

**North Carolina Association
of Certified Public Accountants**

2020 | MEDIA KIT



OUR MEMBERS ARE YOUR BEST PROSPECTS

Start Building Stronger Business Relationships Today.

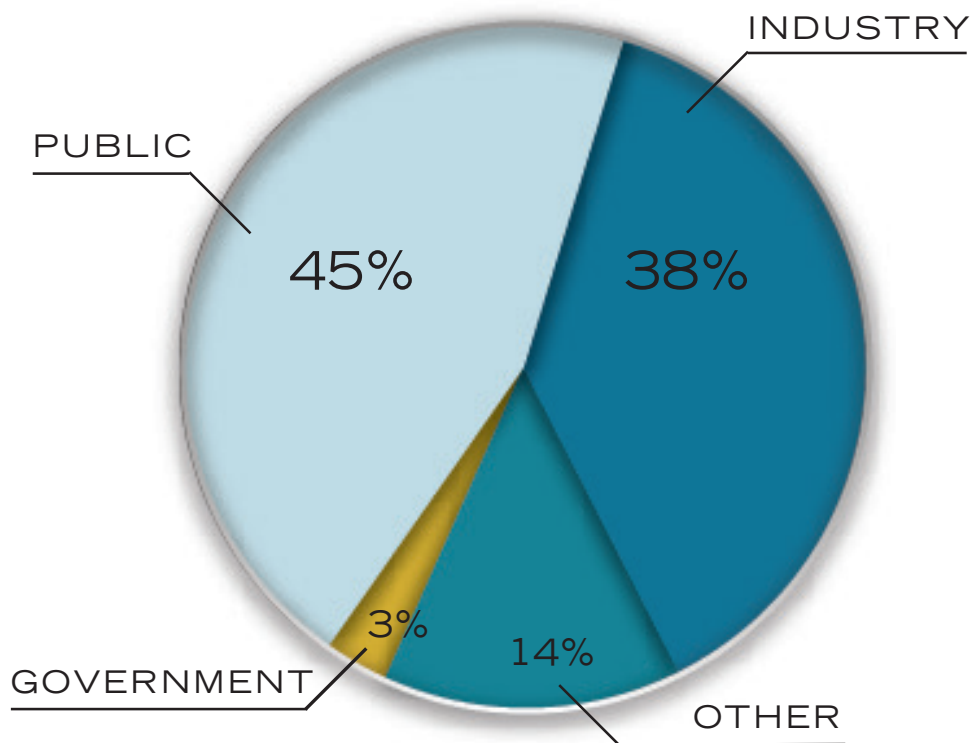
The North Carolina Association of Certified Public Accountants (NCACPA) has grown tremendously since its inception in 1919, from a mere 20 founding members to more than 13,000+ today. With strategic guidance from its board of directors, NCACPA has been successful in serving North Carolina's accounting 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



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

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

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
BACK COVER			(commitment for all 4 issues)
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

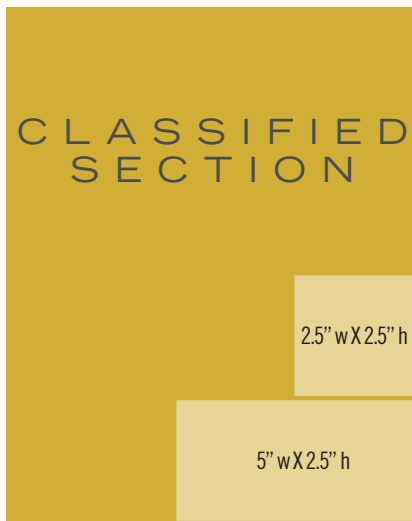
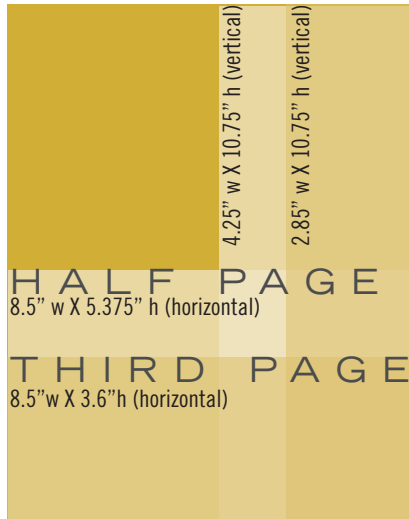
SIZE	FREQUENCY	PRICE
FULL PAGE	1X	\$2,775
	2X	\$2,475
	4X	\$2,025

Pricing is per issue • All rates are net

CAREER CENTER RATES

AD PLACEMENT	SIZE	
TOP LEADERBOARD AD	728X90	ABOVE THE FOLD
BOX ADS	300X250	ABOVE THE FOLD
BOTTOM LEADERBOARD AD	728X90	BELOW THE FOLD

PRINT DIMENSIONS



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	1/15/2020	MARCH 2020
JUNE	5/15/2020	JUNE 2020
SEPTEMBER	7/15/2020	SEPTEMBER 2020
DECEMBER	10/15/2020	DECEMBER 2020

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

	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 and network with conference speakers and attendees.

FOR THE FOLLOWING EVENTS:

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

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

eSponsor \$1,000	Premier Sponsor \$1,750	Elite Sponsor \$2,000
<ul style="list-style-type: none"> • 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 • Recognition of organization's name in announcements at event • Company logo on sponsorship signage at event • Access to Event App and networking with attendees • Company and logo within sponsor list on NCACPA Event App • Logo on main banner in event app 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 online catalog • 2-3 sentence company listing on the NCACPA event page to accompany your logo link • Up to two representatives on site to network with attendees during lunches and during breaks 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, <i>Interim Report</i>, 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

*Beach 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

eSponsor \$1,250	Premier Sponsor \$2,000	Elite Sponsor \$2,500
<ul style="list-style-type: none"> 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 online catalog Recognition of organization's name in announcements at conference Company logo on sponsorship signage at conference Access to NCACPA Event App and networking with attendees Company and logo within sponsor list on NCACPA Event App 	<ul style="list-style-type: none"> 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 online catalog Up to two representatives on site to network with conference attendees during breaks, receptions, and lunches (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 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 	<ul style="list-style-type: none"> Recognition in conference brochure (if contracted by production deadlines) Recognition in 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 2-3 sentence company listing on the NCACPA conference page to accompany your logo link Up to two representatives on site to network with conference attendees during breaks 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 conference Company logo on sponsorship signage at conference Printed list of attendees, including organization name and location Full-page advertisement in NCACPA's quarterly printed magazine, <i>Interim Report</i>, 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

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EVENT PACKAGE ADD-ON OPTIONS

Expand your brand recognition with these additional opportunities:



LOGO ON MAIN BANNER

- EBP, LGG, BCLU, MCLU, PRW, TAX - \$100
- NFP, MBS, MBF, TECS, TECW - \$200
- SYM - \$300



SPONSOR PUSH NOTIFICATIONS

- EBP, LGG, BCLU, MCLU, PRW, TAX - \$100 per notification
- NFP, MBS, MBF, 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, TAX - \$200
- NFP, MBS, MBF, TECS, TECW - \$300

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
- Cvent 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

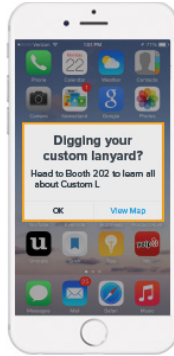
Includes all items in the Gold Package, plus:

- 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

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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.*

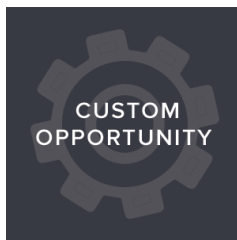
\$100 - \$200



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 way 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.

