



# 2024

## MEDIA KIT



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

# TEXAS SOCIETY OF CPAs: CONNECTING. PROTECTING. ADVANCING.

The Texas Society of CPAs (TXCPA) is a professional organization representing Texas CPAs and finance professionals in public practice, business and industry, government and education, and future CPAs.

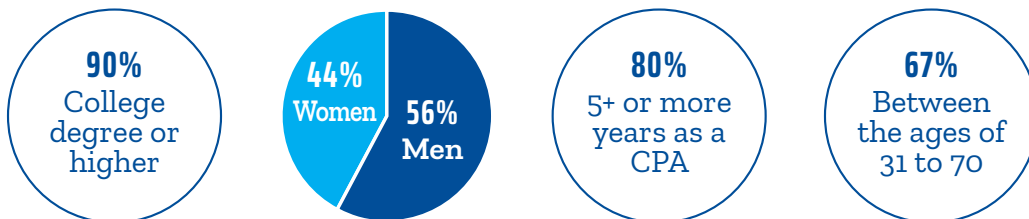
Founded in 1915, the society empowers members to lead and succeed by promoting professional excellence, advocating on behalf of CPAs, and supporting a sense of community and connection among its members. **TXCPA has one of the largest memberships of any CPA society in the U.S.**

## 28,000 MEMBERS

### WORK



### AUDIENCE



### MEMBER BUYING POWER

**24%** have sole decision on Company Purchases

**54%** have influence over Company Purchases\*

**\$89,773** Avg Base Salary for CPAs in Houston, Austin & Dallas\*\*

**2,200+** members in the top 20 Revenue Producing CPA Firms in the US\*\*\*

**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 \*\*Indeed.com-10/4/2020 \*\*\* accountingTODAY 2019

## FAST FACTS

FOUNDED  
1915

FOLLOW US!



For more information, go to <https://bit.ly/txcpsales>.

## 20 LOCAL CHAPTERS

\* Five Largest 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

# TXCPA

# 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

## 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 are additional.

**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)**

**12/4**

**12/12**

**1/5**

**MARCH/APRIL (PRINT AND DIGITAL)**

**1/9**

**1/22**

**3/1**

**MAY/JUNE (DIGITAL ONLY)**

**4/5**

**4/16**

**5/3**

**JULY/AUGUST (PRINT AND DIGITAL)**

**5/10**

**5/31**

**7/5**

**SEPTEMBER/OCTOBER (DIGITAL ONLY)**

**8/9**

**8/14**

**9/6**

**NOVEMBER/DECEMBER (PRINT AND DIGITAL)**

**9/11**

**9/30**

**11/1**

For more information, go to <https://bit.ly/txcpsales>.



**TXCPA**

# Today's CPA 2024 Editorial Calendar

## January/February 2024 (Digital)

### Cover: The Fundamentals of Value Pricing

- Portability - Take a Closer Look with the 2025 Sunset on the Horizon
- Handling an Estate with S Corporation Stock
- Spotlight on CPAs Article: Highlighting Arturo Machado, CPA
- **Accounting and Auditing:**
- **CPE:** What's Old is New(s): Recent Developments in Foreign Bank Account Reporting
- **CEOs Message**
- **What's Happening Around Texas (TXCPA Chapters)**
- **Government Relations Update**
- **Take Note**

## March/April 2024 (Print and Digital)

### Cover: Spotlight on CPAs

- Internal Controls for Non-Profit Organizations
- The Case for and Against Mandatory Rotation of Audit Firms
- 6 B2B Payment Trends in 2024
- **Accounting and Auditing:**
- **CPE:** Incentive Compensation Clawback, SEC's New Promulgation
- **Chairs Message**
- **What's Happening Around Texas (TXCPA Chapters)**
- **Government Relations Update**
- **Take Note**

## May/June 2024 (Digital)

### Cover: TXCPA Year in Review

- Increasing Marketing Prowess
- Current Trends in Business Valuation and Recent Related Case Law
- **Accounting and Auditing:**
- **CPE:**
- **CEOs Message**
- **What's Happening Around Texas (TXCPA Chapters)**
- **Government Relations Update**
- **Take Note**

## July/August 2024 (Print and Digital)

### Cover: New TXCPA Chair

- Spotlight on CPAs Article
- **Accounting and Auditing:**
- **CPE**
- **Chairs Message:**
- **What's Happening Around Texas (TXCPA Chapters)**
- **Government Relations Update**
- **Take Note**

## September/October 2024 (Digital)

### Cover: Focus on Students and Young CPAs

- Spotlight on CPAs
- **CPE:**
- **CEOs Message**
- **What's Happening Around Texas (TXCPA Chapters)**
- **Government Relations Update**
- **Take Note**

## November/December 2024 (Print and Digital)

### Cover: TXCPA Rising Stars

- Spotlight on CPAs Article
- **Accounting and Auditing:**
- **CPE**
- **Chairs Message:**
- **What's Happening Around Texas (TXCPA Chapters)**
- **Government Relations Update**
- **Take Note**

### In Every Issue:

- Peer Assistance/Accountants Confidential Assistance Network (ACAN)
- TXCPA Blurbs

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

For more information, go to <https://bit.ly/txcpsales>.

# 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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# TXCPA

# TODAY'S CPA

## Supplements/Guides/Trend 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.

### September/October 2023 Issue – Focus on the CPA Pipeline

Focuses on trends in supply of students and demand for new hires.

### November/December 2023 Issue: Practice Management Issues

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

### March/April 2023 Issue: Women in Leadership

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

### May/June 2023 Issue: Technology—Tips & Tools of the Trade

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

## TREND REPORTS

### January/February 2024 and July/August 2024 Issues

**TXCPA Outlook Reports** are based on member survey results conducted in November 2023 and May 2024. Outlook Reports focus on industry trends, benchmarks – issues facing the profession/accounting organizations, mix of business done by firms, anticipated employment/hiring, practices for attracting talent. Opportunity is for a single sponsor ("Brought to you buy"). Includes full-page ad in the Report. Sponsor is invited to submit 3-5 questions for the survey.

## GUIDES

### September 2023 - Today's CPA: Employer Guide

A separate publication highlighting accounting firms throughout Texas distributed by TXCPA in print and digital formats. These publications will be mailed independent of Today's CPA magazine to specified target audiences: TXCPA's student members, members in education, university career centers and more.

For more information, go to <https://bit.ly/txcpsales>.



**TXCPA**



# 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

**26%**  
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)

##### Rates:

1x: \$900  
3x: \$765  
6x: \$650

#### Half Banners (275 x 170)

##### Rates:

1x: \$500  
3x: \$425  
6x: \$350

#### Sponsored Article in Viewpoint

Headline of 40 to 60 words with link to an article of 500 words on an advertiser's website

**Rate: \$1,500**

## TXCPA Website

Banner ads are available on the TXCPA home page and interior pages. Banner ads are also available on Today's CPA magazine website. Banner ads are placed monthly. TXCPA's website, [www.tx.cpa](http://www.tx.cpa). \*Redesigned in 2021, delivers professional updates, education and member news.

**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)

##### Rates:

1x: \$1,000  
3x: \$883  
6x: \$790

(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



Design services are available for AD creation. Contact <https://bit.ly/txcpsales>.

**TXCPA**

# Today's CPA Magazine Website Banner Ads

\*Rates based on metrics from last year.



## Opportunity

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

## Opportunity

Speedbump banner pops up when viewer clicks to read a specific article.

Size is 460 x 250 px

Additional option: add a 50-word description and call to action button

**Metrics:** 1,000 unique visitors per month for digital articles

**Rate:** \$600 per month

## Opportunity

Ad carousel on the right side at the top of each article

Ads rotate periodically as viewer is on the page

Size options are 300 x 250 px and 160 x 600 px

**Metrics:** 1,000 unique visitors per month for digital articles (targeted audience)

**Rate:** \$350 for 2 months

For more information, go to <https://bit.ly/txcpsales>.



# Custom Email Advertising



## Dedicated Email

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

**30%**  
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
- **Limited to two emails per month**
- **Materials due:** 10 days prior to run day
- **Rate: \$3200 NET**

### 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.

For more information, go to <https://bit.ly/txcpsales>.



**TXCPA**



## Sponsored Webinars for Continuing Education Credit (CPE)

1. TXCPA pre-records with sponsor's team (\$3500)
2. Sponsor pre-records an edited video file to be uploaded on TXCPA's broadcast platform and webcast on specific day/time (\$3500)
  - All program content must meet TXCPA CPE standards and be approved by TXCPA staff
  - CPE webcasts must be 50 minutes in length
  - These programs are preferably scheduled during the last week of a month
  - One 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
  - Sponsor receives a report post-webinar with names and contact information of attendees



## PROMOTION OF WEBINAR

**TXCPA will promote your webinar through a notification in 2 e-newsletters (Viewpoint, CPE Weekly 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 Weekly e-mail calendar

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

Texas CPAs need 120 CPE hours every 3 years with a minimum of 20 hours completed each year

\*Readership Survey 2018

For more information, go to <https://bit.ly/txcpsales>.



# Sponsorships: Meetings & Events

## Midyear Leadership Council Meeting

January 25 - 26, 2024

Omni Corpus Christi

### TITLE SPONSOR \$3,500

- Attend Board Chair's dinner
- Verbal recognition at all meeting sessions and events
- Company logo on all meeting promotional materials
- Company logo/banner displayed at the event
- Company logo and link displayed on TXCPA landing page for one full year
- Company logo on TXCPA midyear 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 \$750

- One 6' skirted table with 2 chairs
- Set up 8 a.m. on the 25th
- Departure by 1 pm on the 26th

### BLANKET SPONSOR \$250

Sponsor provides logo blankets for 250 meeting attendees

- One exhibit table
- Verbal recognition from the Chair at the event

For more information, go to  
<https://bit.ly/txcpsales>.



## 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

### FACEBOOK LIVE SPONSOR \$1,500 PER QUARTER

On designated Fridays of the month, Jodi Ann Ray, President and CEO of TXCPA, presents a 30-minute live presentation with a guest, discussing the most current issues facing CPAs today. It is also available on demand. Sponsor will have the opportunity to have their logo up during the presentation as well as the opportunity to speak for up to 2 minutes.

# Sponsorships: Annual Meeting

## 2024 Annual Meeting of Members

June 28-29, 2024

Omni Frisco Hotel - Frisco

### TITLE SPONSOR \$6,000

- Attend joint (incoming and outgoing members) Board of Directors dinner
- Attend Board Chair's dinner
- Verbal recognition at all meeting sessions and events
- Company logo on all Annual Meeting promotional materials
- Company logo/banner displayed throughout the event
- Company logo and link displayed on TXCPA landing page for one full year
- Company logo on TXCPA Annual 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)

### AWARDS LUNCHEON SPONSOR \$3,500

- 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)

### WELLNESS STATION SPONSOR \$1,500

*Sponsor provides wellness service*

- Key location at the event
- Company logo on event signage
- Company logo on wellness station area
- One exhibit table
- Recognition in *Today's CPA* magazine and Viewpoint newsletter

For more information, go to  
<https://bit.ly/txcpsales>.



### LEADERSHIP DINNER SPONSOR \$1,500

- Attend joint (incoming and outgoing members) Board of Directors dinner
- Company logo on event signage
- Recognition in *Today's CPA* magazine and Viewpoint newsletter
- One individual event registration (for TXCPA member client or prospect)

### ATTENDEE DINNER/AFTER PARTY SPONSOR \$1,500

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

### 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 \$750

- One 6' skirted table with 2 chairs
- Set up 8 a.m. on the 28th
- Departure at 1 p.m. on the 29th
- Recognition in *Today's CPA* magazine and Viewpoint newsletter

### BLANKET SPONSOR \$250

*Sponsor provides logo blankets for 250 meeting attendees*

- One exhibit table
- Verbal recognition from the Chair at the event

# CPE 2023-2024 – Conference & Seminar Sponsorship Opportunities

TXCPA's Accounting Education Foundation 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

## 2024 Annual Conference and Cluster Reach

Opportunity 2024	Location(s)	Conference Dates	Reach - mail	Reach - eblast	Estimated Attendance
Spring Cluster	Webcast	April 24-25	5,000+	20,000+	100+
Technology Conference	Webcast	May 4-5	3,000	20,000+	175+
Energy Conference	Webcast	May 15-16	3,000	4,500	200+
Non Profit Organizations Conference	TBD	May 21-22	3,000	15,000+	350+
Texas School Districts Accounting and Auditing Conference	Embassy Suites by Hilton San Antonio	June 5-6	4,500	12,000+	500+
CPE by the Sea	Galveston Convention Center	June 14-16	7,000	15,000+	300+
Dallas Cluster	Norris Conference Center Dallas	June 19-21	5,000+	20,000+	100+
Advanced Healthcare Conference	Webcast	July 10-11	1,500	3,000	125+
San Antonio Cluster	Hotel Contessa San Antonio	July 17-19	5,000+	20,000+	125+
Practice Management Conference	Webcast	July 21	5,000+	20,000+	125+
Galveston Cluster	San Luis Resort Galveston	July 24-26	5,000+	20,000+	125+

Continued on page 13

For more information, go to <https://bit.ly/txcpsales>.



**TXCPA**

# CPE 2023-2024 – Conference & Seminar Sponsorship Opportunities (Cont.)

## 2023-2024 Annual Conference and Cluster Reach (Cont.)

Opportunity 2023	Location(s)	Conference Dates	Reach - mail	Reach - eblast	Estimated Attendance
Summit 2023	Norris Conference Center San Antonio	August 21-22	8,000	7,500	250+
Business Valuation and Litigation Support Conference	FORVIS, LLP	September 22	2,500+	20,000+	100+
Single Audits and Governmental Accounting Conference	Sheraton Austin Hotel	September 25-26	3,000	5,000	250+
Financial Institutions Conference	Whitley Penn LLP	October 23-24	5,000	7,500	150+
Accounting Education Conference	DoubleTree Austin	October 27-28	—	1,000+	100+
Fall Cluster	Webcast	TBD	5,000+	20,000+	TBD
CPE EXPO Dallas	Westin Galleria	December 14-15	10,000	20,000+	300+
CPE EXPO Houston	Sheraton Brookhollow	December 7-8	10,000	20,000+	350+
CPE EXPO San Antonio	Norris Conference Center	December 4-5	10,000	20,000+	225+
Opportunity 2024	Location(s)	Conference Dates	Reach - mail	Reach - eblast	Estimated Attendance
Spring Cluster	Webcast	April 24-25	5,000+	20,000+	100+
Technology Conference	Webcast	May 6-7	3,000	20,000+	175+
Women's Summit	TBD	May 10	—	10,000	150+
Energy Conference	Webcast	May 13-14	3,000	4,500	200+
Nonprofit Organizations Conference	TBD	May 21-22	3,000	15,000+	350+

For more information, go to <https://bit.ly/txcpsales>.





# CPE Premier Sponsorship

## \$15,000 Per CPE Conference Season (2023 – 2024)

The Premier Sponsor's logo will be included in all TXCPA conference direct marketing materials consisting of brochures and/or postcards. 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 brochure and/or postcard.
  - Currently there are 19 annual conferences (subject to change).
  - Each conference marketing piece mails to an audience of 4,500 – 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 Summer Cluster brochure and eblasts.
  - The Summer Cluster brochure mails to an audience of 15,000+ accounting professionals.
  - The Summer 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 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.



For more information, go to <https://bit.ly/txcpsales>.



**TXCPA**

# 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

Virtual booth during lunch break

## 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 in Opening Remarks

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

## 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.

For more information, go to <https://bit.ly/txcpsales>.



**TXCPA**

# 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
- Company logo on meeting promotions
- Company logo on event signage
- One individual event registration
- One exhibit table, (2) chairs
- Invitation for up to (2) individuals to attend breakfast and luncheons
- 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).

## EXHIBIT TABLE \$750

- One exhibit table, (2) chairs
- Invitation for up to (2) individuals to attend breakfast and luncheons.

For more information, go to <https://bit.ly/txcpsales>.



# Partnerships

TXCPA's Annual Partners benefit from extended marketing reach and elevated positioning through a curated sponsorship package which includes the following 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

- Exhibit booth space
- Podium recognition
- Logo recognition in electronic marketing
- Signage recognition

## PROFESSIONAL ISSUES UPDATE (PIU) WEBCAST

- Three 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
- Chairman's dinner
- Podium recognition
- Logo recognition
- Exhibit table
- Mid Year Board of Directors Meeting

### VISION PARTNER

**\$50,000**

Exclusive dedicated email;  
custom content  
includes link

### STRATEGIC PARTNER

**\$35,000**

In viewpoint e-newsletter;  
custom content;  
includes link

### FEATURED PARTNER

**\$20,000**

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 events  
All CPE events  
All TXCPA events  
All TXCPA events

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; badge  
Yes

Four  
Opening/Close  
Signage/Badge  
Yes

Two  
Opening  
Badge  
Yes

For more information, go to <https://bit.ly/txcpsales>.



**TXCPA**

# 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.



## Content Marketing and Lead Generation Package

Design and post gated content landing page(s) to Knowledge Hub(s)

Up to 2 / Month

## Digital Marketing

Online marketing through banners, buttons and/or index listings

YES

Email marketing through daily, weekly and/or monthly e-newsletters and dedicated eblasts

YES

## Tracking and Monitoring

Leads delivered in real-time via e-mail notifications

YES

24x7 access to web-based dashboard for accessing and downloading lead lists

YES

## 90-Day Trial Package Pricing

Pre-approved budget of \$2500: up to 50 leads

\$50 CPL

Pre-approved budget of \$4000: up to 100 leads

\$40 CPL

Pre-approved budget of \$7000 or more: 200+ leads

\$35 CPL

## NOTES

Lead pricing is based on the following:

- (1) Client provides instant access to thought leadership and/or educational content;
- (2) Standard lead form fields including First Name, Last Name, E-mail Address, Phone and Company (Custom fields can be included for additional cost. Discuss with your Sales Representative.)

For more information, go to <https://bit.ly/txcpasales>.





# 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**

For more information, go to <https://bit.ly/txcpsales>.



**TXCPA**

## Top Companies and Brands Advertise With TXCPA!

ABGI	Huselton, Morgan & Maulsby (HM&M)
Accounting Biz Brokers	J. Taylor
Accounting Practice Sales	King Operating Corp
Adkerson School of Accountancy	Koch Industries
ADKF	LaPorte
AffiniPay (CPA Charge)	LeaseQuery
Alta Vista Technology	Lewis Financial
AMBA	Live Oak Bank
American Fidelity	M-Files
Atchley & Associates LLP	Marcum, llp
ATKG LLP	Micron Systems
Avalara	New York Life Insurance Company
Bankler	Paycom
Becker	PC Solutions Net
Bill.com	Perituza Software Solutions
BKD LLP	Pigeon Document
Boucher Morgan & Young PC	Practising Law Institute
Brazos	ProfitSolv (Mango)
Camico	Quickfee
Canopy	REPOSITAX
Center for Enlightened Business	RidoutBarrett CPA's & Business Consultants
Choreo	SafeSend
ComplyRight Inc	SAP Concur
Condley and Company	Shephard, Smith, Edward's and Kantas
Corvee	Sigma Mergers and Acquisitions
CPA.com	Simply Wise
Crowe	Smart Vault
CrownQuest Operating, LLC	Snow Garrett Williams
Dell	SST Accountants and Consultants
Digits Financial, Inc	SWE Homes
Doc.It	TaxConnex
Eisner Advisory Group	Texas Property Tax Consultants, Inc.
EVP Capital Markets	The Gummer Group
Fisher Investments	The Institute of Internal Auditors
FORVIS	TOA Global
Goodman Financial	Upper Brushy Creek WCID
Haynie & Company	UWorld, LLC
Henry and Peters	Westwood Trust/Lightspeed Pr
High Ground Advisors	Xero
Howard LLP	Your Part Time Controller-YPTC

For more information, go to <https://bit.ly/txcpsales>.

