

**North Carolina Association
of Certified Public Accountants**

2021 | MEDIA KIT



OUR MEMBERS ARE YOUR BEST PROSPECTS

Start Building Stronger Business Relationships Today.

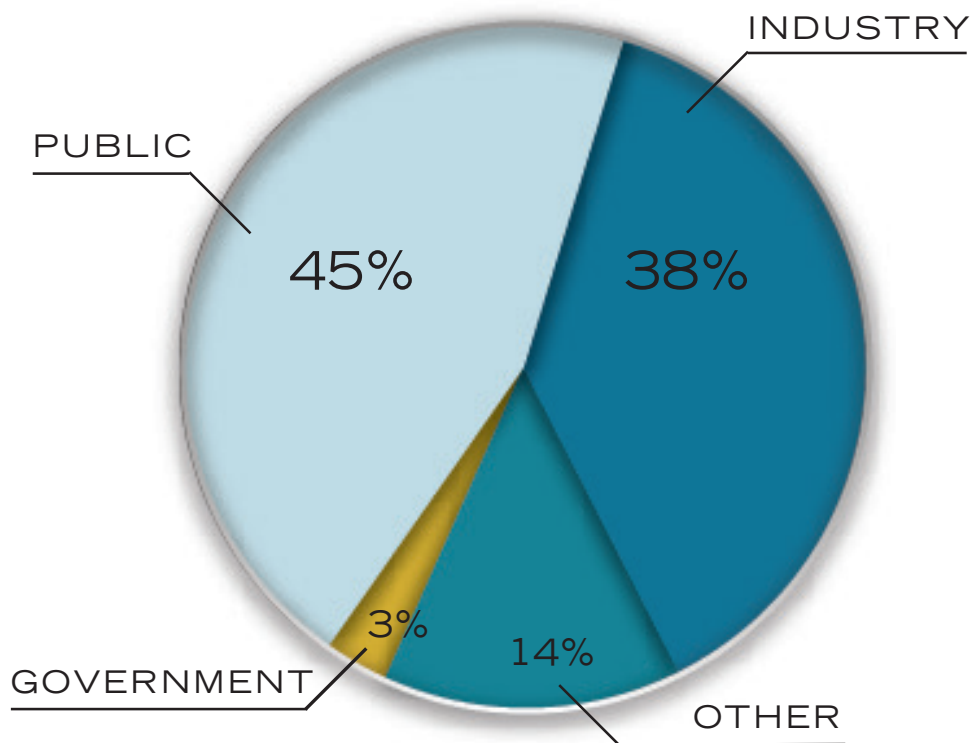
The North Carolina Association of Certified Public Accountants (NCACPA) has grown tremendously since its inception in 1919, from a mere 20 founding members to more than 13,000+ today. With strategic guidance from its board of directors, NCACPA has been successful in serving North Carolina's accounting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

The association's various 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

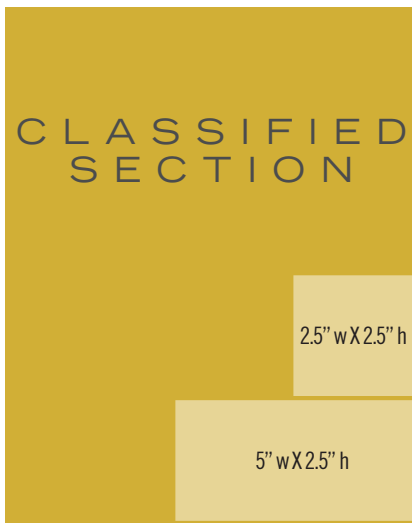
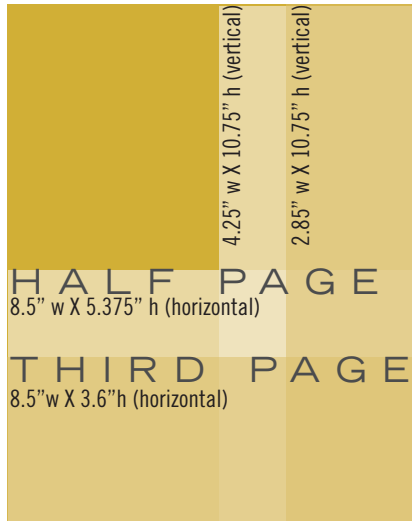
SIZE	FREQUENCY	PRICE
FULL PAGE	1X	\$2,775
	2X	\$2,475
	4X	\$2,025

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

2021 DEADLINES & ISSUE DATES

ISSUE	MATERIAL DUE	ISSUE DATE
SPRING	1/15/2021	SPRING 2021
SUMMER	5/15/2021	SUMMER 2021
FALL	7/15/2021	FALL 2021
WINTER	10/15/2021	WINTER 2021

DIGITAL OPPORTUNITIES

WEBSITE ADVERTISING

With traffic averaging 2,086,244+ unique pageviews per year, web ads offer tremendous visibility for advertisers. Advertisers may choose three pages to place ads online. Page recommendations can be made by NCACPA staff upon request. 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

CONFERENCE AUDIENCES: 2021

Our team is still finalizing details for 2021. For more information about event sponsorship packages and pricing, please contact mdrake@ncacpa.org.

Employee Benefit Plans Conference (EBP)

May 11 | Virtual

Attendees will include 110 CPAs and professionals involved in audit, administration, and financial areas of employee benefit plans.

Local Government Conference (LGC)

May 13 | Virtual

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 18 | Virtual

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 19–21 | Virtual

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 10–13 | 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 16–17 | Charlotte

TechFest Winter Conference (TFW)

December 6–7 | 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.

Business and Industry Fall Conference (MBF)

September 13–15 | 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 27–29 | 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 15–17 | 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 8 | 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.

