



# 2025 MEDIA KIT

***Today's CPA Magazine***  
**Partnerships**  
**Sponsorships**  
**Advertising Packages**  
**Digital Offerings**  
**Webinars**  
**Lead Generation**

For sales and sponsorships, contact Mike Walker at [mike@rwwcompany.com](mailto:mike@rwwcompany.com) or call 310-339-7676

# TXCPA + ACCTOFI: INVESTING IN THE FUTURE OF THE PROFESSION

The Texas Society of CPAs (TXCPA) and its education affiliate, AcctoFi, work together to advance the accounting profession and empower the people in it—from aspiring students to established leaders. TXCPA represents more than 28,000 CPAs and finance professionals in public practice, business and industry, government, and education across Texas.

Since 1915, TXCPA has been a trusted source for professional advocacy, community and lifelong learning. AcctoFi—its education-focused cohort—extends this mission by fueling access, equity and innovation in the accounting pipeline through scholarships, outreach and public service.

Together, TXCPA and AcctoFi create a comprehensive platform where opportunity meets purpose—supporting professionals at every career stage and shaping a stronger future for the profession.

## WORK

**35%**

**Public Accounting**

**20%**

**Business/Industry**

**24%**

**Other**

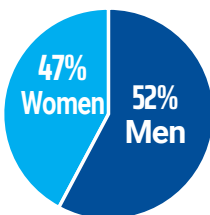
**21%**

**Students/Candidates**

[the 1% missing is unknown or unclassified]

## AUDIENCE

**81%**  
College  
degree or  
higher



**80%**  
5+ or more  
years as a  
CPA

**61%**  
Between  
the ages of  
31 to 70

## MEMBER BUYING POWER

**24%** have sole decision on company purchases

**54%** have influence over company purchases\*

**2,200+** members in the top 20 revenue producing CPA firms in the U.S.\*\*\*

**1,000+** members employed by the Big 4 firms

**178** members with the title of Partner within the Big 4 firms

## MULTIPLE WAYS TO REACH OUR MEMBERS

1. *Today's CPA Magazine*
2. Partnerships
3. Sponsorships
4. Advertising Packages
5. Digital Offerings
6. Webinars
7. Lead Generation/Knowledge Hub

\*Readership Survey 2018 \*\*\* accountingTODAY 2019

## FAST FACTS

FOLLOW US!



## 20 LOCAL CHAPTERS

Abilene

Austin\*

Brazos Valley

Central Texas

Corpus Christi

Dallas\*

East Texas

El Paso

Fort Worth\*

Houston\*

Panhandle

Permian Basin

Rio Grande Valley

San Angelo

San Antonio\*

South Plains

Southeast Texas

Texarkana

Victoria

Wichita Falls

\* Five Largest Chapters

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# TODAY'S CPA

Texas Society of Certified Public Accountants

Today's CPA reaches 28,000 members across the state and includes an audience of partners, presidents, CEOs, executives, department managers, and additional professionals with buying power and authority. Today's CPA is your best resource for reaching high-end purchasers and business advisors, providing you with endless possibilities to grow your brand among key decision makers.

## Demographics\*

**28K**  
Circulation

\*Readership  
Survey 2018

**76%**  
Members read  
the majority of the  
magazines

**71%**  
Saved an  
advertisement for  
future reference

**60%**  
Passed on  
information to  
colleague



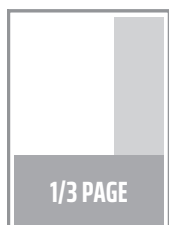
FULL PAGE



2/3 PAGE



HALF PAGE



1/3 PAGE

## NET Rates & Dimensions

FULL PAGE W: 8.375" by H: 10.875" • Bleed: W: 8.625" by H: 11.125"

2/3 PAGE W: 4.875" by H: 9.875"

HALF PAGE HORIZONTAL W: 7.375" by H: 4.875"

1/3 PAGE Vertical W: 2.375" by H: 9.875" Horizontal W: 7.375" by H: 3.125"

BACK COVER W: 8.375" by H: 10.875" • Bleed: W: 8.625" by H: 11.125"

INSIDE COVER W: 8.375" by H: 10.875" • Bleed: W: 8.625" by H: 11.125"

SPONSORED CONTENT PAGE W: 8.375" by H: 10.875" • Bleed: W: 8.625" by H: 11.125"

FRONT COVER Belly Band, Tip-On, Gatefold - prices are per page, production fees extra

1X

3X

6X

\$3,733

\$3,360

\$2,987

\$3,171

\$2,855

\$2,536

\$2,798

\$2,520

\$2,237

\$2,242

\$2,016

\$1,796

\$4,478

\$4,032

\$3,586

\$4,295

\$3,864

\$3,434

\$4,250

\$3,860

\$3,487

\$6,906

\$6,216

\$5,525

Other premium positions available at 10% premium charge

Pricing is per issue • All rates are net

## Deadlines & Issue Dates

### Issues

Space Closes Material Due Issue Date

JANUARY/FEBRUARY (DIGITAL ONLY)

11/29

12/6

1/6

MARCH/APRIL (PRINT AND DIGITAL)

1/17

1/28

3/3

MAY/JUNE (DIGITAL ONLY)

3/21

4/4

5/1

JULY/AUGUST (PRINT AND DIGITAL)

5/16

5/30

7/1

SEPTEMBER/OCTOBER (DIGITAL ONLY)

8/8

8/15

9/1

NOVEMBER/DECEMBER (PRINT AND DIGITAL)

9/3

9/10

11/3

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# Today's CPA Editorial Calendar

## November/December 2025 (Print and Digital)

### Cover: TXCPA Rising Stars

- Top 10 Estate Planning Topics in Texas in 2025
- Governance is Your Growth Engine: Build Value and Outrun Private Equity
- IAASB Approves New Standard on Sustainability Assurance
- CPE: Information Security Plans for Tax Professionals: A Review of Existing Guidance
- PCAOB Adopts New Audit Firm and Engagement-Level Metrics Disclosures
- Chair's Message
- What's Happening Around Texas
- Government Relations Update
- Take Note
- Peer Assistance/Accountants Confidential Assistance Network
- TXCPA Blurbs

## January/February 2026 (Digital)

### Cover:

- How ERGs Can Drive Diversity in an Accounting Organization
- CPE: Share Repurchases: Playing in the Big Leagues
- CEO's Message
- Spotlight on CPAs
- What's Happening Around Texas
- Government Relations, Advocacy Update
- Take Note
- Peer Assistance/Accountants Confidential Assistance Network
- TXCPA Blurbs

## March/April 2026 (Print and Digital)

### Cover:

- Understanding the Stakeholder Model of Corporate Social Responsibility
- Activism Amplified: How Universal Proxy Cards Are Reshaping Corporate Governance
- CPE Article
- CEO's Message
- Spotlight on CPAs Article
- What's Happening Around Texas
- Government Relations, Advocacy Update
- Take Note
- Peer Assistance/Accountants Confidential Assistance Network
- TXCPA Blurbs

## May/June 2025 (Digital)

### Cover: TXCPA Year in Review

- Spotlight on CPAs Article
- CPE Article
- Chair's Message
- What's Happening Around Texas
- Government Relations, Advocacy Update
- Take Note
- Peer Assistance/Accountants Confidential Assistance Network
- TXCPA Blurbs

## July/August 2024 (Print and Digital)

### Cover: New TXCPA Chairman

- CPE Article
- CEO's Message
- Spotlight on CPAs Article
- What's Happening Around Texas
- Government Relations, Advocacy Update
- Take Note
- Peer Assistance/Accountants Confidential Assistance Network
- TXCPA Blurbs

## September/October 2025 (Digital)

### Cover:

- CPE Article
- Chair's Message
- What's Happening Around Texas
- Government Relations, Advocacy Update
- Take Note
- Peer Assistance/Accountants Confidential Assistance Network
- TXCPA Blurbs

# 28K

Total Circulation

# 85%

of Members Say The Magazine Is "Excellent" or "Good"

# 76%

Read a Majority of the Issues



## Editorial Focus Includes:

Tax Issues

Legislation

Accounting Standards

Business and Industry Topics

Professional Updates

Building Relationships

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\* This Editorial Calendar is subject to change at any time at the discretion of the Texas Society of CPAs.

# TODAY'S CPA

## Supplements/Guides/Trends Reports

*Today's CPA* magazine periodically produces special-themed Supplements, Guides and Reports throughout the year. These specialty publications provide additional advertising and sponsorship opportunities for companies that want to promote their products and services to TXCPA members.

These are either published within the magazine or distributed to TXCPA members via mail and email. All of these specialty publications are also posted on the TXCPA website.



## TXCPA Supplements

*Today's CPA* Themed Supplements appear throughout the year within the magazine and on the TXCPA website. Highlighting specific topics, each supplement stands on its own as an informative and promotional publication to be used as a resource for accounting professionals.

### **March/April Issue: Women in Leadership**

Focuses on thought leadership and trends in the profession, giving employers an opportunity to be part of the conversation and promote forward-thinking leadership. Showcases women leaders in the profession.

### **May/June Issue: Technology—Tips & Tools of the Trade**

Focuses on various resources available to CPAs, including legal, technology, HR, payroll, insurance and more.

### **November/December Issue: Practice Management Issues**

Focuses on business management tools, software, best practices, HR resources and more.

## Guide for Future Texas CPAs

A separate email publication to guide students and candidates through the benefits and process of becoming a licensed CPA in Texas. Distributed in print and digital formats to specific target audiences, such as student members, educators, university career centers and more.



# TXCPA Website Banner Ads

## Viewpoint

### All-member weekly e-newsletter

Sent each Friday, the topics include updates and current trends in the accounting profession, as well as TXCPA news and events.



**Audience:** **22,000**  
subscribers

**44%**  
open rate

**65%**  
read 2 or more issues  
of Viewpoint each month\*

**80%**  
usually or often open  
the links on Viewpoint\*

## Banner Ads

Full Banner (600 x 200)  
Rate:  
\$1,200

Half Banners (275 x 170)  
Rate:  
\$850

Sponsored Article in Viewpoint  
Headline of 40 to 60 words with  
link to an article of 500 words on an  
advertiser's website  
Rate: \$2,250

## TXCPA Website

Banner ads are available on tx.cpa and interior pages. Banner ads are also available on the *Today's CPA* magazine website.

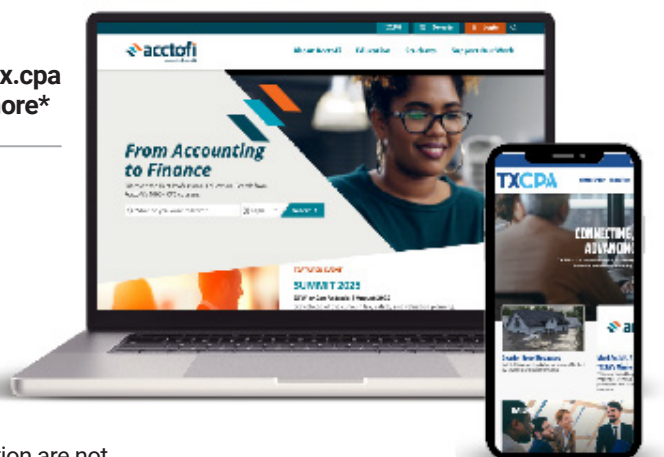
**Audience:** **9,200**  
unique visitors per month

**48%**  
Of members visit tx.cpa  
once a week or more\*

## Monthly Home Page Banner Ads

(970 x 90 desktop/728 x 91 mobile)

Rate:  
\$1,000



(All banner ads will be directed to advertiser's website. Flash and animation are not accepted. Artwork must be submitted in completed form as a GIF, JPG or PNG File.)

All rates above are NET

\*Readership Survey 2018

# Today's CPA Magazine Website Banner Ads

\*Rates based on metrics from 2023.



## Banner Ad

Banner ad on the main page for *Today's CPA*, where the current issue is posted.  
Size is 970 x 90 px (desktop) and 728 x 91 px (mobile)

Metrics: **9,200** unique visitors per month to the website  
**1,000** unique visitors for digital edition

Rate: **\$500 per month**

## Custom Email Advertising



### Dedicated Email (Sold for 2025)

Grab the attention of CPAs and drive our members to your products and services or engage through your sponsored content. We create your custom email under the TXCPA logo and build high impact conversations around your brand.

Audience: **22,000**  
subscribers

**44%**  
open rate\*

\*based on Viewpoint Email Newsletters open rate

## Specifications & Rates

- One dedicated email: to be sent to all TXCPA members with valid email addresses, approximately 22,000
- Distribution options: available on a Tuesday, Wednesday or Thursday of the second or fourth week of the month
- One opportunity each month. (Sold through 2025)
- Materials due: 10 days prior to run day
- Rate: \$4,600

### Acceptable Files:

High Resolution logo: 300+ dpi, .eps, .png or pdf only. Embed/outline all fonts.

Graphics: One Hero Image no wider than 600 pixels; high resolution .jpg or .png. Must be sized for use at 100%.

Text: Provide up to 200 words of copy with an appropriate subject line and we will build your email within the TXCPA email template.



## Sponsored Webinars for Continuing Education Credit (CPE):

1. TXCPA pre-records with sponsor's team in TXCPA's in-house studio or remotely (\$7,500)
2. Sponsor pre-records an edited video file to be uploaded on TXCPA's broadcast platform and webcast on specific day/time (\$7,500)

### Guidelines

- All program content must meet TXCPA CPE standards and be approved by TXCPA staff
- CPE webcasts must be 50 minutes in length
- TXCPA typically presents only one sponsored webinar per month
- Content from sponsor due 4 weeks prior to webinar date
- Webinars are promoted by TXCPA to all members
- TXCPA hosts webinars on the TXCPA platform
- TXCPA broadcasts the recorded webinar on the established date
- Sponsor receives a report post-webinar with names and preferred mailing addresses, as well as evaluation scores and comments; phone number are not included in the report
- Sponsor receives email addresses of those who have not opted out (provided in post-webinar report)
- Sponsor required to respond to all submitted questions within 3 business days of webinar



## PROMOTION OF WEBINAR

TXCPA will promote your webinar through a notification in 2 e-newsletters (Viewpoint, CPE Calendar or other topic specific e-newsletters), 1 social media post and the online catalog of upcoming webinars.

### Audience:\*

67% of TXCPA members read the CPE Calendar e-mail calendar

58% of TXCPA members usually or sometimes use the hyperlinks on the CPE Calendar to obtain more

\*Readership Survey 2018

# Sponsorships: Annual Meeting

## 2026 Annual Meeting of Members

June 25-26, 2026

La Cantera Resort & Spa, San Antonio, TX

### TITLE SPONSOR \$8,000

- Attend Leadership Dinner recognizing outgoing Chair of the Board
- Verbal recognition at Annual Meeting of Members sessions
- Company logo on all Annual Meeting promotional materials
- Company logo/banner displayed throughout the event
- Company logo and link displayed on event landing page
- Title sponsorship recognition in *Today's CPA* magazine and Viewpoint newsletter
- One exhibit booth
- Four individual event registrations (for TXCPA member clients or prospects)
- Attend member after party

### AWARDS LUNCHEON SPONSOR \$5,000

- Verbal recognition during the luncheon
- Permission to place promotional materials in the luncheon area (table provided)
- Company logo on meeting promotions
- Company logo on event signage
- Recognition in *Today's CPA* magazine and Viewpoint newsletter
- Company logo and link on meeting webpage
- One exhibit table
- Two individual event registrations (for TXCPA member clients or prospects)

### WIFI SPONSORSHIP \$2,000

- Company logo on event signage
- Company name on all WiFi promotions throughout the event
- Recognition in *Today's CPA* magazine and Viewpoint newsletters
- One exhibit table

### ATTENDEE DINNER/AFTER PARTY SPONSOR \$3,000

- Multiple Sponsors Welcome
- Company logo on event signage
- One exhibit table
- Recognition in *Today's CPA* magazine and Viewpoint newsletter
- One individual event registration (for TXCPA member client or prospect)
- Attend member after party

### LANYARD SPONSOR \$1,000

Sponsor provides lanyard w/company logo

- Company logo on event signage
- One exhibit table
- Recognition in *Today's CPA* magazine and Viewpoint newsletter

### EXHIBIT TABLE \$1000

- One 6' skirted table with 2 chairs
- Set up on the 25th
- Departure at 1 p.m. on the 26th
- Recognition in *Today's CPA* magazine and Viewpoint newsletter

# Sponsorships: Meetings & Events

## 2026 Midyear Leadership Council Meeting

January 22 - 23, 2026

Texas A&M Hotel & Conference Center,  
College Station, TX

### TITLE SPONSOR \$7,000

- Attend Board of Directors dinner
- Verbal recognition at Leadership Council and Members Meeting sessions
- Company logo on all meeting promotional materials
- Company logo/banner displayed at the event
- Company logo on meeting registration page
- Title sponsorship recognition in *Today's CPA* magazine and Viewpoint newsletter
- One exhibit booth
- Four individual event registrations (for TXCPA member clients or prospects)

### LANYARD SPONSOR \$1,000

Sponsor provides lanyard w/company logo

- Company logo on event signage
- One exhibit table
- Recognition in *Today's CPA* magazine and Viewpoint newsletter

### EXHIBIT TABLE \$1,000

- One 6' skirted table with 2 chairs
- Set up 8 a.m. on the 22nd
- Departure by 1 p.m. on the 23rd

### WIFI/POWER SPONSOR \$2,000

- Company logo on event signage
- Company logo on WiFi signage provided throughout the event
- Recognition in *Today's CPA* magazine and Viewpoint newsletter
- One exhibit table

### RECEPTION SPONSOR \$2,000 (multiple sponsorships available)

- Company logo on event signage
- One individual registration (for TXCPA member client or prospect)
- Recognition in *Today's CPA* magazine and Viewpoint newsletter
- One exhibit table

## Career Center - 1X a year

### TITLE SPONSOR \$2,500

Career Center created to connect accounting professionals and employers in the CPA profession

- Branding of Career Center as "brought to you by"
- Company logo and link on electronic promotions and on web page
- Recognition in *Today's CPA* magazine and Viewpoint newsletter

## Destination CPA Podcast

### SPONSOR \$1,000 per episode

Sponsor an episode of TXCPA's original podcast series created to share insights and navigation tips for those on the path to a CPA license, as well as those who just want to learn a little bit more about what it means to be a CPA.

# CPE Conference & Seminar Sponsorship Opportunities

AcctoFi, powered by TXCPA, provides nearly 250 continuing education programs annually. Differentiate yourself from the competition by supporting Texas CPAs in their professional endeavors. A representative from your company may not be able to attend every TXCPA event, but your brand can be there. If you are interested in sponsoring at multiple events, TXCPA can create the perfect custom sponsorship package for your company.

## OUR REACH

- 28,000 TXCPA members nationwide
- 209,000+ visitors to our website annually
- 3,600+ attend one or more of our annual conferences
  - Each conference sends 3-4 eblasts
  - Each conference's marketing materials mail to 2,200-15,000 accounting professionals
- 4,000+ attend one or more of our seminars

## 2025 Annual Conference and Cluster Reach

Opportunity	Location(s)	Conference Dates	Reach - Mail	Reach - Eblast	Estimated Attendance
Technology Conference	Virtual	May 5-6	3,000	20,000+	200+
Energy Conference	Virtual	May 12-13	3,000	4,500	150+
Non Profit Organizations Conference	Richardson Hybrid	May 19-20	3,000	15,000+	350+
Texas School Districts Accounting and Auditing Conference	San Antonio Hybrid	June 2-3	4,500	12,000+	400+
CPAs by the Bay	League City	June 16-18	7,000	15,000+	300+
Summer Virtual Cluster	Virtual	June 23-25			
Summit	DFW	August 20-22	8,000	7,500	125+
Summit	San Antonio	August 24-25	8,000	7,500	150+
Summer Cluster	San Antonio	August 25-27		20,000+	100+
Summit	Webcast	October 9-10			
Fall Virtual Cluster	Virtual	September 16-18			

Continued

# CPE 2025 Conference & Seminar Sponsorship Opportunities (Cont.)

## 2025 Annual Conference and Cluster Reach (Cont.)

Opportunity 2025	Location(s)	Conference Dates	Reach - Mail	Reach - Eblast	Estimated Attendance
Accounting Education Conference	Austin	September 19-20	1000	1000	100+
Single Audits and Governmental Accounting Conference	Austin Hybrid	October 9-10	3,000	5,000	250+
CPE EXPO Dallas/Fort Worth	Dallas/Ft. Worth	November 13-14	10,000	20,000	150+
CPE EXPO San Antonio	San Antonio	November 17-18	10,000	20,000	150+
CPE EXPO Houston	Houston	December 4-5	10,000	20,000	150+
EXPO Webcast	Webcast	December 15-16	10,000	20,000	150+



# CPE Premier Conference Sponsorship

## \$15,000 Per CPE Conference Season (June 2025 - May 2026)

The Premier Sponsor's logo will be included in all TXCPA conference direct marketing materials. Sponsor logos will receive prime placement in the conference promotions whenever possible.

### Additional sponsorship benefits include:

- One complimentary registration to 4 conferences of the sponsor's choice.
- Sponsorship level and company logo listed in every TXCPA conference mail piece.
  - Currently there are 14 annual conferences (subject to change).
  - Each conference marketing piece mails to an audience of 2,000 – 15,000+ accounting professionals.
- Sponsorship level and company logo included on all TXCPA's conference eblasts (typically 3-4 per conference).
  - Each conference e-blast is sent to 5,200 - 20,400 accounting professionals.
- Sponsorship level and company logo included on the CPE Cluster brochure and eblasts.
  - The CPE Cluster brochure mails to an audience of 15,000+ accounting professionals.
  - The CPE Cluster eblast is sent to 20,400 accounting professionals.
- Complimentary exhibit table at 4 conferences of sponsor's choice.
- 2 to 3 minute speaking opportunity at each of the 4 conferences at which the Premier Sponsor opts to exhibit.
- Opportunity to leave marketing collateral on chairs in general session room and registration desk.
- Premier Sponsor will receive pre-event and post-event mailing list, which includes attendee name, company name if provided and preferred mailing address.
- Sponsor logo placed on all the various conference pages of the TXCPA website with notation of being a Premier Sponsor.
- Sponsor recognized during the Committee Chair's opening remarks each morning of the conference and company logo included on Welcome Slide Show.
- The Premier Sponsor's logo will be promoted on our social media platforms prior to each TXCPA conference.



# CPE Title Sponsorships

## PRE-EVENT

Distinguished Sponsorship level placed on conference webpage with hyperlinked logo to company's website  
Logo & sponsorship level in printed marketing materials and TXCPA's social media platforms

Logo & sponsorship level included in conference e-blasts

Pre-event Attendee Mailing List<sup>1</sup>

## WEBCAST EVENTS

Company advertisement to play during breaks & lunch<sup>2</sup>

Logo included in Break Roll during breaks & lunch

Complimentary registration

## LIVE EVENTS

Complimentary exhibit table

Recognized during Opening Remarks

Logo included in Welcome/Break Slideshow

Opportunity to leave collateral at Registration Desk

Opportunity to leave collateral on attendee chairs

Complimentary registration

Reserved lunch table<sup>3</sup>

2-3 minute speaking opportunity (timing determined based on program agenda)

30-60 second company advertisement included in Welcome/Break Slideshow

Exclusive invite to Attendee Networking/Happy Hour for two on-site contacts (when applicable)

## POST EVENT

Post-event attendee mailing list

	Diamond \$5,000	Platinum \$3,000	Gold \$2,000	Silver \$1,500
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
3	2	1		
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓			
✓	✓			
3	2	1		
✓				
✓				
✓				
✓	✓	✓	✓	✓

## NOTES:

<sup>1</sup> The attendee list will be in Excel and is emailed to the designated sponsorship contact. List includes: attendee name, company and preferred mailing address (if information has been supplied to TXCPA).

<sup>2</sup> Advertisement length is dependent upon sponsor level: Diamond 120 seconds, Platinum 90 seconds, Gold 60 seconds, Silver 30 seconds.

<sup>3</sup> Reserved lunch table is available when lunch is held in a separate meeting room.

<sup>4</sup> Complimentary registration(s) for hybrid events are a choice of either live event or webcast.

# Additional CPE Sponsorship Opportunities

Here are additional sponsorship opportunities. Secure one or more as a single sponsorship, or add one or more to an existing sponsorship level.

## RECEPTION SPONSOR \$5000 (50 guests)

- Verbal recognition during opening remarks and sole speaking opportunity during the reception
  - Company logo on meeting promotions
  - Company logo on event signage
  - Two individual event registrations
  - One exhibit table, (2) chairs
  - Invitation for up to (2) individuals to attend breakfast and luncheons
  - Pre- and post-event email list will be included for those who have not opted out; phone numbers are not included
  - Pre- and post-event mailing list that include the attendee's name, company name and firm mailing address\*
- \* The attendee list will be in Excel and is emailed to the designated sponsorship contact. List includes attendee name, company and preferred mailing address (if information has been supplied to TXCPA).

## Wi-Fi/POWER SPONSOR \$1500

- Verbal recognition during opening remarks
  - Company logo on meeting promotions
  - Company logo on event signage
  - One exhibit table, (2) chairs
  - Invitation for up to (2) individuals to attend breakfast and luncheons
  - Pre- and post-event mailing list that includes the attendee's name, company name and firm mailing address\*
- \* The attendee list will be in Excel and is emailed to the designated sponsorship contact. List includes attendee name, company and preferred mailing address (if information has been supplied to TXCPA).

# Partnerships

TXCPA establishes relationships with Annual Partners to provide extended marketing reach through a curated partnership package including these benefits:

## TXCPA ANNUAL PARTNER ANNOUNCEMENT

- Emailed to all members

## TXCPA WEBSITE HOMEPAGE DISPLAY

- Vision Partner designation
- Strategic Partner designation
- Featured Partner designation

## TODAY'S CPA MAGAZINE

- Full ad pages
- Logo in TXCPA Sponsor ad

## TXCPA EMAIL VIEWPOINT NEWSLETTER

- Provide educational content
- Logo recognition in newsletters

## TXCPA CPE CONFERENCES

- Distinguished Sponsorship level placed on conference webpage with hyperlinked logo to company's website
- Logo & sponsorship level in printed marketing materials and TXCPA's social media platforms
- Logo & sponsorship level included in conference e-blasts
- Pre-event Attendee Mailing List
- Company advertisement to play during breaks & lunch
- Logo included in Break Roll during breaks & lunch
- Complimentary registration
- Complimentary exhibit table
- Recognized during Opening Remarks
- Logo included in Welcome/Break Slideshow

## PROFESSIONAL ISSUES UPDATE (PIU) WEBCAST

- Four webcasts annually
- 700-900 average attendance

## EXCLUSIVE SEMINAR SPONSOR OR WEBCAST SPONSOR

- Custom Seminar or webcast dedicated to your target audience

## TXCPA ANNUAL MEETINGS

- Registrations for clients or prospects
- Board of Directors dinner
- Podium recognition
- Logo recognition
- Exhibit table

VISION PARTNER \$50,000	STRATEGIC PARTNER \$35,000	FEATURED PARTNER \$20,000
Exclusive dedicated email; custom content includes link	In viewpoint e-newsletter; custom content; includes link	In viewpoint e-newsletter; TXCPA content; includes link
Logo with Link	Logo with Link	Logo with Link
6 Full Ad pages	4 Full Ad pages	3 Full Ad pages
Quarterly All	Semi-Annual	One Time
All CPE event and Society meetings	Three CPE events	Two CPE events
Recognition at start of each webcast: Logo on slides	Logo on slides	
Two annually	One annually	
Six Attend w/guest All sessions All signs Yes	Four  Opening/Close Signage Yes	Two  Opening  Yes

# Lead Generation Program

TXCPA has added another new and exciting opportunity to get your brand in front of CPAs in Texas. This newest program through Knowledge Hub delivers qualified leads in real time to our sponsors. This is an opportunity to publish educational and/or informational content, such as white papers, e-books, guides, etc., to our audience of 28,000 members. When someone downloads a sponsor's content, the name and contact information for that lead will be sent directly to the sponsor. You pay only for the leads you receive.



## Step 1: Select Your Lead Type

- |   |         |
|---|---------|
| A. Standard Lead: First Name, Last Name, Email, Phone, Company Name<br>Lead data must be valid according to T & Cs                          | \$50CPL |
| B. Premium Lead: "Standard Lead" fields PLUS "Industry Professional" Filter<br>Leads are filtered to only Tax and Accounting professionals* | \$65CP  |

\* "Premium Lead" is based on leads selecting "CPA / Accounting Professional," "Enrolled Agent / Tax Professional," or "CFO / Controller / Finance Professional" to the required form field "What Best Describes You?" and only those selections will be "qualified" and apply towards the lead goal. All other selections, including "Retired / Student," "Vendor / Service Provider" or "Other" will be "unqualified" and will not apply towards the lead goal.

## Step 2: Select Your Quarterly Lead Goal

- |              |              |
|--------------|--------------|
| A. 50 Leads  |              |
| B. 100 Leads | 5% Discount  |
| C. 200 Leads | 10% Discount |

## Fully-Managed Lead Generation Solutions

- |  |         |
|--|---------|
| Publish thought leadership content such as a white paper, eBook, guide, report, and/or research.             | Up to 3 |
| Marketing tactics such as online marketing, social marketing and email marketing to drive traffic and leads. | YES     |
| Online dashboard to track and monitor performance of content campaigns, as well as industry analytics.       | YES     |
| Leads delivered in real-time via email notifications as well as optional CRM integration.                    | YES     |

## Additional Services and Opportunities

- |   |                          |
|---|--------------------------|
| Data Points: Additional form fields to collect data point(s)  | \$5 / data point (max 3) |
| Filters: Additional form fields to filter leads based on specific selections/answers to form fields | CPL TBD                  |
| White paper: 4-pages custom written in-depth report or guide. 8-10 pages in total length.           | \$3,750 flat fee         |
| Lead Nurturing: Automated outreach campaign to begin after the lead is received.                    | \$750 / mo (3-mo min)    |

All campaigns will incur a flat \$100 "Monthly Maintenance Fee."

This fee covers the basic costs associated with building, maintaining and hosting your content, campaigns and dashboard on our sites and servers.

• CPL = Cost Per Lead



# All Inclusive Packages

## Annual Package

6 full page ads in *Today's CPA*  
12 banner ads in Viewpoint (1 per month)  
6 sponsored articles in Viewpoint  
(1 every other month)  
6 months of banner ads, TXCPA homepage  
50 leads - Knowledge Hub

**Rate: \$29,500 NET**  
(Value) \$41,022

## Mixed Package

3 full page ads in *Today's CPA*  
6 banner ads in Viewpoint (1 per month)  
3 sponsored articles in Viewpoint  
(1 every other month)  
2 months of banner ads, TXCPA homepage  
50 leads - Knowledge Hub  
1 webinar  
1 Facebook Live event  
Sponsorship at one event

**Rate: \$22,500 NET**  
(Value) \$29,180

## Semi Annual Package

3 full page ads in *Today's CPA*  
6 banner ads in Viewpoint (1 per month)  
3 sponsored articles in Viewpoint  
(1 every other month)  
3 months of banner ads, TXCPA homepage  
50 leads - Knowledge Hub

**Rate: \$17,700 NET**  
(Value) \$23,230

## Quarterly Package

1 full page ad in *Today's CPA*  
3 banner ads in Viewpoint (1 per month)  
2 sponsored articles in Viewpoint  
(1 every other month)  
2 months of banner ads, TXCPA homepage  
50 leads - Knowledge Hub

**Rate: \$8,500 NET**  
(Value) \$13,508

## Starter Package

1 full page ad in *Today's CPA*  
2 banner ads in Viewpoint (1 per month)  
1 sponsored article in Viewpoint  
(1 every other month)  
Banner ad, TXCPA homepage, 1 month

**Rate: \$5,500 NET**  
(Value) \$7,233



## Top Companies and Brands Advertise With TXCPA!

Accounting Biz Brokers	Henry & Peters
Accounting Practice Sales	HighGround Advisors
Adkerson School of Accountancy	Huselton, Morgan & Maultsby (HM&M)
ADKF	JLK Rosenberger, LLP
Aldridge	JRBT
American Fidelity Administrative Services, LLC	JTaylor
Andre + Associates PC	King Operating Corporation
Aprio	Lane Gorman Trubitt, LLC
Armanino LLP	Malone Bailey
Atchley & Associates, LLP	Mango Practice Management
Axley & Rode CPAs	McClanahan and Holmes, LLP
Beasley, Mitchell & Co.	Pearl Insurance
Becker	Practice ERP/Go Virtual Office
Bolinger	Private Practice Transitions
Botkeeper	Roundtable Technology
Cain Watters & Associates	Rush Tech Support / Tech 4 Accountants
Camico	Shepherd, Smith, Edwards, & Kantas
Canopy	Snow Garrett Williams
CapiFinders	Steven Bankler CPA
Capstan Tax	Stovall Grandey & Allen L.L.P.
Center of Enlightened Business	Sunflower Bank
Collabushare	SurePrep (Thomson Reuters)
Condley and Company	Sutton Frost Cary LLP
Coral Tree	The Bonadio Group
CPA Charge	The CJ Group, LLC
CPA Sales	The University of Alabama School of Law
Crowe LLP	TOA Global
Dell	Triad-Resources
eepb	UWorld
Eisner Advisory Group	Vistia Capital
Firm Tamer - Software That Works	Westwood Trust/Lightspeed Pr
FORVIS	Workful
Frost Bank	Xero, Inc.
Goodman Financial	XeroYour Part Time Controller-YPTC
Haynie & Company	
Heard, McElroy & Vestal, LLC	