



Want to reach 5,200 Arizona CPAs and let them know about your product or service? Here's how ...



Arizona Society of CPAs  
2019 Media Kit

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*Reach our members through a variety of advertising and sponsorship opportunities.*

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***New!*** *Sponsored content gives you the opportunity to show your expertise and build relationships with CPAs.*

- *Write an educational article for our email newsletter with a call to action to engage with our members.*
- *Develop a webinar to show your expertise in your field, while our members earn an hour of continuing education credit.*

# ASCPA Member Demographics—Who We Are ...

*ASCPA members have great buying power and make outstanding customers.*

The Arizona Society of Certified Public Accountants (ASCPA) is the largest professional organization operating specifically for CPAs in Arizona. The ASCPA has more than 5,200 members, including CPAs in corporate finance, public practice, government, nonprofit and education.

Our members include top financial decision-makers who are advisors to both large and small businesses. They are established professionals, many with titles such as president, CEO, CFO and are executives in companies who have impressive authority and buying power. A vast majority of our members recommend products and services to their clients.

**Membership: 5,200**



Like most professional organizations in Arizona, the majority of our members reside and work in the greater **Phoenix area (77%)**, followed by **Tucson (13%)**.



## Members in Leadership Positions:



**2,696**

of our members are in leadership positions such as CEO, CFO, President or Managing Partners.

**For more information contact:**  
Heidi Frei  
**(602) 324-4743 • [advertise@ascpa.com](mailto:advertise@ascpa.com)**

# AZ CPA Magazine Display Advertising

More than 97% of members say they read AZ CPA.

AZ CPA magazine is the official publication of the Arizona Society of CPAs. Our members rate AZ CPA as one of the top reasons they belong to the ASCPA, and more than 97% say they read the magazine.

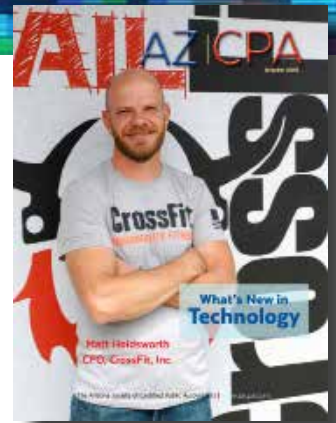
AZ CPA is mailed to our members and also provided digitally. Display and classified ads are available to advertise your product or service.

## General Information—Circulation: 5,200

- AZ CPA is published 10 times a year
- Sent to all 5,200 ASCPA members
- Published online on the ASCPA's website
- Included in our electronic newsletter

*“For three years now, advertising in AZ CPA has been a powerful tool for AASK! You have helped us get the word out about the Arizona Charitable Tax Credit for Qualifying Foster Care Organizations, and donations have grown phenomenally to help children in foster care.”*

*Julie Turko  
Director of Development  
AASK - Aid to Adoption of Special Kids*

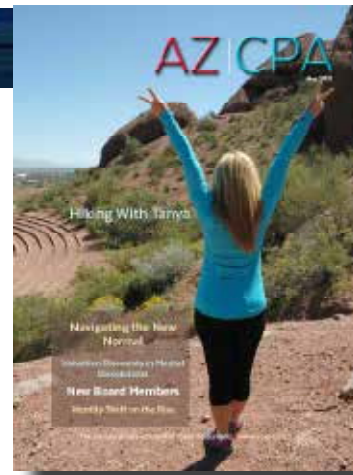


## 2019 AZ CPA Editorial Calendar

Issue	Topic	Space Reservations	Ad Materials Due*
JANUARY	Various Accounting Topics	Dec. 1	Dec. 10
FEBRUARY	Various Accounting Topics	Jan. 2	Jan. 10
MARCH/APRIL	Financial Planning	Feb. 1	Feb. 11
MAY	New Board Members	April 1	April 10
JUNE	Various Accounting Topics	May 1	May 10
JULY/AUG	Various Accounting Topics	June 3	June 10
SEPTEMBER	Legislative Update	Aug. 1	Aug. 9
OCTOBER	Technology Issue	Sept. 2	Sept. 10
NOVEMBER	Focus on Success/Leadership	Oct. 1	Oct. 10
DECEMBER	Various Accounting Topics	Nov. 1	Nov. 11

\*Material deadlines apply to display advertising only. All classified ads must be submitted online by space reservation deadline. Topics subject to change.

# AZ CPA Advertising Rates



Four Color	1x	5x	10x
Full Page	\$1,050	\$950	\$900
1/2 Page	\$700	\$600	\$550
1/3 Page	\$475	\$400	\$375
1/6 Page	\$350	\$300	\$275
<b>Back Page</b>	<b>\$900</b>	<b>\$800</b>	<b>\$750</b>

\*All ads are four color. Back page is unique half-page size.

Guaranteed positions add 15%.



### Inserts:

Free-Standing: \$750

Bound Insert: \$800

For free-standing insert, the advertisement must be on 8 1/2" x 11" maximum 70# text paper. Printing may be on both sides. The bound insert must be 11 1/2" X 11" allowing for a 3" bind in flap. Printing may be on both sides and flap. Advertiser must furnish all copies.

### Classified Ad Rates — Discount for ASCPA Members!

	Up to 40 words	41-100 words
<b>Members</b>	\$ 60	\$ 85
<b>Nonmembers</b>	\$ 115	\$ 165

For an additional \$25, the ad can be placed on the website and in the magazine. Advance payment is required. Ads are limited to 100 words. All classified ads must be prepaid and placed online through our website at [www.ascpa.com](http://www.ascpa.com).

**For more information contact:**

**Heidi Frei**

**(602) 324-4743 • [advertise@ascpa.com](mailto:advertise@ascpa.com)**

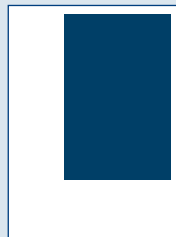
**Arizona Society of CPAs  
4801 E. Washington, Suite 180  
Phoenix, AZ 85034-2040**

### Ad Sizes—Size Requirements (inches)

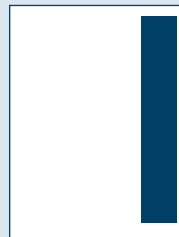
Full Page  
7 1/2 w x  
9 1/2 h  
BLEED:  
8 1/2 x 10 7/8



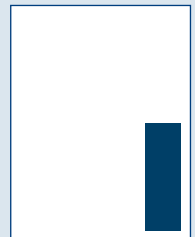
1/2 Page  
Vertical  
4 1/2 w x 7 h



1/3 Page  
Vertical  
2 1/4 w x  
9 1/2 h



1/6 Page  
Vertical  
2 1/4 w x  
4 1/2 h



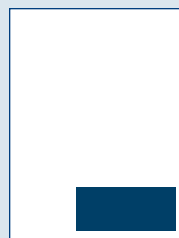
1/2 Page  
Horizontal  
7 1/2 w x  
4 1/2 h



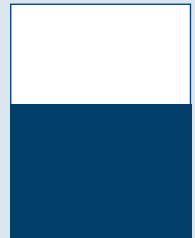
1/3 Page  
Horizontal  
4 1/2 w x  
4 1/2 h



1/6 Page  
Horizontal  
4 1/2 w x  
2 1/4 h



Back Cover  
7 1/2 w x  
5 1/2 h



### Production Requirements:

Advertising rates are for space cost only and are based upon receipt of acceptable advertising copy.

### Advertising copy:

Electronic media required: High resolution (300 dpi at 100% of actual printed size) art files created as a PDF in Quark Xpress, Adobe InDesign, Adobe Illustrator, or Adobe Photoshop. The ASCPA accepts no liability for errors in ads that are submitted without following these requirements. Advertiser will be responsible for costs incurred as a result of not meeting the mechanical specifications listed above. Submission of copy is the responsibility of the advertiser. Ads from the last insertion will be re-run if new copy is not received by the deadline dates provided.

### General Information:

All advertising is subject to publisher's approval. Advertisers and advertising agencies assume liability for all content of advertisements printed and assume responsibility for any claims based upon subject matter. All ads are positioned at the discretion of the publisher unless specific position is contracted for or agreed upon in writing.

The ASCPA does not accept ads or sponsorships for seminars offering continuing professional education (except those co-sponsored by the ASCPA) or promotion of membership in other associations.

### Terms:

All advertisers must sign a contract with the ASCPA prior to ad placement. All advertisers will receive one copy of the publication upon distribution. First time advertisers are required to pay full amount prior to first insertion. All other insertions will be billed upon distribution. Recognized advertising agencies receive a 15% discount. No cash discount allowed. Guaranteed positions add 15%. Full invoice amount is due within 30 days of invoice. Publisher reserves the right to require full payment prior to each insertion. Prices, rates and deadlines are subject to change without notice. The customer must assume the responsibility of asking the ASCPA to verify rates and any other specifications.

Contact Heidi Frei at  
[advertise@ascpa.com](mailto:advertise@ascpa.com)

**Advertising Tip:** Successful advertising is the result of careful planning and execution. Always include an offer and a call to action. The offer can be a special discount, free estimate, white paper, etc.

## AZ CPA Author Guidelines

**Circulation:** 5,200

**Editor:** Patty Gannon

**Publisher:** Arizona Society of Certified Public Accountants

**Description:** Four-color magazine published 10 times a year (combined issues: March/April and July/August), covering information and issues relevant to Arizona CPAs. Membership includes CPAs who practice in public accounting, private industry and government.

**Submissions:** Article length should range from 800 - 1,200 words. Please do not submit vendor-oriented articles that promote a product or service for CPAs. Avoid jargon and legal terminology that would not be understood by the average reader. Areas of interest to readers: practice management, issues of interest to sole practitioners, marketing, current legislation, new laws, tax issues, technology, issues relevant to a particular segment of the membership (public accounting issues, government accounting, or private industry). Articles may be submitted by email to [pgannon@ascpa.com](mailto:pgannon@ascpa.com). Please include a short biography of the author with article.

**Deadline:** One month prior to publication date (example: April 1 for May issue) depending upon prior acceptance.

Contact Patty Gannon at (602) 324-1678  
or [pgannon@ascpa.com](mailto:pgannon@ascpa.com).

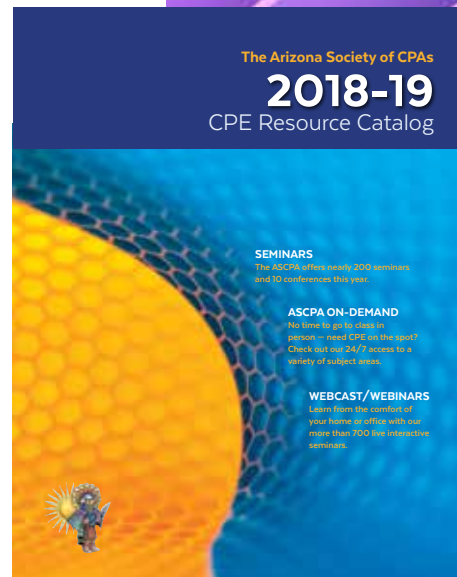
# ASCPA CPE Resource Catalog

Stay in front of CPAs year-round by advertising in the annual ASCPA CPE Resource Catalog. Members refer to their catalog throughout the year to plan their educational schedules.

**Circulation: 4,000+**

**Space Reservation Deadline: February 14, 2019**

All ad copy is due by Feb. 28, 2019.



## Resource Catalog Advertising Rates:

Full Page ( 7 3/4 x 9 3/4)	\$850
Half Page (7 3/4 x 4 3/4)	\$550
Quarter Page ( 3 3/4 x 4 3/4 )	\$400
Front Inside Cover (Full Page)	\$1,025
Back Inside Cover (Full Page)	\$900
Back Cover (Full Four-Color)	\$1,450

**For further information contact  
Heidi Frei  
(602) 324-4743 • [advertise@ascpa.com](mailto:advertise@ascpa.com)**



# ASCPA Digital/Online Advertising Opportunities

[www.ascpa.com](http://www.ascpa.com)

The ASCPA website offers a range of high-visibility advertising opportunities designed to promote your product or service to a targeted audience. Banner ads can link directly to your website. Our website experiences an average of more than 10,000 visits and up to 60,000 page views per month.

We send out two online monthly newsletters - the ASCPA Monthly Update and CPE Spotlight.

Circulation  
 Monthly Update: 5,000  
 CPE Spotlight: 5,000

## Banner Ad Rates

	1x	6x	12x
Home Page (monthly)	500	450	400
Monthly Update	500	450	400
CPE Spotlight	500	450	400

## Banner Sizes:

Website Home Page — 314w x 60h pixels.  
 Monthly Update/CPE Spotlight — 600w x 100h pixels.



**For further information, please contact:**  
**Heidi Frei**  
**(602) 324-4743 • [advertise@ascpa.com](mailto:advertise@ascpa.com)**





### Articles: \$750

Write an article on a subject of interest to CPAs to show your expertise on the topic. The article will be featured in our email newsletter, ASCPA Monthly Update, that is sent to all members. The headline and first few lines of the article will be included in the newsletter with a link to the full article. The article will be labeled as sponsored content.

Each ASCPA Monthly Update will include no more than two articles.

## Sponsored Content

You're an expert in your field. Share your knowledge with our CPAs to build business relationships through our sponsored content opportunities.

### One-Hour Webinar: \$1,000

Share your expertise with our members. By sponsoring a one-hour webinar, you will be able to share your knowledge with approximately 100 members.

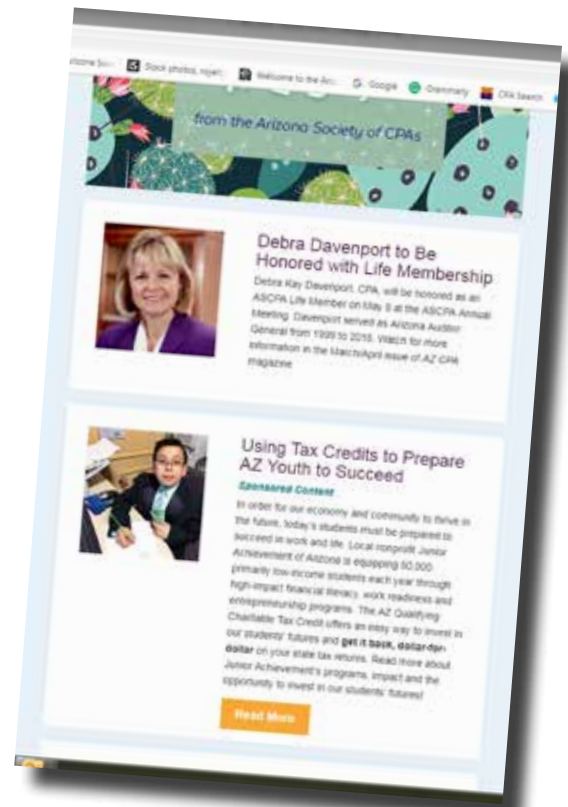
You will provide a speaker and PowerPoint presentation and the ASCPA will market and administer your webinar.

Your presentation should be educational and not a sales presentation. The presentation must have a minimum of 50 minutes of educational content for CPAs.

Sponsorship includes:

- Webinar will be marketed to the ASCPA membership with a link to your website
- Administration and delivery of webinar and CPE by the ASCPA
- A follow-up email will be sent to participants with a short paragraph promoting your organization

**For further information contact**  
**Heidi Frei**  
**(602) 324-4743 • [advertise@ascpa.com](mailto:advertise@ascpa.com)**



# Conference Sponsorships

**Sponsoring a conference** is a unique and exciting opportunity to network with your target market, get your name out and explain your products and services to CPAs attending the Arizona Society of CPAs' popular conferences. You will be able to reach a select audience, who may become your clients. Sponsorship opportunities are limited in number; these spaces are sold on a first-come, first-served basis.

## 2019-2020 ASCPA Conferences

Take advantage of this great opportunity to meet face-to-face with our members when sponsoring a conference.

### 2019

Financial Planning Conference—June 6

Corporate Finance Conference—Aug. 23

Business Valuation/Forensic & Litigation Services Conference—Nov. 1

Arizona Federal Tax Institute Conference—Nov. 7-8\*

Technology for Accounting Conference—Dec. 6

### 2020

Accounting & Assurance Conference—Jan. 8

## Sponsorships

### \$700 – Silver Sponsor

- Skirted tabletop exhibit space
- Lunch for two sponsors
- Company listing in conference course materials provided to attendees
- Public mention of thanks in opening remarks of conference
- List of attendees provided (name and company name)

\*Silver sponsorship for this two-day conference is \$700 for one day or \$1,000 for both days. Gold and Platinum include both days.

### \$1,500 – Gold Sponsor

- Skirted tabletop exhibit space
- Lunch for four sponsors
- One of the four may attend the conference for continuing education credit at no charge
- Company listing in conference course materials provided to attendees
- Public mention of thanks in opening remarks of conference
- List of attendees provided (name and company name)
- One-minute address during a general session
- Company literature included in handouts
- Company name posted on the conference page with link from our website to yours for up to one month
- Company name included on postcard
- Mention company's name with a link in the event marketing in the CPE Spotlight (email newsletter)

### \$4,000 – Platinum Sponsor (only one available)

- Premium location of skirted tabletop exhibit space
- Lunch for four sponsors and two additional guests
- Two of the four may attend the conference for continuing education credit at no charge
- Company listing in conference course materials provided to attendees
- Public mention of thanks in opening remarks
- List of attendees provided (name and company name)
- Introduce a Keynote Speaker and one-minute address about your company prior to introducing speaker
- Company literature and/or logo item included in handouts
- Company name posted on the conference page with link from our website to yours for up to one month
- Mention company's name with a link in the event marketing in the CPE Spotlight (email newsletter) and special alerts sent to market the conference.
- Company name is included in AZ CPA ads for the conference (2 issues)
- Logo will be included on the front of the conference postcard
- Company name will be featured on event attendee nametags
- A maximum 70-word announcement about your company will be included in the thank you email to conference attendees.
- Mention in at least two ASCPA social media posts about the conference with link to your website.



**Not-for-Profit Conference—June 20, 2019**  
**Governmental Accounting Conference—Feb. 7, 2020**

**\$4,000 - Platinum Sponsor (only one available)**

- Premium location of skirted tabletop exhibit space
- Lunch for four sponsors and two additional guests
- Two of the four may attend the conference for continuing education credit at no charge
- Company listing in conference course materials provided to attendees
- Public mention of thanks in opening remarks
- List of attendees provided (name and company name)
- Introduce a Keynote Speaker and one-minute address about your company prior to introducing speaker
- Company literature and/or logo item included in handouts
- Company name posted on the conference page with link from our website to yours for up to one month
- Mention company's name with a link in the event marketing in the CPE Spotlight (email newsletter) and special alerts sent to market the conference.
- Company name is included in AZ CPA ads for the conference (2 issues)
- Logo will be included on the front of the conference postcard
- Company name will be featured on event attendee nametags
- A maximum 70-word announcement about your company will be included in the thank you email to conference attendees.
- Mention in at least two ASCPA social media posts about the conference with link to your website.

**\$1,750- Gold Sponsor**

- Skirted tabletop exhibit space
- Lunch for four sponsors
- One of the four may attend the conference for continuing education credit at no charge
- Company listing in conference course materials provided to attendees
- Public mention of thanks in opening remarks of conference
- List of attendees provided (name and company name)
- A maximum 50-word announcement in events reminder email.
- Company literature included in handouts
- Company name posted on the conference page with link from our website to yours for up to one month
- Company name included on postcard
- Mention company's name with a link in the event marketing in the CPE Spotlight (email newsletter)



# Don Farmer's Tax Update

Oct. 25, 2019

Don Farmer's Tax Update is the ASCPA's premier event with more than 400 attendees in 2018. CPAs and tax professionals from all over the state attend this annual event.

## \$1,900 - Gold Sponsor

- Skirted tabletop exhibit space
- Lunch for four exhibitors/sponsors
- One of the four may attend the seminar for continuing education credit at no charge
- List of attendees provided (name and company name)
- One-minute address during lunch
- Company literature included in handouts
- 50-word announcement from your organization with link to website included in reminder email to webcast participants
- Organization name and link to website included in two promotional emails for the seminar

## \$4,500 - Platinum Sponsor (only one available)

- Premium location of skirted tabletop exhibit space
- Lunch for four exhibitors/sponsors
- Two of the four may attend the conference for continuing education credit at no charge
- List of attendees provided (name and company name)
- One-minute address about your company during lunch
- Company literature and/or logo item included in handouts
- Company name posted on the seminar page with link from our website to yours for up to one month
- Mention company's name with a link in the event marketing in the CPE Spotlight (email newsletter) and special alerts sent to market the seminar.
- Company name will be featured on event attendee nametags
- A maximum 70-word announcement about your company will be included in the thank you email to event attendees with your contact information/link to your website
- Mention in at least two ASCPA social media posts about the seminar with link to your website



# Phoenix Tax Workshop

Get access to more than 100 experienced tax professionals who participate in each session of the Phoenix Tax Workshop in-person and through webcasts.

For \$650 per session, you will be the exclusive sponsor, which includes:

- One-minute address to the attendees at the beginning of the program
- Include a one-page handout in the materials
- Sponsorship table to display your company information
- Two attendees from your organization

These sessions are held eight times/year on a Saturday morning from 9 a.m. to noon:

Feb. 16, 2019

April 27, 2019

May 18, 2019

June 22, 2019

Sept. 21, 2019

Oct. 19, 2019

Nov. 16, 2019

Jan. 18, 2020

Feb. 15, 2020

April 25, 2020



## ASCPA Annual Meeting & Awards Luncheon

May 8, 2019

Reach the leaders in the accounting profession at the ASCPA Annual Meeting & Awards Luncheon on May 8, 2019. This program will feature keynote speaker: Eric Hansen, past chair of the AICPA. We will also honor our Life Member, Debbie Davenport, and Excellence in Teaching Award recipients. The program typically draws about 300 attendees.



### Annual Meeting Gold Sponsorship - \$1,200

- Public recognition at event
- Two luncheon tickets
- Exhibit table
- Listing on event program
- Company name on event listing on ASCPA website with link to your organization
- Company name in one ad in the AZ CPA for the event
- List of attendees (name and company name)



**Arizona Society of CPAs**  
**4801 E. Washington St., Suite 180**  
**Phoenix, AZ 85034-2040**

**Telephone (602) 252-4144**  
**AZ Toll-Free (888) 237-0700**  
**Fax (602) 252-1511**

**[www.ascpa.com](http://www.ascpa.com)**

Contact Heidi Frei at  
(602) 324-4743 or  
[advertise@ascpa.com](mailto:advertise@ascpa.com)