North Carolina Association of Certified Public Accountants

2019 | MEDIA KIT

ncaCPA®

OUR MEMBERS ARE YOUR BEST PROSPECTS

## Start Building Stronger Business Relationships Today.

The North Carolina Association of Certified Public Accountants (NCACPA) has grown tremendously since its inception in 1919, from a mere 20 founding members to more than 13,000+ today. With strategic guidance from its board of directors, NCACPA has been successful in serving North Carolina's CPAs by monitoring changes within the profession and ensuring members have the resources they need.

The association's 30+ committees, task forces, and advisory groups regularly interact with regulators who shape both state and national accounting standards. One of the association's greatest services is its comprehensive curriculum of over 1,800 continuing professional education programs. The Association works tirelessly to keep members "in the know" by providing the latest accounting-related news and expert information.

Advertising and sponsorship opportunities provide the unique ability to promote your company to an audience of Certified Public Accountants, ranging from C-level professionals, controllers, financial managers, primary purchasers, private business owners, Big Four and regional accounting firms, sole practitioners, and more. Because of the breadth of industries in which CPAs work, you will have a direct line to decision makers in financial services, healthcare, non-profits, education, government, real estate, IT, private and publicly held businesses, accounting firms, and many more. You are guaranteed exposure to a highly-specialized, professional audience.

Build your business and reach 13,000+ CPAs and other financial professionals, representing accounting firms, businesses, and their clients with advertising and sponsorship opportunities. NCACPA members are highly regarded in their community and often serve as trusted advisors for both product and service referrals.

NC LICENSEES BY AREA OF PRACTICE

INDUSTRY

PUBLIC

45%

38%

3%

14%

GOVERNMENT

UNKNOWN
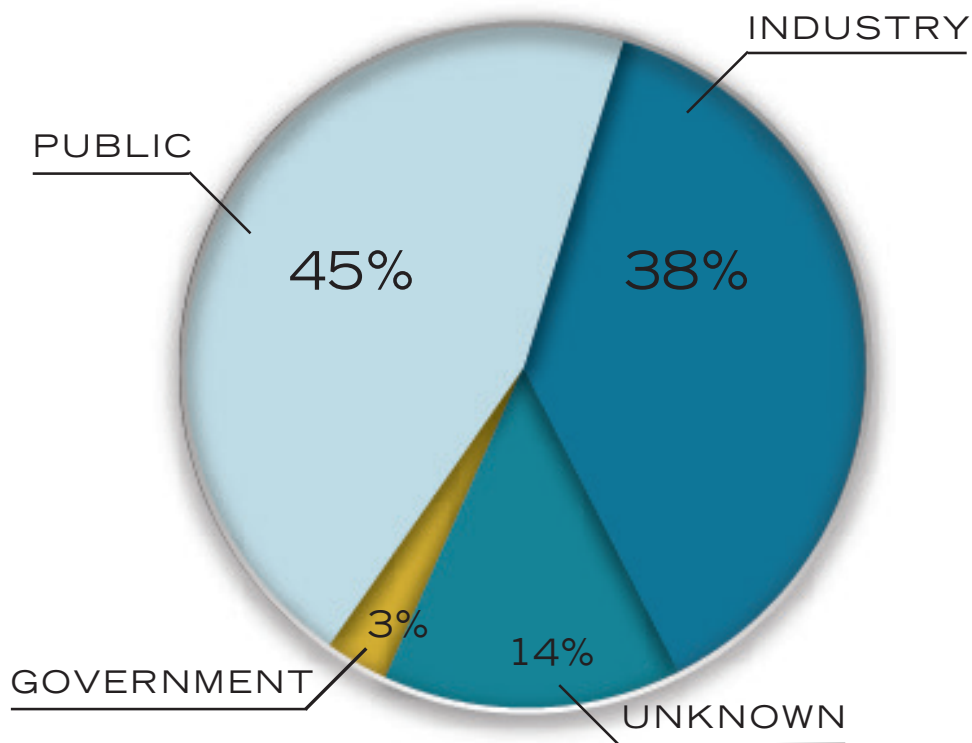
A consistent message to influential accountants and financial professionals can build your business among accounting firms (and their clients), businesses/industries, education sectors, and governmental entities.

PRINT ADVERTISING

Interim Report Magazine

Published quarterly, this magazine contains both association and accounting profession news and is sent to each member of NCACPA.

Display Ads: Varying in size and position, display ads deliver your message direct to our membership.

Classified Advertising: Mergers & acquisitions, office space, positions available, peer review, and other miscellaneous needs.

Advertorials: Highly effective tool to establish your company as a thought leader and showcase your expertise in an editorial format that is engaging and interesting.

DISPLAY AD RATES

AD SIZE/PLACEMENT	1X	2X	4X
FULL PAGE	$1,850	$1,650	$1,350
HALF PAGE	$1,500	$1,300	$1,150
ONE-THIRD PAGE	$995	$895	$795
INSIDE FRONT COVER			$2,150 (commitment for all 4 issues)
BACK COVER			
INSIDE BACK COVER			

Pricing is per issue • All rates are net • All members receive a 10% discount

CLASSIFIED AD RATES

SIZE	1X	4X
2.5" X 2.5"	$250	$200
2.5" X 5"	$350	$275

Pricing is per issue • All rates are net • All members receive a 10% discount
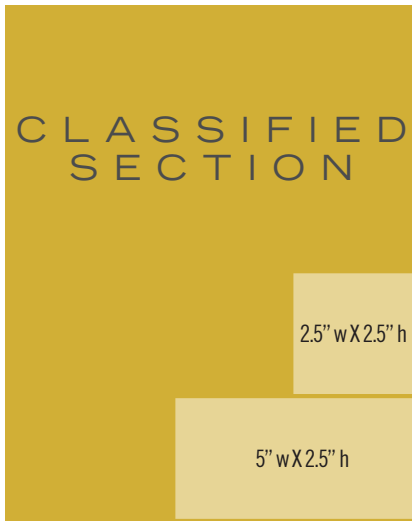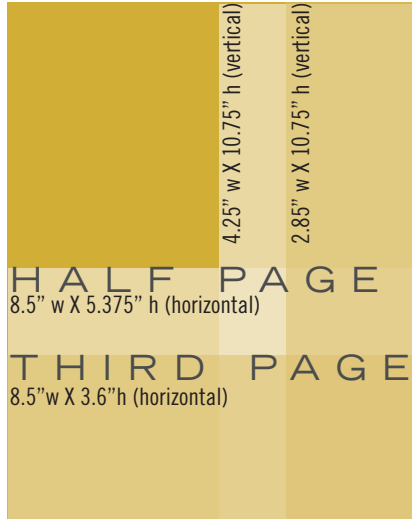
ADVERTORIAL RATES

SIZE	FREQUENCY	PRICE
FULL PAGE	1X	$2,775
	2X	$2,475
	4X	$2,025

Pricing is per issue • All rates are net

CAREER CENTER RATES

AD PLACEMENT	SIZE	
TOP LEADERBOARD AD	728X90	ATF
BOX ADS	300X250	ATF
BOTTOM LEADERBOARD AD	728X90	BTF

PRINT DIMENSIONS

FULL PAGE
Bleed 8.75"w X 11"h; Trim 8.5"w X 10.75"h

HALF PAGE
8.5" w X 5.375" h (horizontal)

4.25" w X 10.75" h (vertical)

2.85" w X 10.75" h (vertical)

THIRD PAGE
8.5"w X 3.6"h (horizontal)

CLASSIFIED SECTION
2.5" w X 2.5" h

5" w X 2.5" h

BACK COVER
Back: 8.5" w X 10.75" h; Trim 8.25"w X 8.5"h

ADVERTISING MATERIALS SPECIFICATIONS

FILE FORMATS:
PDF

RESOLUTION:
AT LEAST 300 DPI

COLOR:
CMYK

RICH BLACK SETTINGS:
100K, 75C, 63M, 63Y

IMAGES & FONTS:
SHOULD BE EMBEDDED
OR INCLUDED.

2019 DEADLINES & ISSUE DATES

ISSUE	MATERIAL DUE	ISSUE DATE
MARCH	1/15/2019	MARCH 2019
JUNE	5/10/2019	JUNE 2019
SEPTEMBER	7/12/2019	SEPTEMBER 2019
DECEMBER	10/14/2019	DECEMBER 2019

DIGITAL OPPORTUNITIES

WEBSITE ADVERTISING

With traffic averaging 1,272,275 unique pageviews per fiscal year, web ads offer solid visibility for advertisers. Currently, online ads repeat on every page throughout a chosen section. Ads repeat on every page throughout the chosen section. Web ads cannot be placed under 'CPE Catalog Search' as these pages are not managed by NCACPA.

E-MARKETING

The Association primarily communicates with its membership electronically, sending hundreds of unique messages to promote upcoming CPE events, community activities, and professional news updates. Directly reach over 16,000 with an ad in one of our e-newsletters. Send your message to everyone, or select which audience you would like to reach with three different category targets. Most emails are sent on Mondays, and frequency ranges from monthly to weekly.

CONNECT ONLINE COMMUNITY

This online collaborative platform allows members to interact with fellow members as well as participate in forum discussions, ask questions of peers, and share knowledge and resources. Connect is quickly becoming NCACPA's most valuable benefit. Advertising on Connect provides you with exposure on the most active pages our members visit daily, allowing you to target over 13,000+ CPAs and accounting professionals. Connect's Open Forum daily digest email reaches 85% of the entire membership— more than 12,000 members— each day!

LEARNING MANAGEMENT SYSTEM

Over the past 8 years, NCACPA has steadily grown its product line of online learning options. As a leading provider of continuing education for CPAs, NCACPA has a robust catalog of 1,800+ programs. Place an ad directly in our viewing environment for webinars, webcasts, and On Demand programming.

DIGITAL ADVERTISING RATES

	PER MONTH	6 MONTH RATE	SPECS
WEBSITE BANNER ADS	$500	TBD	468 x 60 and 728 x 90
CONNECT BANNER ADS	$750	TBD	300x250
LEARNING MANAGEMENT SYSTEM BANNER ADS	$500	TBD	300x250
E-MARKETING BANNER ADS	$500	TBD	300x250

SPONSOR AN NCACPA EVENT

By sponsoring an NCACPA event, your organization will have the opportunity to get its brand in front of our member base of over 13,000+, as well as network with conference speakers and attendees.

FOR THE FOLLOWING CONFERENCES:

Employee Benefits Plans Conference (EBP)   Mountain Cluster (MCLU)   Fraud and A&A Conference (FRD)

Local Government Conference (LGC)   Professional Women's Conference (PRW)   NC State & Local Tax Conference (TAX)

Beach Cluster (BCLU)

See page 10 for Conference Descriptions

eSponsor $1,000	Premier Sponsor $1,750	Elite Sponsor $2,000
• Recognition in select conference email promotions, in addition to a "logo link" to your company website on the NCACPA conference page	• Recognition in select conference email promotions, in addition to a "logo link" to your company website on the NCACPA conference page	• Recognition in conference brochure (if contracted by production deadlines)
• Company logo included in the conference registration page in the program catalog	• Company logo included in the conference registration page in the program catalog	• Recognition in select conference email promotions, in addition to a "logo link" to your company website on the NCACPA conference page
• Recognition of organization's name in announcements at conference	• Up to two representatives on site to network with conference attendees during breaks and receptions (if applicable)	• Company logo included in the conference registration page in the program catalog
• Company logo on sponsorship signage at conference	• Table to display your organization's materials within the Symposium exhibition area (Wi-Fi and electricity available upon request)*	• 2-3 sentence company listing on the NCACPA conference page to accompany your logo link
• Access to Event App and networking with attendees	• Recognition of organization's name in announcements at conference	• Up to two representatives on site to network with conference attendees during lunches (not available for Symposium) and during breaks and receptions (if applicable)
• Company and logo within sponsor list on NCACPA Event App	• Company logo on sponsorship signage at conference	• Table to display your organization's materials within the Symposium exhibition area (Wi-Fi and electricity available upon request)*
• 5 second full-screen splash page ad displayed on NCACPA Event App each day of the conference	• Printed list of attendees, including organization name and location	• Recognition of organization's name in announcements at conference
	• Access to NCACPA Event App and networking with attendees	• Company logo on sponsorship signage at conference
	• Company and logo within sponsor list on NCACPA Event App	• Printed list of attendees, including organization name and location
		• Full-page advertisement in NCACPA's quarterly printed magazine, Interim Report, which is sent to 13,000+ members
		• Access to NCACPA Event App and networking with attendees
		• Company and logo within sponsor list on NCACPA Event App

*Exhibit spaces are chosen by NCACPA staff members, based on the selected package, and cannot be negotiated.

FOR THE FOLLOWING CONFERENCES:

Not-for-Profit Accounting Conference (NFP)

Members in Business & Industry Spring Conference (MBS)

Members in Business & Industry Fall Conference (MBF)

TechFest Summer Conference (TFS)

TechFest Winter Conference (TFW)

See page 10 for Conference Descriptions

eSponsor $1,250	Premier Sponsor $2,000	Elite Sponsor $2,500
• Recognition in select conference email promotions, in addition to a "logo link" to your company website on the NCACPA conference page	• Recognition in select conference email promotions, in addition to a "logo link" to your company website on the NCACPA conference page	• Recognition in select conference brochures (if contracted by production deadlines)
• Company logo included in the conference registration page in the program catalog	• Company logo included in the conference registration page in the program catalog	• Recognition in select conference email promotions, in addition to a "logo link" to your company website on the NCACPA conference page
• Recognition of organization's name in announcements at conference	• Up to two representatives on site to network with conference attendees during breaks, receptions, and lunches (if applicable)	• Company logo included in the conference registration page in the program catalog
• Company logo on sponsorship signage at conference	• Table to display your organization's materials within the Symposium exhibition area (Wi-Fi and electricity available upon request)*	• Upgrade to a 2-3 sentence company listing on the NCACPA conference page to accompany your logo link
• Access to NCACPA Event App and networking with attendees	• Recognition of organization's name in announcements at conference	• Up to two representatives on site to network with conference attendees during breaks and receptions (if applicable)
• Company and logo within sponsor list on NCACPA Event App	• Company logo on sponsorship signage at conference	• Table to display your organization's materials within the Symposium exhibition area (Wi-Fi and electricity available upon request)*
• 5 second full-screen splash page ad displayed on NCACPA event app each day of the conference	• Printed list of attendees, including organization name and location	• Recognition of organization's name in announcements at conference
	• Access to NCACPA Event App and networking with attendees	• Company logo on sponsorship signage at conference
	• Company and logo within sponsor list on NCACPA Event App	• Printed list of attendees, including organization name and location
		• Full-page advertisement in NCACPA's quarterly printed magazine, Interim Report, which is sent to 13,000+ members
		• Access to NCACPA Event App and networking with attendees
		• Highlighted sponsor with personalized information page within NCACPA event app

CONFERENCE ADD-ON OPTIONS

Expand your brand recognition with these additional opportunities:

FIVE SECOND SPLASH SCREEN

- EBP, LGG, BCLU, MCLU, PRW, FRD & A&A, TAX - $200 per occurrence
- NFP, MBIS, MBIF, TECS, TECW - $250 per occurrence
- SYM - $300 per occurrence

LOGO ON MAIN BANNER

- EBP, LGG, BCLU, MCLU, PRW, FRD & A&A, TAX - $250
- NFP, MBIS, MBIF, TECS, TECW - $350
- SYM - $500

SPONSOR PUSH NOTIFICATIONS

- EBP, LGG, BCLU, MCLU, PRW, FRD & A&A, TAX - $100 per notification
- NFP, MBIS, MBIF, TECS, TECW - $150 per notification
- SYM - $200 per notification

ABILITY TO PLACE PROMOTIONAL PIECE ON TABLES OR CHAIRS

(i.e. brochure, item with logo (pen, pad)- must be pre-approved by NCACPA

- EBP, LGG, BCLU, MCLU, PRW, FRD & A&A, TAX - $200
- NFP, MBIS, MBIF, TECS, TECW - $300

SYMPOSIUM EXHIBITOR PACKAGES

NOVEMBER 18-20, 2019

eSponsor $1,750

- Recognition in select conference email promotions, in addition to a "logo link" to your company website on the NCACPA conference page
- Company logo included in the conference registration page in the program catalog
- Recognition of organization's name in announcements at conference
- Company logo on sponsorship signage at conference
- Access to Event App and networking with attendees
- Company and logo within sponsor list on NCACPA Event App
- 5 second full-screen splash page ad displayed on NCACPA Event App each day of the conference

Silver Package $2,500

- Recognition in conference brochure (if contracted by production deadlines)
- Recognition in select conference email promotions, in addition to a "logo link" to your company website on the NCACPA conference page
- Company logo included in the conference registration page in the program catalog
- Up to two representatives on site to network with conference attendees during breaks and receptions; lunch is provided for two representatives
- Table to display your organization's materials within the Symposium exhibition area (Wi-Fi and electricity available upon request)*
- Recognition of organization's name in announcements at conference
- Company logo on sponsorship signage at conference
- Printed list of attendees, including organization name and location
- Access to NCACPA Event App and networking with attendees
- Company and logo within sponsor list on NCACPA Event App

Gold Package $3,500

Includes all items in the Silver Package, plus:

- Upgrade to preferred exhibit space*
- Upgrade to a 2-3 sentence company listing on the NCACPA conference page to accompany your logo link
- Sponsorship of a continental breakfast or refreshment break with signage recognition
- A banner advertised on NCACPA's site for 30 consecutive days
- A half-page advertisement in NCACPA's quarterly printed magazine, Interim Report, which is sent to 13,000+ members

Platinum Package $4,500

Includes all items in the Gold Package, plus:

- Upgrade to premium exhibit space*
- Upgrade to sponsorship of an entire reception instead of sponsorship for breakfast or refreshment break
- Recognition during sponsored reception, including five minutes of microphone time (exclusive)
- Ability to place promotional piece (i.e. brochure, item with logo (pen, pad)) on tables or chairs (must be pre-approved by NCACPA)
- A banner advertised on NCACPA's site for 60 consecutive days
- Upgrade to a full-page advertisement in NCACPA's quarterly printed magazine, Interim Report, which is sent to 13,000+ members
- Highlighted sponsor with personalized information page within NCACPA event app
- Logo on main banner in event app
- 5 second full-screen splash page ad displayed on NCACPA event app each day of the conference
- Two representative can attend lunch with attendees

*Exhibit spaces are chosen by NCACPA staff members, based on the selected package, and cannot be negotiated.

CONFERENCE AUDIENCES: 2019

Accounting Education Forum | February 22-23 | Greensboro
Attendees will include approximately 50-70 individuals who teach accounting students at the post-secondary level, hire recent accounting graduates, and who are interested in the future of accounting education.

Employee Benefit Plans Conference | May 14 | Greensboro
Attendees will include 110 CPAs involved in audit, administration, and financial areas of employee benefit plans.

Local Government Conference | May 16 | Greensboro
Attendees will include approximately 200 local government staff as well as CPAs who work in public practice in the field of governmental accounting and/or auditing.

Not-for-Profit Accounting Conference | May 21 | Greensboro
We anticipate approximately 400 attendees including CPAs who audit nonprofit organizations (NPO), CPAs in the non-profit industry, and NPO staff and board members who have responsibility for financial management.

Members in Business in Industry Spring | May 22-24 | Greensboro
Attendees will include approximately 375 CPAs serving in business and industry (i.e., CEOs, CFOs, COOs, controllers, internal auditors, and treasurers), but not CPAs in public practice. The attendees work for firms ranging from microenterprises to large, multinational firms, in all industries.

Beach Cluster | August 13-16 | Wrightsville Beach
Attendees include approximately 350 accounting professionals interested in enhancing their professional development (while at the beach!) in the following areas: accounting/auditing, tax, industry, and nonprofit/governmental.

TechFest Summer Conference | August 22-23 | Charlotte
TechFest Winter Conference | December 2-3 | Greensboro
Attendees will include CPAs and IT professionals who need the latest technology information tailored towards accounting. The summer program attracts approximately 160 registrants, and the winter program attracts approximately 280 attendees.

Members in Business and Industry Fall Conference | September 9-11 | Asheville

Attendees will include approximately 350 CPAs serving in business and industry (i.e., CEOs, CFOs, COOs, controllers, internal auditors, and treasurers), but not CPAs in public practice. The individuals work for firms ranging from microenterprises to large, multinational firms, in all industries.

Mountain Cluster | October 31-November 1 | Asheville

Comprised of approximately 350 attendees, this event takes place in the scenic North Carolina mountains and is intended for CPAs with a focus on accounting/auditing, tax, industry, and/or nonprofit/governmental.

Professional Women's Conference | November 4 | Charlotte

Attendees will include approximately 170 women CPAs interested in enhancing their professional development and networking with their peers.

Fraud/A&A Conference | October 10 | Greensboro

Attendees will include approximately 150 CPAs who are business owners, financial managers, auditors, or controllers interested in learning about the potential existence of financial fraud as well as receiving updates on fraud detection, identification, quantification, and prosecution. This conference also includes intermediate and advanced accounting and auditing topics specific to finance and accounting professionals using national-renowned speakers.

80th Annual Symposium | November 18-20 | Greensboro

Attendees of the 80th annual NCACPA Symposium will include approximately 800 partners, owners, presidents, CEOs, vice presidents and directors of finance, and CPA-trained attorneys. Our primary audience make-up is 35% public practice and 45% industry. Other attendees work in education, government, nonprofit, and other financial industries.

NC State & Local Tax Conference | December 4 | Greensboro

This audience will include approximately 250 CPAs and attorneys who specialize in tax work for individuals, small businesses, or corporate entities.

VISION:

TO BE THE ESSENTIAL RESOURCE
FOR THE NORTH CAROLINA CPA.

MISSION:

NCACPA PROMOTES THE
COMPETENCE, INTEGRITY, CIVIC
RESPONSIBILITY, AND SUCCESS
OF NORTH CAROLINA CPAS.

ncaCPA ®