



# 2025 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

**35%**

Public Accounting

**20%**

Business/Industry

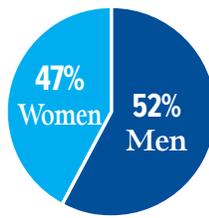
**24%**

Other

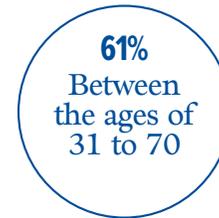
**21%**

Students/Candidates

### AUDIENCE



the 1% missing is unknown or unclassified



### 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 US\*\*\*

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

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

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

### 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

## FAST FACTS

FOUNDED  
1915

FOLLOW US!



## 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

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



# 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



## NET Rates & Dimensions



|  | 1X      | 3X      | 6X      |
|--|---------|---------|---------|
| <b>FULL PAGE</b> W: 8.375" by H: 10.875" • <b>Bleed:</b> W: 8.625" by H: 11.125"                       | \$3,733 | \$3,360 | \$2,987 |
| <b>2/3 PAGE</b> W: 4.875" by H: 9.875"   | \$3,171 | \$2,855 | \$2,536 |
| <b>HALF PAGE HORIZONTAL</b> W: 7.375" by H: 4.875"   | \$2,798 | \$2,520 | \$2,237 |
| <b>1/3 PAGE Vertical</b> W: 2.375" by H: 9.875" <b>Horizontal</b> W: 7.375" by H: 3.125"               | \$2,242 | \$2,016 | \$1,796 |
| <b>BACK COVER</b> W: 8.375" by H: 10.875" • <b>Bleed:</b> W: 8.625" by H: 11.125"                      | \$4,478 | \$4,032 | \$3,586 |
| <b>INSIDE COVER</b> W: 8.375" by H: 10.875" • <b>Bleed:</b> W: 8.625" by H: 11.125"                    | \$4,295 | \$3,864 | \$3,434 |
| <b>SPONSORED CONTENT PAGE</b> W: 8.375" by H: 10.875" • <b>Bleed:</b> W: 8.625" by H: 11.125"          | \$4,250 | \$3,860 | \$3,487 |
| <b>FRONT COVER</b> Belly Band, Tip-On, Gatefold - prices are per page, production fees are additional. | \$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 |
|--|--------------|--------------|------------|
| <b>JANUARY/FEBRUARY (DIGITAL ONLY)</b>       | 11/29        | 12/6         | 1/6        |
| <b>MARCH/APRIL (PRINT AND DIGITAL)</b>       | 1/17         | 1/28         | 3/3        |
| <b>MAY/JUNE (DIGITAL ONLY)</b>               | 3/21         | 4/4          | 5/1        |
| <b>JULY/AUGUST (PRINT AND DIGITAL)</b>       | 5/16         | 5/30         | 7/1        |
| <b>SEPTEMBER/OCTOBER (DIGITAL ONLY)</b>      | 8/8          | 8/15         | 9/1        |
| <b>NOVEMBER/DECEMBER (PRINT AND DIGITAL)</b> | 9/3          | 9/10         | 11/3       |

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



**TXCPA**

# Today's CPA 2025 Editorial Calendar

## January/February 2025 (Digital)

### Cover: Assessing AI From a Tax Perspective, Part 1

- The Impact of State Sales Tax Law on Federal Income Tax Returns for Businesses
- Communicating with Senior Clients - Tips Acquired with Age, Experience and Science
- **Accounting and Auditing:**
- **CPE:** Goodwill and Unit of Accounting
- **CEO's Message**
- **Spotlight on CPAs Article:** Shristi Upreti Sharma, CPA
- **What's Happening Around Texas**
- **Government Relations Update**
- **Take Note**
  - Peer Assistance/Accountants Confidential Assistance Network
  - TXCPA Blurbs

## March/April 2025 (Print and Digital)

### Cover:

- Texas CPAs at the Forefront: Navigating Timekeeping Compliance in Government Contracting
- Understanding Sustainability Accounting Standards Board (SASB) Standards
- Assessing AI From a Tax Perspective, Part 2
- Tech-Powered Solutions for Accounting in E-commerce Delivery
- **Accounting and Auditing:**
- **CPE:** Corporate Codes of Conduct: Similarities and Differences, and Implementation and Communication Strategies, Part 1 of Series
- **Chair's Message**
- **Spotlight on CPAs Article**
- **What's Happening Around Texas**
- **Government Relations Update**
- **Take Note**
  - Peer Assistance/Accountants Confidential Assistance Network
  - TXCPA Blurbs

## May/June 2025 (Digital)

### Cover: TXCPA Year in Review

- Maximizing Audits: Key Elements for Efficient and Successful Financial Assessments
- How Accountants Can Embrace an Entrepreneurial Spirit
- Increasing Marketing Prowess
- **Accounting and Auditing:**
- **CPE:** The Significance of Codes of Conduct in Professional Organizations: Standards for Ethical Practice, Part 2 of Series
- **CEO's Message**
- **Spotlight on CPAs Article**
- **What's Happening Around Texas**
- **Government Relations Update**
- **Take Note**
  - Peer Assistance/Accountants Confidential Assistance Network
  - TXCPA Blurbs

## July/August 2025 (Print and Digital)

### Cover: New TXCPA Chairman

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

## September/October 2025 (Digital)

### Cover:

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

## November/December 2025 (Print and Digital)

### Cover: TXCPA Rising Stars (Deakins)

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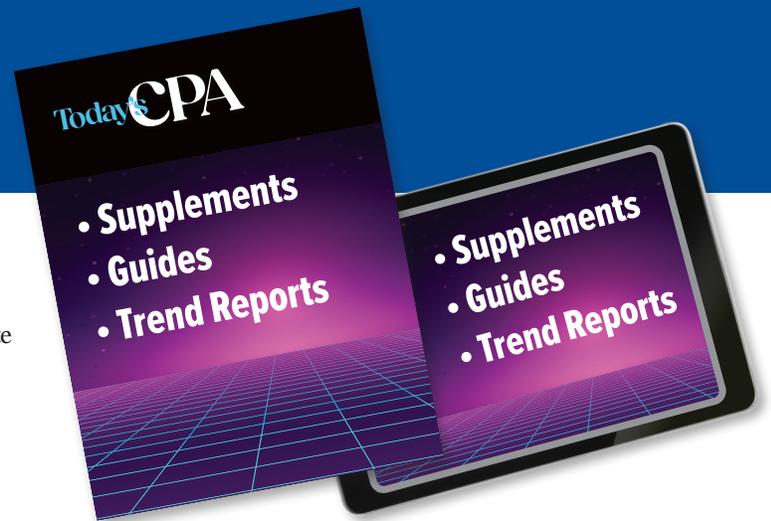
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# TXCPA

## 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.

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

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

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

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

### **Nov/Dec Issue: Practice Management Issues**

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

## 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.

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



# 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)

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

**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/txcpasales>.

**TXCPA**

# 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

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



# 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 Feb 2025)**
- **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 in TXCPA's in-house studio or remotely. (\$4,000)
2. Sponsor pre-records an edited video file to be uploaded on TXCPA's broadcast platform and webcast on specific day/time (\$3,500)

### 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
- 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 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: Annual Meeting

## 2025 Annual Meeting of Members

June 26-27, 2025

The Tremont House and Grand Galvez, Galveston, TX

### TITLE SPONSOR \$8,000 **SOLD!**

- 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 **SOLD!**

- 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 **SOLD!**

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

### BUS SPONSOR \$1,500

- One exhibit table
- Logo displayed on bus signage (bus drives members between Grand Galvez and Tremont meeting space)
- Company logo/banner displayed at the event
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter

### ATTENDEE DINNER/AFTER PARTY SPONSOR \$2,500

- **Multiple Sponsors Welcome**
- Company logo on event signage
- 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 8 a.m. on the 28th*
- *Departure at 1 p.m. on the 29th*
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter

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



# 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 pm 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

## 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.

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



# CPE 2025 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

## 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     |              |                | 125+                 |
| Summit  | San Antonio        | August 24-25     | 8,000        | 7,500          | 150+                 |
| Summer Cluster  | San Antonio        | August 25-27     |              | 20,000+        | 100+                 |
| Summit  | Webcast            | September 9-10   |              |                |                      |
| Fall Virtual Cluster                                      | Virtual            | September 16-18  |              |                |                      |

*Continued*

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



# 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    | September 22-23  | 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   |              |                |                      |

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



# 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.

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- 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.

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- 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.

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- 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.

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- Complimentary exhibit table at 4 conferences of sponsor's choice.

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- 2 to 3 minute speaking opportunity at each of the 4 conferences at which the Premier Sponsor opts to exhibit.

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- Opportunity to leave marketing collateral on chairs in general session room and registration desk.

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- Premier Sponsor will receive pre-event and post-event mailing list, which includes attendee name, company name if provided and preferred mailing address.

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- Sponsor logo placed on all the various conference pages of the TXCPA website with notation of being a Premier Sponsor.

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- Sponsor recognized during the Committee Chair's opening remarks each morning of the conference and company logo included on Welcome Slide Show.

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- 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

|   | Diamond<br>\$5,000 | Platinum<br>\$3,000 | Gold<br>\$2,000 | Silver<br>\$1,500 |
|---|--------------------|---------------------|-----------------|-------------------|
| <b>PRE-EVENT</b>  |                    |                     |                 |                   |
| 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>  | ✓                  | ✓                   | ✓               |                   |
| <b>WEBCAST EVENTS</b>   |                    |                     |                 |                   |
| Company advertisement to play during breaks & lunch <sup>2</sup>  | ✓                  | ✓                   | ✓               | ✓                 |
| Logo included in Break Roll during breaks & lunch   | ✓                  | ✓                   | ✓               | ✓                 |
| Complimentary registration  | 3                  | 2                   | 1               |                   |
| <b>LIVE EVENTS</b>  |                    |                     |                 |                   |
| 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  | 3                  | 2                   | 1               |                   |
| 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)           | ✓                  |                     |                 |                   |
| <b>POST EVENT</b>   |                    |                     |                 |                   |
| 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>.



# 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 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).

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



# 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

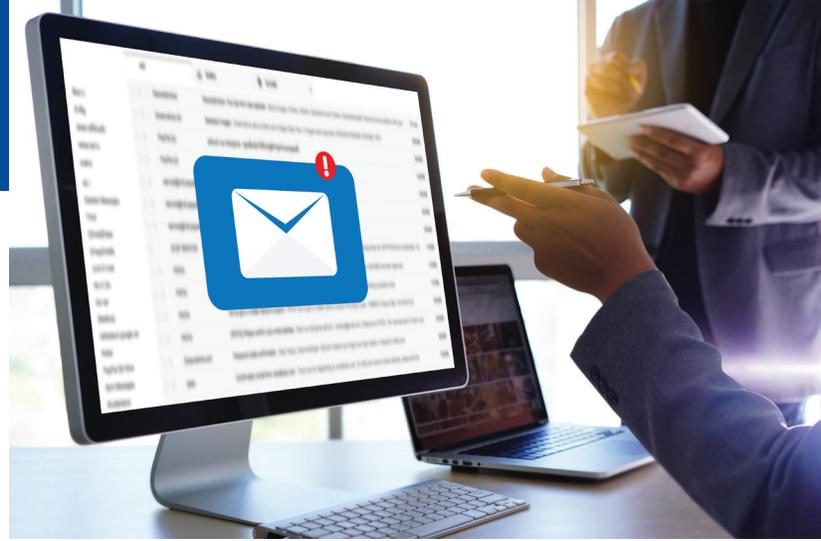
|  | <b>VISION PARTNER</b><br><b>\$50,000</b>                | <b>STRATEGIC PARTNER</b><br><b>\$35,000</b>              | <b>FEATURED PARTNER</b><br><b>\$20,000</b>              |
|--|---|--|---|
|  | Exclusive dedicated email; custom content includes link | In viewpoint e-newsletter; custom content;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

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



# 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 \$50CPL  
*Lead data must be valid according to T & C's*
- B. Premium Lead:** "Standard Lead" fields PLUS "Industry Professional" Filter \$65CP  
*Leads are filtered to only Tax and Accounting professionals \**

\* "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

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



# 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>.



## Top Companies and Brands Advertise With TXCPA!

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

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

