OUR MEMBERS ARE YOUR BEST PROSPECTS


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 accounting professionals 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 finance professionals, including C-level professionals, controllers, financial managers, primary purchasers, private business owners, Big Four and regional accounting firms, and sole practitioners. Due to 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

- **Public**: 45%
- **Industry**: 38%
- **Government**: 14%
- **Other**: 3%

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

Classified Advertising: Mergers and 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**

<table>
<thead>
<tr>
<th>AD SIZE/PLACEMENT</th>
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<td>HALF PAGE</td>
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<td>ONE-THIRD PAGE</td>
<td>$995</td>
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<td>$795</td>
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<td>INSIDE FRONT COVER</td>
<td></td>
<td></td>
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<tr>
<td>BACK COVER</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td></td>
<td></td>
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</table>

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

**CLASSIFIED AD RATES**

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<th>SIZE</th>
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<td>$250</td>
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<td>2.5&quot; X 5&quot;</td>
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Pricing is per issue • All rates are net • All members receive a 10% discount

**ADVERTORIAL RATES**

<table>
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<tr>
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<th>FREQUENCY</th>
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<td></td>
<td>4X</td>
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Pricing is per issue • All rates are net
**CAREER CENTER RATES**

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<thead>
<tr>
<th>AD PLACEMENT</th>
<th>SIZE</th>
<th>POSITION</th>
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<tbody>
<tr>
<td>TOP LEADERBOARD AD</td>
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<td>ABOVE THE FOLD</td>
</tr>
<tr>
<td>BOX ADS</td>
<td>300X250</td>
<td>ABOVE THE FOLD</td>
</tr>
<tr>
<td>BOTTOM LEADERBOARD AD</td>
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</table>

**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**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MATERIAL DUE</th>
<th>ISSUE DATE</th>
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<tbody>
<tr>
<td>MARCH</td>
<td>1/15/2020</td>
<td>MARCH 2020</td>
</tr>
<tr>
<td>JUNE</td>
<td>5/15/2020</td>
<td>JUNE 2020</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>7/15/2020</td>
<td>SEPTEMBER 2020</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>10/15/2020</td>
<td>DECEMBER 2020</td>
</tr>
</tbody>
</table>
DIGITAL OPPORTUNITIES

WEBSITE ADVERTISING

With traffic averaging 1,373,282 unique pageviews per year, web ads offer tremendous 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 13,000 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, 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 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

<table>
<thead>
<tr>
<th></th>
<th>PER MONTH</th>
<th>6 MONTH RATE</th>
<th>SPECS</th>
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<tbody>
<tr>
<td>WEBSITE BANNER ADS</td>
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<tr>
<td>CONNECT BANNER ADS</td>
<td>$750</td>
<td>TBD</td>
<td>300x250</td>
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<tr>
<td>LEARNING MANAGEMENT SYSTEM BANNER ADS</td>
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<td>TBD</td>
<td>300x250</td>
</tr>
<tr>
<td>E-MARKETING BANNER ADS</td>
<td>$500</td>
<td>TBD</td>
<td>300x250</td>
</tr>
</tbody>
</table>
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 and network with conference speakers and attendees.

FOR THE FOLLOWING EVENTS:
Employee Benefits Plans Conference (EBP)  Accounting Educators & Professionals
Local Government Greensboro (LGG)  Conference (AEP)
Local Government New Bern (LGN)  Beach Cluster (BCLU)*
Accounting Educators & Professionals
Mountain Cluster (MCLU)
Professional Women’s Conference (PRW)
NC State & Local Tax Conference (TAX)

FOR THE FOLLOWING EVENTS:
Elite Sponsor
$2,000
• Recognition in event brochure (if contracted by production deadlines)
• Recognition in select event email promotions, in addition to a “logo link” to your company website on the NCACPA event page
• Company logo included in the event registration page in the program catalog
• Up to two representatives on site to network with event attendees during breaks, lunches, and receptions (if applicable)
• Table to display your organization’s materials within the exhibition area (Wi-Fi and electricity available upon request)*
• Recognition of organization’s name in announcements at event
• Company logo on sponsorship signage at event
• 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
Premier Sponsor
$1,750
• Recognition in select event email promotions, in addition to a “logo link” to your company website on the NCACPA event page
• Company logo included in the event registration page in the program catalog
• Up to two representatives on site to network with event attendees during breaks, lunches, and receptions (if applicable)
• Table to display your organization’s materials within the exhibition area (Wi-Fi and electricity available upon request)**
• Recognition of organization’s name in announcements at event
• Company logo on sponsorship signage at event
• 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
• Logo on main banner in event app
• Recognition of organization’s name in announcements at event
• Company logo on sponsorship signage at event
• 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
• Access to NCACPA Event App and networking with attendees
• Company and logo within sponsor list on NCACPA Event App
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• Company and logo within sponsor list on NCACPA Event App
• Access to NCACPA Event App and networking with attendees
• Company and logo within sponsor list on NCACPA Event App

Sponsor prices are per conference. See page 10 for conference descriptions

*eBeach Cluster can only accept eSponsors
**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)
Business & Industry Spring Conference (MBS)
Business & Industry Fall Conference (MBF)
TechFest Summer Conference (TFS)
TechFest Winter Conference (TFW)

See page 10 for Conference Descriptions

EVENT PACKAGE ADD-ON OPTIONS
Expand your brand recognition with these additional opportunities:

**EXHIBIT SPACES ARE CHOSEN BY NCACPA STAFF MEMBERS, BASED ON THE SELECTED PACKAGE, AND CANNOT BE NEGOTIATED.**

<table>
<thead>
<tr>
<th>eSponsor</th>
<th>Premier Sponsor</th>
<th>Elite Sponsor</th>
</tr>
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<tbody>
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<td>$1,250</td>
<td>$2,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>• Recognition in select conference email promotions, in addition to a “logo link” to your company website on the NCACPA conference page</td>
<td>• Recognition in select conference email promotions, in addition to a “logo link” to your company website on the NCACPA conference page</td>
<td>• Recognition in conference brochure (if contracted by production deadlines)</td>
</tr>
<tr>
<td></td>
<td>• Company logo included in the conference registration page in the online catalog</td>
<td>• Company logo included in the conference registration page in the program catalog</td>
</tr>
<tr>
<td></td>
<td>• Recognition of organization’s name in announcements at conference</td>
<td>• Recognition of organization’s name in announcements at conference</td>
</tr>
<tr>
<td></td>
<td>• Company logo on sponsorship signage at conference</td>
<td>• Company logo on sponsorship signage at conference</td>
</tr>
<tr>
<td></td>
<td>• Access to NCACPA Event App and networking with attendees</td>
<td>• Printed list of attendees, including organization name and location</td>
</tr>
<tr>
<td></td>
<td>• Company and logo within sponsor list on NCACPA Event App</td>
<td>• Full-page advertisement in NCACPA’s quarterly printed magazine, Interim Report, which is sent to 13,000+ members</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOGO ON MAIN BANNER</th>
<th>SPONSOR PUSH NOTIFICATIONS</th>
<th>ABILITY TO PLACE PROMOTIONAL PIECE ON TABLES OR CHAIRS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• EBP, LGG, BCLU, MCLU, PRW, TAX - $100</td>
<td>• EBP, LGG, BCLU, MCLU, PRW, TAX - $100 per notification</td>
<td>• EBP, LGG, BCLU, MCLU, PRW, TAX - $200</td>
</tr>
<tr>
<td>• NFP, MBS, MBF, TECS, TECW - $200</td>
<td>• NFP, MBS, MBF, TECS, TECW - $150 per notification</td>
<td>• NFP, MBS, MBF, TECS, TECW - $300</td>
</tr>
<tr>
<td>• SYM - $300</td>
<td>• SYM - $200 per notification</td>
<td></td>
</tr>
</tbody>
</table>

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

**November 16-18, 2020**

## 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

## Silver Package $2,750

- 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
- Event LeadCapture scanner to gather attendee information via QR codes as well as access to the LeadCapture portal to easily download attendee data

## Gold Package $3,750

*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 $4,750

*Includes all items in the Gold Package, plus:

- Upgrade to premium exhibit space*
- Sponsor reception
- Recognition during sponsored reception, including opportunity to speak to the audience during a general session (selected by NCACPA) for up to 5 minutes. Ability to place promotional piece (i.e. brochure, item with logo (pen, pad) on tables or chairs (must be pre-approved by NCACPA, session selected 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
- Two representative can attend lunch with attendees

*Exhibit spaces are chosen by NCACPA staff members, based on the selected package, and cannot be negotiated.
NCACPA CONFERENCE SPONSORSHIP ADD-ON OPTIONS

Add-on options for NCACPA's 2020 Conferences and Clusters. Prices vary per conference. Please refer to NCACPA website for pricing or contact an NCACPA event planner.

**PUSH NOTIFICATIONS:**
Messages get sent directly to attendees' mobile devices as notifications. Push notifications offer great opportunity to highlight your company, your booth, or raffles. **NCACPA will pre-approve messages and select time of notification.**

$100 - $200

**BANNER ADS:**
Rotating and clickable banners ads appear at the top of the mobile event app's screen. Banner ads serve as a cost-effective pay to create brand awareness and link directly to your company website.

$100 - $300

**PROMOTIONAL PIECE:**
Ability to place promotional piece on tables or chairs in the conference's general session. Promotional pieces will be pre-approved by NCACPA.

$100 - $300
CONFERENCE AUDIENCES: 2020

Employee Benefit Plans Conference (EBP)  
May 12 | Greensboro  
Attendees will include 110 CPAs and professionals involved in audit, administration, and financial areas of employee benefit plans.

Local Government Conference (LGG)  
May 14 | Greensboro  
Local Government Conference (LGN)  
June 9 | New Bern  
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 (NFP)  
May 19 | Greensboro  
Attendees will include approximately 400 CPAs and financial professionals who audit nonprofit organizations (NPO), CPAs in the non-profit industry, and NPO staff and board members who have responsibility for financial management.

Business in Industry Spring Conference (MBS)  
May 20-22 | Greensboro  
Attendees include approximately 375 CPAs and financial professionals working in business and industry (i.e., CEOs, CFOs, COOs, controllers, internal auditors, and treasurers), not in public practice. The attendees work for organizations ranging from microenterprises to large, multinational firms, in all industries.

CPE Beach Cluster (BCLU)  
August 11-14 | Wrightsville Beach  
Attendees include approximately 350 CPAs and financial 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 (TFS)  
August 17-18 | Charlotte  
TechFest Winter Conference (TFW)  
December 7-8 | Greensboro  
Attendees will include CPAs and financial and IT professionals seeking the latest technology information tailored to the audience. The summer program attracts approximately 160 registrants, and the winter program attracts approximately 280 attendees.

Accounting Educators & Professionals Conference (AEP)  
September 25 | Greensboro  
Attendees will include approximately 75 accounting educators as well as financial professionals interested in advancing accounting education in NC.

Business and Industry Fall Conference (MBF)  
September 14-16 | Asheville  
Attendees include approximately 350 CPAs and financial professionals serving in business and industry (i.e., CEOs, CFOs, COOs, controllers, internal auditors, and treasurers), not in public practice. Individuals work for organizations ranging from microenterprises to large, multinational firms, in all industries.

Professional Women’s Conference (PRW)  
October 26 | Charlotte  
Attendees include approximately 170 women CPAs and professionals at all stages in their careers.

Mountain Cluster (MCLU)  
October 28-30 | 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.

81st Annual Symposium (SYM)  
November 16-18 | Greensboro  
Attendees of the Annual Symposium include approximately 800 CPAs and professionals interested in industry trends, innovation, new products, and networking. 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 (TAX)  
December 9 | Greensboro  
This audience includes approximately 250 CPAs, tax professionals, and attorneys who specialize in taxation for individuals, small businesses, or corporate entities.
VISION:
A HIGHLY VALUED ACCOUNTING PROFESSION ADVANCING THE SUCCESS OF INDIVIDUALS AND ORGANIZATIONS.

MISSION:
ENHANCING THE ACCOUNTING PROFESSION AND THE COMMUNITY IT SERVES THROUGH ADVOCACY, CONNECTIONS, EDUCATION, AND RESOURCES.