



Reach
11,000
CPAs in
One Click

MSCPAonline.org

BANNER AD RATES:

\$500/month for 6+months

\$600/month for less than 6 months

Advertising on mscpaonline.org provides you with exposure on the most visited pages of our website, allowing you to target over 11,000 CPAs and accounting professionals.

Specifications:

Large: 308 x 308 px

Medium: 308 x 141 px

Small: 141 x 141 px

File formats accepted:
.gif, .png and .jpeg

File size limited to 32 megs

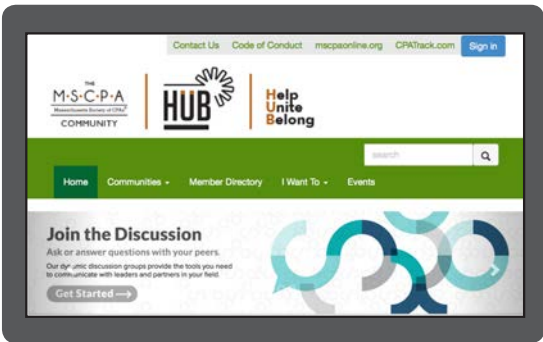
The HUB Online Community

The HUB is one of our most popular member benefits – an online community that allows members to connect with peers, participate in discussions, network with accounting colleagues and share knowledge and resources. Advertising on The HUB provides you with exposure on the most active pages our members visit daily, allowing you to target over 11,000 CPAs and accounting professionals.

BANNER AD RATES:

\$500/month for
6+months

\$600/month for less
than 6 months



Specifications:

	Top	Right	Bottom
Home Page	308 x 308 px	308 x 308 px	308 x 308 px
Interior Pages	640 x 125 px	125 x 1,000 px	962 x 125 px
Discussion Threads	N/A	125 x 125 px	N/A

File formats accepted: .gif, .png and .jpeg; file size limited to 32 megs.

Advertising to the Public

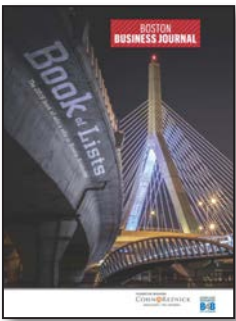
In addition to marketing your services to our members, the MSCPA offers a unique opportunity to obtain new clients from the general public through the *Boston Business Journal*.

BOSTON BUSINESS JOURNAL

Each year the MSCPA sponsors the Professional Services section in the *Book of Lists* to give member firms the opportunity to sponsor a portion of the ad to promote your company.

The *Book of Lists* is the premier publication for Boston's business community and sponsoring a portion of our ad is a great opportunity to be included in the publication, while keeping your costs down.

Sponsorship also includes two tickets to the *Book of Lists* networking gala.



Vendor Directory

Designed to help members connect with vendors, this online directory features companies looking to market their services to over 11,000 members.

Each listing on our website will include your logo, a link to your website, and a brief description of your company (255 characters). We have divided the listings into a number of categories:

- ▶ 1031 Tax Deferred Exchanges
- ▶ Consulting Services
- ▶ CPA Exam Review
- ▶ Data Security, Education
- ▶ Financial Services
- ▶ HR Services
- ▶ Information Services
- ▶ Insurance
- ▶ Litigation
- ▶ Payroll
- ▶ Peer Review
- ▶ Practice Sales
- ▶ Professional Staffing

Rates: \$100 per listing

For more information, contact Kristin Wells at kwells@mscpaonline.org.

Contact Us:

Address: 105 Chauncy St.
Floor 10
Boston, MA 02111

Phone: 617.556.4000
800.392.6145

Fax: 617.556.4126

Web: mscpaonline.org

President/CEO: Amy Pitter

Members: 11,000

MSCPA MEDIA KIT 2016/17

**Advertise your
company or firm's
products and services
to CPAs, financial
professionals and their
followers.**

ADVERTISE WITH US!



M·S·C·P·A
Massachusetts Society of CPAs

MSCPA SumNews Magazine

The MSCPA's bi-monthly magazine is distributed to all members, and a digital version is available online. Content includes articles, member news, display and classified ads. Premium positions for display ads are available.

Display Ad Specs		Dimensions:	
Full Page:		7.5" x 10"	
1/2 Page Horizontal:		7.5" x 4.875"	
1/2 Vertical Page:		3.5" x 10"	
3 Column Box:		5" x 4.875"	
1/4 Page:		3.5" x 4.875"	
1/8 Page:		2.15" x 4.875"	
Business Card:		3.5" x 2"	

Production Schedule 2017			
Issue:	layout & insertion orders due	ad materials due	issue delivers first week of:
Jan. 2017	Nov. 8, 2016	Nov. 22, 2016	Jan. 2017
March	Jan. 10, 2017	Jan. 20, 2017	March, 2017
May	Mar. 8, 2017	Mar. 17, 2017	May, 2017
July	May 9, 2017	May 19, 2017	July, 2017
Sept.	July 12, 2017	July 21, 2017	Sept. , 2017
Nov.	Sept. 12, 2017	Sept. 22, 2017	Nov., 2017
Jan. 2018	Nov. 8, 2017	Nov. 17, 2017	Jan., 2018

Rates:	1x		6x	
	Black & White	Color	Black & White	Color
Full Page:	\$1,875	\$2,240	\$1,635	\$1,965
1/2 Page:	\$1,055	\$1,260	\$ 925	\$1,125
3 Column:	\$ 880	\$1,055	\$ 755	\$ 910
1/4 Page:	\$ 645	\$ 770	\$ 560	\$ 670
1/8 Page:	\$ 475	\$ 560	\$ 375	\$ 440
Business Card:	\$ 350	\$ 395	\$ 250	\$ 340

SumNews Digital Edition

The Internet is forever! The online edition of *SumNews* allows our members access to news and articles on mobile devices, and our sponsors have the opportunity to add interactive features and video content in their online ad space. Consider adding a short video about your company or product, with a potential to be seen by 11,000 viewers, and increase clicks right to your website or order page. Call for details about file preparation, deadlines and pricing.

For more information, contact Kristin Wells at kwells@mscpaonline.org.



Premium positions for display ads are available

Thank You SumNews!

"I used *SumNews* to search for a partner for my firm. The process was easy and was very successful. I had several candidates to choose from and was able to find an excellent individual to add to my firm."

– **Thom Arrison, Thomas Arrison, PC**

SumNews Classified Ads

Looking to hire more staff? Advertise office space? Promote your Peer Review services? *SumNews* classifieds are the place to be. Our classified ads allow firms and companies the chance to promote their products to our membership in a cost effective way.

Classified ads are limited to 1,000 characters. Rates for members and non-members available. The categories are:

Positions Available	Office Space
Temporary	Peer Review
Mergers & Acquisitions	Miscellaneous

Rates: \$175 for members; \$225 for non-members

Confidential ads are available for an additional fee; ads can be shaded for an additional \$10. When you purchase a classified ad in *SumNews* your ad is included on the classifieds page on mscpaonline.org at no additional charge.

Friday@Five

Friday@Five, the MSCPA's weekly e-newsletter, provides an update on legislative changes, IRS and DOR updates, upcoming CPE courses and MSCPA news and events. Sent each week to 11,000 members, with an open rate of over 30%, sponsorship of Friday@Five is a great way to reach a large audience and increase your brand recognition. Each edition is limited to one sponsor.

Benefits:

- ▶ Quick lead generation
- ▶ Targeting the CPA profession
- ▶ Cost effective
- ▶ Assured delivery
- ▶ Trackable responses

Banner ad dimensions

Call for specifications.

Rates:

\$800 per week
\$600 per week/four weeks





Energize your marketing plan; Grow your business; Cement your relationships with influential leaders.

MSCPA PROFILE

Mission

To protect, enhance and promote the value of being a CPA in Massachusetts.

Our History

The MSCPA was incorporated in 1900. Since then, we've guided the profession and helped generations of accountants. As we move forward, we're committed to continuing to serve our members by increasing the value of CPAs, safeguarding the CPA designation and ensuring that the Society's pro-CPA agenda is advanced.

For more information about advertising and sponsorship opportunities, contact Kristin Wells at kwells@mscpaonline.org.

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Fax: 617.556.4126
Web: mscpaonline.org
President/CEO: Amy Pitter
Members: 11,000

MSCPA MEDIA KIT 2016/17

Advertising, sponsoring or exhibiting at an MSCPA event can be key marketing tools for your company.

DEMOGRAPHICS



M·S·C·P·A
Massachusetts Society of CPAs

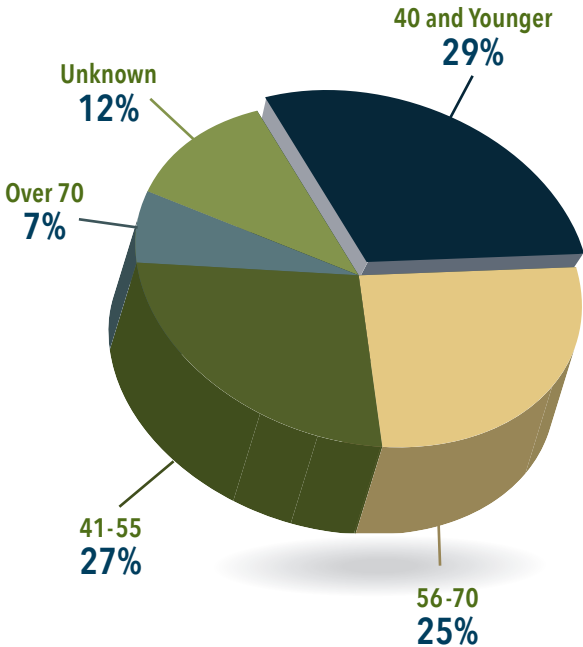
Member Distribution by Gender

64% male 36% female

Did You Know?
A large majority of older members (>56) are male, while younger members (<55) are almost equally male and female.



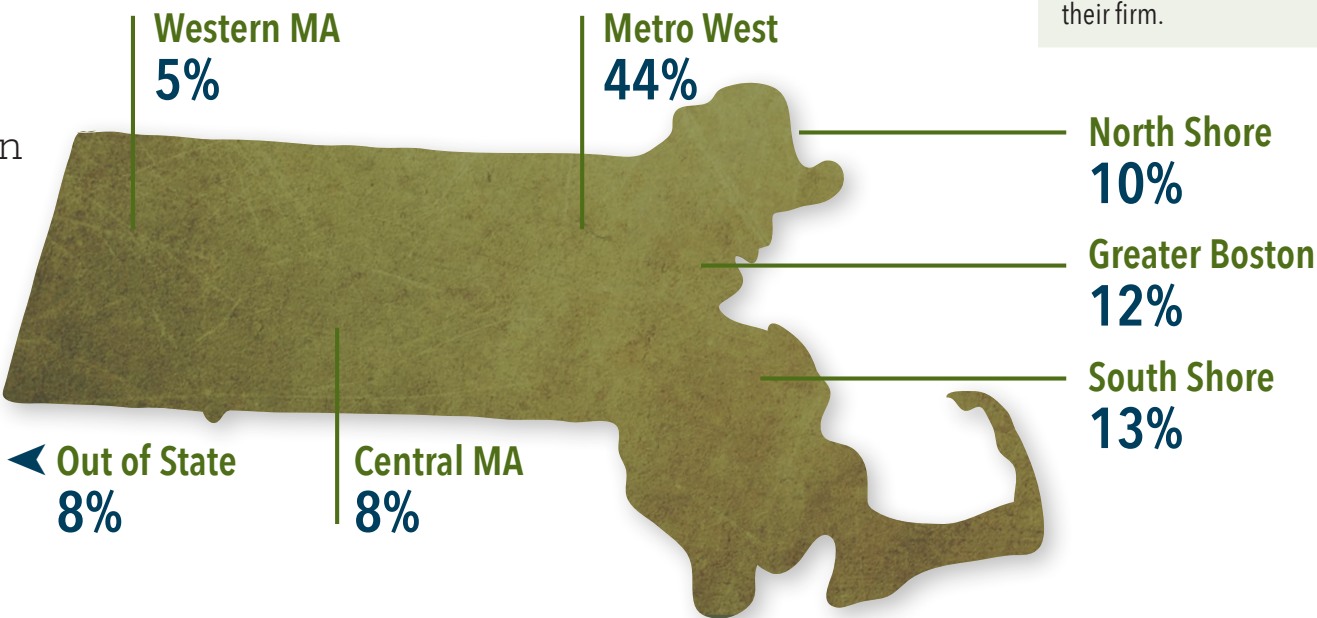
Member Distribution by Age



Did You Know?
Slightly over one-quarter of our members are young professionals (40 years old or younger).

Member Distribution by Region

Did You Know?
The majority of our members reside in the eastern part of Massachusetts. Only 13% of members live west of the greater metro area.

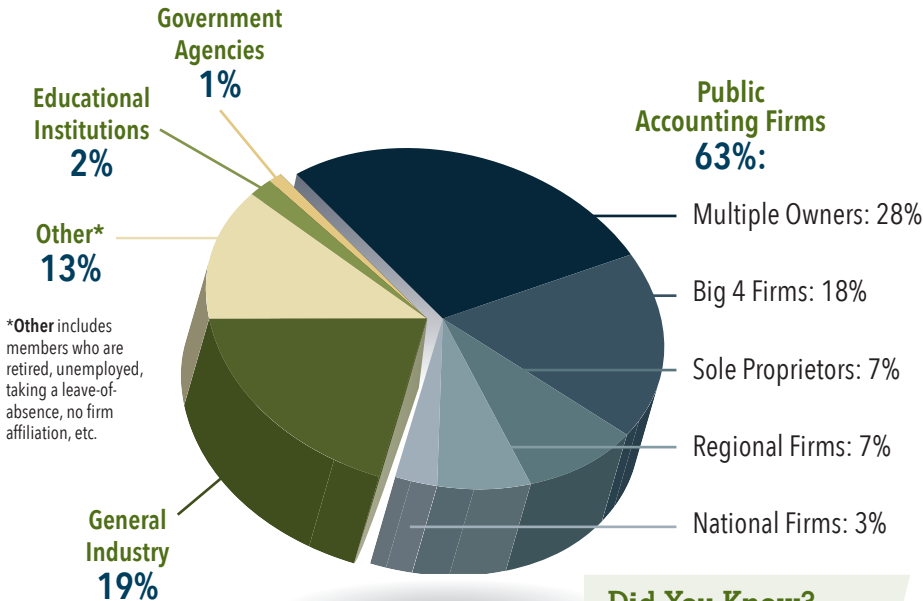


MSCPA MEDIA KIT 2016/17

Who We Are

The Massachusetts Society of Certified Public Accountants is the state's premiere professional organization representing over 11,000 members in public accounting, corporate finance, government and education. Through its advocacy, continuing professional education, peer review, membership, communications and academic and career development departments, the Society provides opportunities for members to learn, connect and prosper in the accounting profession.

Member Distribution by General Business



Did You Know?
More than half of our members hold decision-making positions in their firm.

Special Events



Sponsorships available for all events!

The Annual Meeting
Women's Programming
Diversity and Inclusion Programs
Young Professionals & General Membership
Women's Golf Outing
Bruins, Celtics, Red Sox, and other sports networking events
Roundtable Discussions
After Tax Season Bash
Day of Service
Career Fairs
Believers and Achievers
Scholarship Awards Reception

On-Site Training: Are you looking to spice up your annual client appreciation event? Inquire about hosting a training at your facility! You can choose from a variety of offerings based on your client's needs including ethics, communication skills, and technology. You provide the space and gain the exposure. We'll take care of everything else!

For more information, contact Kristin Wells at kwells@mscpaonline.org.

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Members: 11,000

MSCPA MEDIA KIT 2016/17

Strengthen your brand recognition with a targeted buyer group - CPAs and accounting professionals.

SPONSORSHIP OPPORTUNITIES

M·S·C·P·A
Massachusetts Society of CPAs

Educational Conferences



Winter

Nonprofit Conference
(200 expected attendees)

State Tax Conference
(150 expected attendees)

Spring

Annual Meeting
(100 expected attendees)

ERISA Conference
(200 expected attendees)

Annual Accounting & Auditing Conference
(200 expected attendees)

Government Accounting & Auditing Conference
(100 expected attendees)

Fall

New England Practice Management Conference
(100 expected attendees)

Women’s Leadership Summit
(100 expected attendees)

Federal Tax Camps
(2 Locations)
(700 expected attendees)



Exhibiting at a conference is a powerful way to get in front of our members, market your services and obtain new clients.

RATES AND BENEFITS	Attendee List	Exhibit Table	Signage	Tickets	Event Program	Registration Page (mscpaonline.org)	Friday@Five	SumNews	Misc.
Mix & Mingle Sponsorship \$1,000-\$1,500	✓	✗	✓	2	logo	logo	logo	logo	-
Exhibit Sponsorship \$1,200 - \$2,000	✓	✓	✓	2	logo	logo	logo	logo	-
Refreshment Break Sponsor \$1,600 - \$2,200	✓	✓	✓	4	1/2 page ad	logo	logo	logo	-
Breakfast Sponsor \$2,000 - \$3,000	✓	✓	✓	4	1/2 page ad	logo	logo	logo	3-5 min. speak at podium
Lunch Sponsor \$3,000 - \$4,000	✓	✓	✓	4	full page ad	logo	display ad	display ad	3-5 min. speak at podium
Cocktail Reception Sponsor \$3,500 - \$5,000	✓	✓	✓	4	full page ad	logo	display ad	display ad	3-5 min. speak at podium; social media mentions
Custom Packages \$1,000+	Inclusions such as banner ads on The HUB and mscpaonline.org, industry exclusivity, social media posts, etc.								

10% discount when exhibiting at five or more events.

Consider underwriting a special mailing to members.
Each year we send out a calendar of CPE courses, special members-only event promotions and outreach to specific industry groups. Contact Kristin Wells at kwells@mscpaonline.org for more information.

For more information, contact Kristin Wells at kwells@mscpaonline.org.

*Grow your
business
and build
relationships with
the next generation
of accounting
professionals.*

SPONSORSHIP OPPORTUNITIES

ACADEMIC AND CAREER DEVELOPMENT

M·S·C·P·A

Massachusetts Society of CPAs

Sponsor, exhibit or advertise in MSCPA Academic and Career Development publications and events.



Advertise with us!

The College Students' Guide to Accounting Firms in Massachusetts

Full page ad - \$700

Premier placement - \$850

CPAtrack.com banner ads

\$600 per month

\$500/month for 6+ months

Student Member Quarterly E-Newsletter

Sponsorship: \$500 per issue

Sponsorship Opportunities

Career Fair and Graduate School Expo

Exhibit Booth - \$300-\$500

Event Sponsorship - \$2,500-\$3,500

Believers & Achievers Awards Reception

Event Sponsorship - \$1,000-\$2,500

Help fuel the professional pipeline!

Sponsoring a scholarship is a great way to give back to the industry by helping an accounting student fulfill their dreams of becoming a CPA.

Inquire for details!

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