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 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.
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>
<th>1X</th>
<th>2X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$1,850</td>
<td>$1,650</td>
<td>$1,350</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,150</td>
</tr>
<tr>
<td>ONE-THIRD PAGE</td>
<td>$995</td>
<td>$895</td>
<td>$795</td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BACK COVER</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

## CLASSIFIED AD RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.5&quot; X 2.5&quot;</td>
<td>$250</td>
<td>$200</td>
</tr>
<tr>
<td>2.5&quot; X 5&quot;</td>
<td>$350</td>
<td>$275</td>
</tr>
</tbody>
</table>

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

## ADVERTORIAL RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>FREQUENCY</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>1X</td>
<td>$2,775</td>
</tr>
<tr>
<td></td>
<td>2X</td>
<td>$2,475</td>
</tr>
<tr>
<td></td>
<td>4X</td>
<td>$2,025</td>
</tr>
</tbody>
</table>

Pricing is per issue • All rates are net
CAREER CENTER RATES

<table>
<thead>
<tr>
<th>AD PLACEMENT</th>
<th>SIZE</th>
<th>ADVERTISING MATERIAlS SPECIFICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOP LEADERBOARD AD</td>
<td>728X90</td>
<td>FILE FORMATS: PDF</td>
</tr>
<tr>
<td>BOX ADS</td>
<td>300X250</td>
<td>RESOLUTION: AT LEAST 300 DPI</td>
</tr>
<tr>
<td>BOTTOM LEADERBOARD AD</td>
<td>728X90</td>
<td>COLOR: CMYK</td>
</tr>
</tbody>
</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

2021 DEADLINES & ISSUE DATES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MATERIAL DUE</th>
<th>ISSUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPRING</td>
<td>1/15/2021</td>
<td>SPRING 2021</td>
</tr>
<tr>
<td>SUMMER</td>
<td>5/15/2021</td>
<td>SUMMER 2021</td>
</tr>
<tr>
<td>FALL</td>
<td>7/15/2021</td>
<td>FALL 2021</td>
</tr>
<tr>
<td>WINTER</td>
<td>10/15/2021</td>
<td>WINTER 2021</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th></th>
<th>PER MONTH</th>
<th>6 MONTH RATE</th>
<th>SPECS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEBSITE BANNER ADS</td>
<td>$500</td>
<td>TBD</td>
<td>468 x 60 and 728 x 90</td>
</tr>
<tr>
<td>CONNECT BANNER ADS</td>
<td>$750</td>
<td>TBD</td>
<td>300x250</td>
</tr>
<tr>
<td>LEARNING MANAGEMENT</td>
<td>$500</td>
<td>TBD</td>
<td>300x250</td>
</tr>
<tr>
<td>SYSTEM BANNER ADS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-MARKETING BANNER ADS</td>
<td>$500</td>
<td>TBD</td>
<td>300x250</td>
</tr>
</tbody>
</table>
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.