



# 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

**35%**

Public Accounting

**20%**

Business/Industry

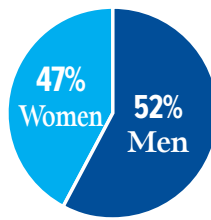
**24%**

Other

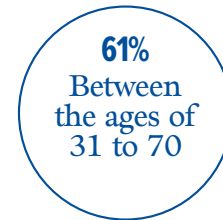
**21%**

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/txcpasales>.



# 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>	12/4	12/12	1/5
<b>MARCH/APRIL (PRINT AND DIGITAL)</b>	1/9	1/22	3/1
<b>MAY/JUNE (DIGITAL ONLY)</b>	4/5	4/16	5/3
<b>JULY/AUGUST (PRINT AND DIGITAL)</b>	5/10	5/31	7/5
<b>SEPTEMBER/OCTOBER (DIGITAL ONLY)</b>	8/9	8/14	9/6
<b>NOVEMBER/DECEMBER (PRINT AND DIGITAL)</b>	9/11	9/30	11/1

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



**TXCPA**

# Today's CPA 2024 Editorial Calendar

## May/June 2024 (Digital)

### Cover: TXCPA Year in Review (Deakins)

- Big Tax Relief in Texas (Williams)
- **Accounting and Auditing:** With ASU 2023-08, FASB Moves to Address Accounting for Certain Crypto Assets (Carpenter)
- **CPE:** SAS 143: New Guidance on Auditor's Responsibilities Relating to Accounting Estimates (Grice, Paul)
- **CEO's Message** (Ray)
- **Spotlight on CPAs Article:** Toni L. Joyner, Madison County Auditor (Government Accounting)
- **What's Happening Around Texas** (TXCPA Chapters)
- **Government Relations Update** (Besserman)
- **Take Note**
  - Peer Assistance/Accountants Confidential Assistance Network (ACAN)
  - TXCPA Blurbs

## July/August 2024 (Print and Digital)

### Cover: New TXCPA Chairman (Ray)

- Corporate Transparency Act: An Update (George, Horwitz)
- **Accounting and Auditing:** After Two-Year Lag, the SEC Adopts Climate Related Disclosures, Albeit with Significant Modifications (Carpenter)
- **Spotlight on CPAs Article**
- **CPE:** Distinguishing Debts from Equity, Warrants Issued in Conjunction with Debt Instruments (Rashty)
- **Chair's Message** (Kuruville)
- **What's Happening Around Texas** (TXCPA Chapters)
- **Government Relations Update** (Besserman)
- **Take Note**
  - Peer Assistance/Accountants Confidential Assistance Network (ACAN)
  - TXCPA Blurbs

## September/October 2024 (Digital)

### Cover:

- Strategic Partnership: Optimizing Consultant Engagement for Business Growth (Mansoori)
- Are You Ready to Take Advantage of AI? (Stephens)
- Increasing Marketing Prowess (Thurman)
- **Accounting and Auditing:** (Carpenter)
- **CPE:** How Can Accountants Measure and Use Corporate Culture? (Badua, Ghimire)
- **CEO's Message** (Ray)
- **Spotlight on CPAs Article**
- **What's Happening Around Texas** (TXCPA Chapters)
- **Government Relations Update** (Besserman)
- **Take Note**
  - Peer Assistance/Accountants Confidential Assistance Network (ACAN)
  - TXCPA Blurbs

## November/December 2024 (Print and Digital)

### TXCPA Rising Stars (Deakins)

- Pink-Collar Crime: An Interview with Kelly Paxton (Young)
- **Accounting and Auditing:** (Carpenter)
- **CPE:** The Tollgates of Inventory and Financial Control (Faidley)
- **Chair's Message** (Kuruville)
- **Spotlight on CPAs Article**
- **What's Happening Around Texas** (TXCPA Chapters)
- **Government Relations Update** (Besserman)
- **Take Note**
  - Peer Assistance/Accountants Confidential Assistance Network (ACAN)
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• 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

DeLynn Deakins, Managing Editor,  
ddeakins@tx.cpa

Melinda Bentley, CAE, Chief Operating Officer,  
mbentley@tx.cpa

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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.

### November/December Issue: Practice Management Issues

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

## TREND REPORTS

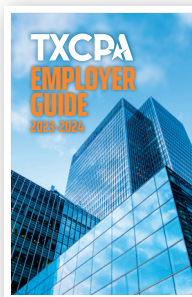
### Winter and Summer

**TXCPA Accounting Industry Outlook Reports** are based on member survey results conducted in November and May. 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.

## EMPLOYER GUIDE

### September - TXCPA Employer Guide

A separate publication highlighting accounting employers 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 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 last year.

## 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

## Speedbump Ad

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

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



**TXCPA**

# 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 | **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
- **Limited to one email 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/txcpasales>.





## 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)
  - 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 preferred mailing addresses



## 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

## Advocacy Day and Midyear Leadership Council Meeting

January 28 - 29, 2025

Sheraton Hotel at the Capitol

### TITLE SPONSOR \$7,000

- Attend Board of Directors dinner
- Verbal recognition at Advocacy Day and Leadership Council 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 \$750

- One 6' skirted table with 2 chairs
- *Set up 8 a.m. on the 28th*
- *Departure by 1 pm on the 29th*

### BUS SPONSOR \$1,500

- One exhibit table
- Logo displayed on bus signage (bus drives members to and from the capitol)
- Company logo/banner displayed at the event.
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter.

## 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/txcpasales>.



# Sponsorships: Annual Meeting

## 2024 Annual Meeting of Members

June 28-29, 2024

Omni Frisco Hotel - Frisco

### 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

- 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

### 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

### LEADERSHIP DINNER SPONSOR \$2,500

- Attend Leadership Dinner recognizing outgoing Chair of the Board.
- Verbal recognition during dinner.
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- One individual event registration (for TXCPA member client or prospect)

### 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 (SOLD)

*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 at the event

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



# CPE 2024 – 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

## 2024-2025 Annual Conference and Cluster Reach

Opportunity 2024	Location(s)	Conference Dates	Reach - mail	Reach - eblast	Estimated Attendance
Spring Cluster	Webcast	March 20-21		20,000+	100+
Technology Conference	Webcast	May 4-5	3,000	20,000+	175+
Energy Conference	Webcast	May 13-14	3,000	4,500	200+
Non Profit Organizations Conference	Richardson and Webcast	May 20-21	3,000	15,000+	350+
Practice Management Conference	Dallas and Webcast	May 29	5,000+	20,000+	125+
Texas School Districts Accounting and Auditing Conference	San Antonio and Webcast	June 3-4	4,500	12,000+	500+
CPE by the Sea	League City	June 11-13	7,000	15,000+	300+
Virtual Cluster	Webcast	June 24-26		20,000+	100+
Advanced Healthcare Conference	San Antonio and Webcast	July 15-16	1,500	3,000	125+
San Antonio Cluster	San Antonio	July 15-17	5,000+	20,000+	125+
Galveston Cluster	Galveston	July 22-24	5,000+	20,000+	125+

Continued on page 13

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



# CPE 2024 -2025 Conference & Seminar Sponsorship Opportunities (Cont.)

## 2024-2025 Annual Conference and Cluster Reach (Cont.)

Opportunity 2024	Location(s)	Conference Dates	Reach - mail	Reach - eblast	Estimated Attendance
Women's Leadership Conference	Fort Worth	July 23	-----	10,000	150+
Summit	San Antonio	August 19-20	8,000	7,500	250+
Single Audits and Governmental Accounting Conference	Austin	September 23-24	3,000	5,000	250+
Financial Institutions Conference	Virtual	TBD	5,000	7,500	150+
Accounting Education Conference	TBD	October 18-19	1000	1000	150+
CPE EXPO Dallas/Fort Worth	Dallas/Ft. Worth	November 14-15	10,000	20,000	200+
CPE EXPO San Antonio	San Antonio	December 9-10	10,000	20,000	200+
Opportunity 2025 •Details are subject to change	Location(s)	Conference Dates	Reach - mail	Reach - eblast	Estimated Attendance
Spring Virtual Cluster	Virtual	April 21-22	----	20,000	100+
Technology Conference	Virtual	May 5-6	3,000	20,000+	300+
Energy Conference	Virtual	TBD	3,000	4,500	200+
Non-Profit Conference	Dallas/Ft. Worth	May 19-20	3,000	15,000+	350+
Practice Management Conference	Dallas/Ft. Worth	TBD	5,000	20,000+	125+

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



## \$15,000 Per CPE Conference Season (June 2024 - May 2025)

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 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 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.



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



# CPE Title Sponsorships

	Diamond \$5,000	Platinum \$3,000	Gold \$2,000	Silver \$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).

## EXHIBIT TABLE \$750

- One exhibit table, (2) chairs
- Invitation for up to (2) individuals to attend breakfast and luncheons.
  - \* Please note: This level does not include receipt of the pre- or post-event mailing list.

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

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

## 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
- Mid Year Leadership Council Meeting

	<b>VISION PARTNER</b> <b>\$50,000</b>	<b>STRATEGIC PARTNER</b> <b>\$35,000</b>	<b>FEATURED PARTNER</b> <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 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	

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

**1ST-TIME ADVERTISERS GET 5% 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**

## 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**

## 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**

## 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  
Armanino LLP  
Atchley & Associates, LLP  
Axley & Rode CPAs  
Beasley, Mitchell & Co.  
Becker  
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  
Howard, LLP  
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  
RidoutBarrett CPA's & Business Consultants  
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 University of Alabama School of Law  
TOA Global  
Triad-Resources  
UWorld  
Vistia Capital  
Westwood Trust/Lightspeed Pr  
Workful  
Your Part Time Controller-YPTC

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

