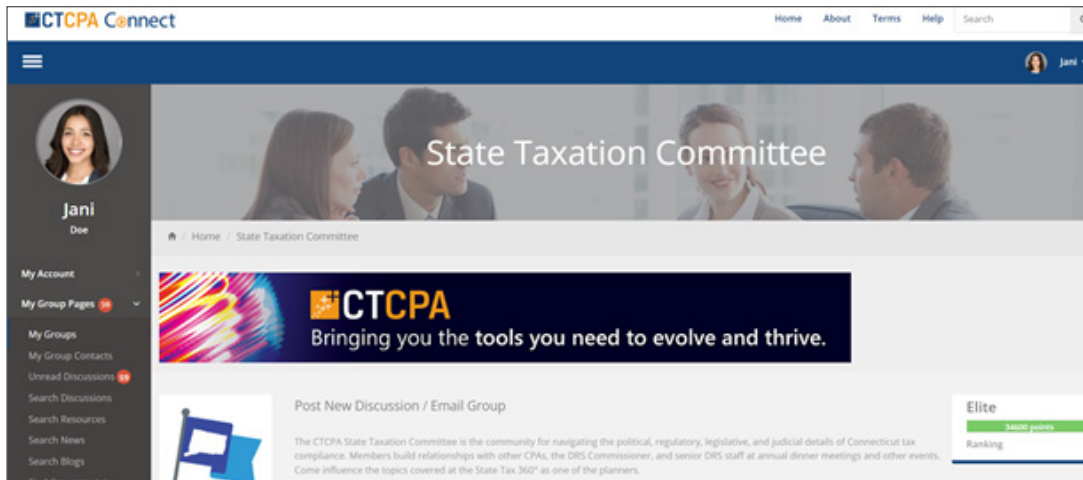
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CTCPA Connect Online Community Advertising Specifications and Insertion Order



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 jenniferc@ctcpas.org to confirm availability. All rates are net.

Placement

- ☐ Three Months
- ☐ Six Months
- ☐ One Year

Cost Calculation

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

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 jenniferc@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 jenniferc@ctcpas.org.

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