

2025

Sponsorship and Advertising Opportunities Kit



The New York State Society of CPAs

By the Numbers

20,000+ MEMBERS

14 CHAPTERS

1,800 MEMBER FIRMS

WHO IS THE NYCPA?

The New York State Society of CPAs (NYCPA) aims to educate, connect and grow our membership within the CPA profession.

Since our inception in 1897, CPAs and financial professionals have achieved great success in their careers through our membership program. Our member benefits include in-person and online networking opportunities, CPE courses and conferences, over 50 communities of practice with in-depth focuses and specializations, *The CPA Journal*, the award-winning *Trusted Professional* and so much more!

Today, our membership consists of approximately 20,000 CPAs, lawyers, bankers, students and other professionals from associated industries.

* The New York State Society of Certified Public Accountants (NYCPA) is a 501(c)(6) membership organization. No portion of NYCPA sponsorship is to be considered a charitable contribution. Contributions to the Moynihan Scholarship Fund Inc., or the Foundation for Accounting Education (FAE), both 501(c)(3) organizations, are tax deductible to the extent provided by law.

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**NYCPA ADVERTISING AND SPONSORSHIPS
GET YOU IN FRONT OF KEY TARGET
AUDIENCES AND INFLUENCERS**



NYCPA

The New York State Society of CPAs

NYCPA members encompass all ages and career stages. Supporting the NYCPA gives you access to future and current decision makers in accounting.

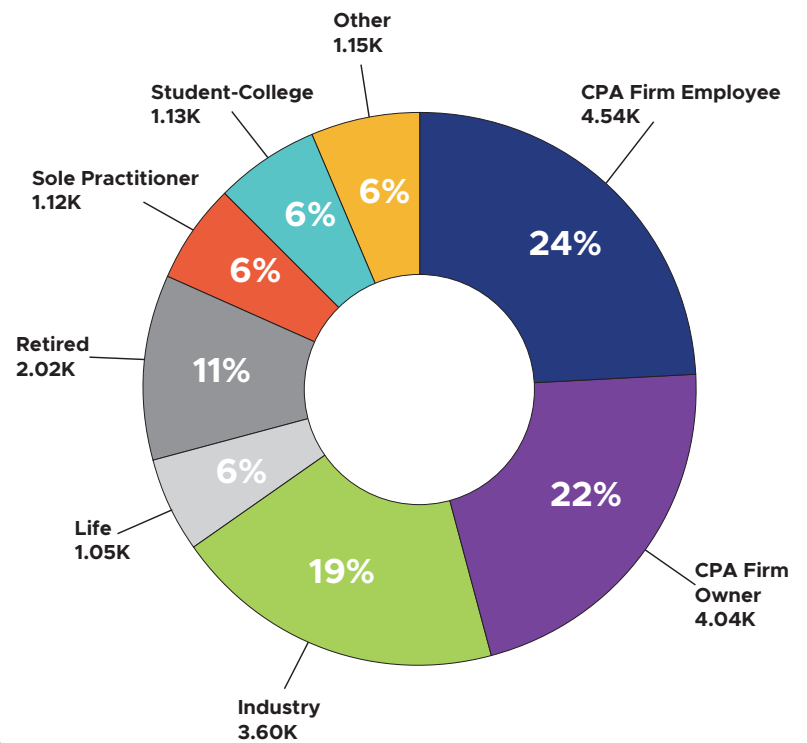


Member Engagement

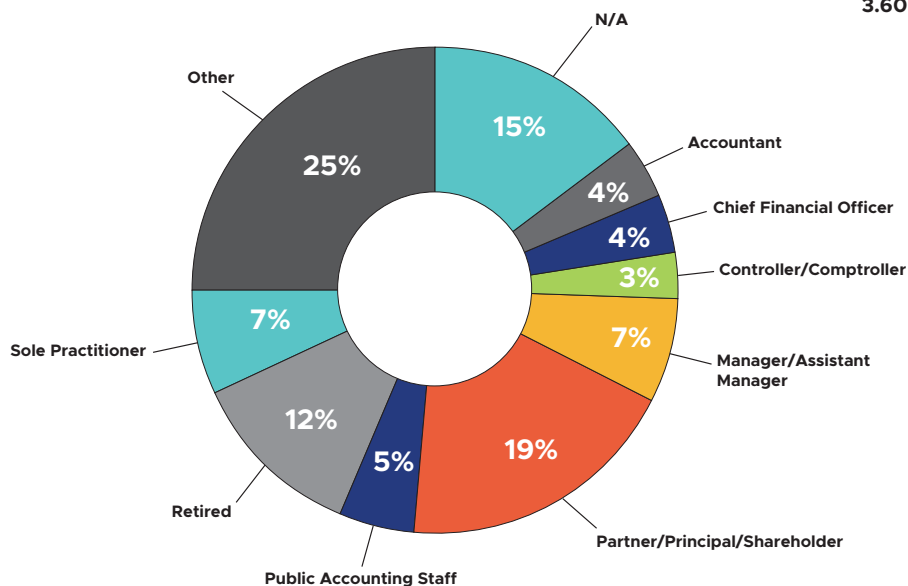
Ways to Engage with the NYCPA

As the first state society, the NYCPA proudly serves a wonderful, diverse mosaic of accounting professionals at every age and career state.

Member by Type

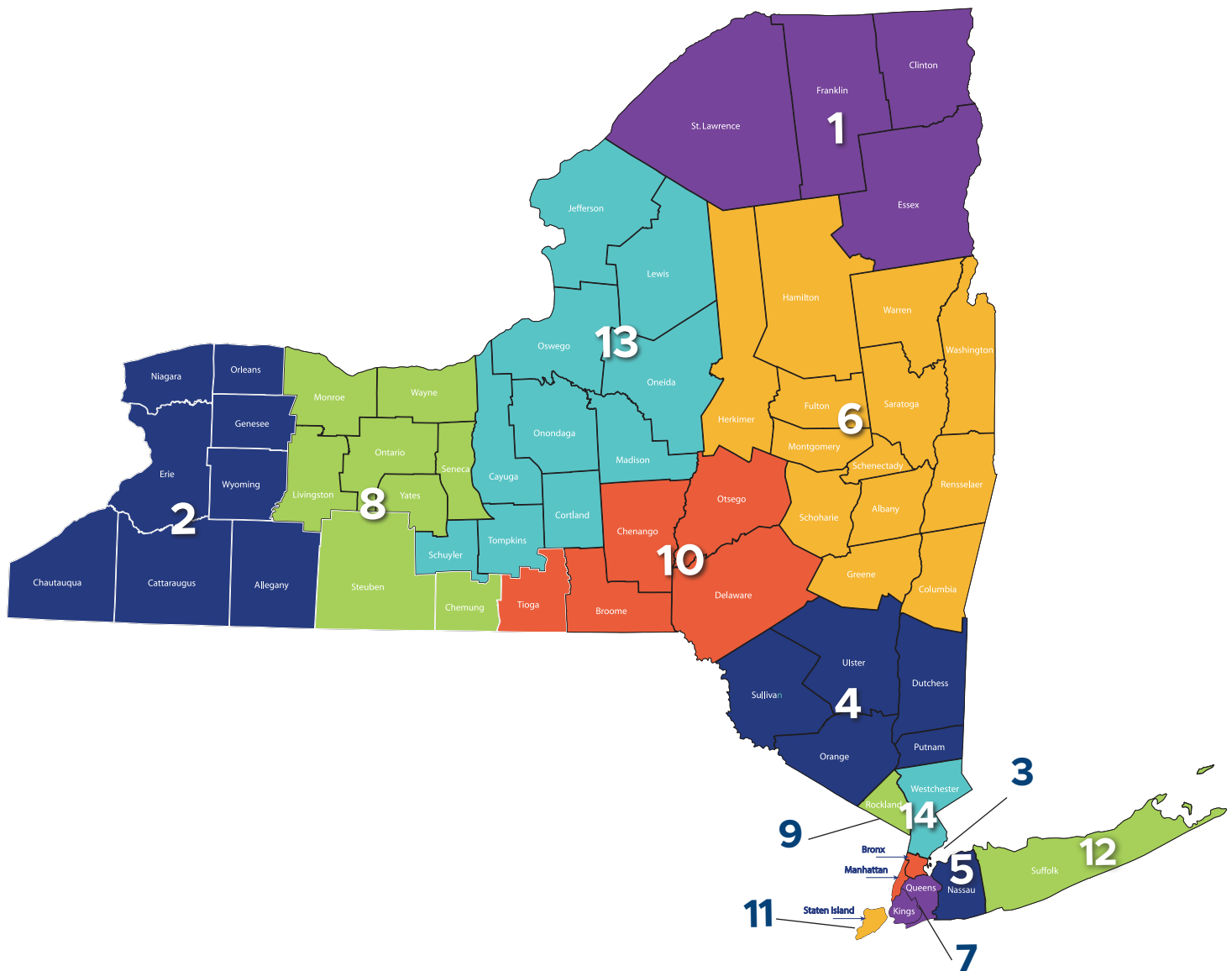


Position Distribution



Local Chapters

The NYCPA's 14 local chapters offer opportunities to earn CPE, meet fellow CPAs, and enjoy social activities, while giving back to the community.



1. Adirondack
2. Buffalo
3. Manhattan/Bronx
4. Mid Hudson
5. Nassau

6. Northeast
7. Queens/Brooklyn
8. Rochester
9. Rockland
10. Southern Tier

11. Staten Island
12. Suffolk
13. Syracuse
14. Westchester

Communities of Practice

The NYCPA has communities that cover all facets, roles and special interest areas within the accounting profession.

Accounting and Auditing Division

- Accounting and Review Services
- Accounting and Auditing Oversight
- Auditing Standards
- Employee Benefits
- Financial Accounting Standards
- International Accounting and Auditing
- Quality Control and Peer Review
- SEC
- Sustainability Accounting and Reporting
- Technology Assurance

Consulting Services Division

- Anti-Money Laundering and Counter
- Terrorist Financing
- Business Valuation and Litigation Services
- Cybersecurity
- Financial Restructuring and Performance
- Improvement

Industry Division

- Banking
- Cannabis Industry
- Chief Financial Officers
- Construction Contractors
- Digital Assets
- Entertainment, Arts and Sports
- Family Office
- Insurance Industry
- Internal Audit
- Investment Management
- Private Equity and Venture Capital
- Real Estate
- Stock Brokerage

Practice Management Division

- Large and Medium Sized Firms
- Practice Management
- Small Firms Practice Management

Public Sector Division

- Government Accounting and Auditing
- Health Care
- Not-for-Profit Organizations
- Public Schools

Tax Division

- C Corporations
- Closely Held and S Corporations
- Estate Planning
- Exempt Organizations
- International Taxation
- New York, Multistate and Local Taxation
- Partnerships and LLCs
- Personal Financial Planning
- Relations with the Internal Revenue Service
- Tax Division Oversight
- Taxation of Financial Instruments and Transactions
- Taxation of Individuals
- Taxation of Mergers, Acquisitions, Dispositions and Other Business Transactions
- Trust and Estate Administration

Corporate Partnerships

NYCPA Corporate Partners engage with the Society on a deeper level. Suppliers to the industry looking to build their brand and trust with members can become a Corporate Partner by investing specific amounts with the NYCPA in a fiscal year. After reaching an initial level of investment, corporate partners receive additional visibility and exclusive benefits via sponsorship and advertising commitments” between investment and corporate partners.

	Gold	Silver	Supporter
Total NYCPA commitment	\$45,000	\$25,000	\$12,500
Online resources (white papers, research reports, etc.)	4	2	1
Thought leadership post on social media	3	1	N/A
Thought leadership article in print	2	1	N/A
Recognition on NYSSCPA.org	Gold	Silver	Supporter
Logo on NYSSCPA.org	Included	Included	Included
Event sponsorship discounts (after initial level reached)	15%	10%	N/A
HTML emails (Corporate Partners Only)	6	4	2

For additional information or to book advertising and sponsorships, please contact Melissa DeGraw at mdegrow@nysscpa.org or (614) 506-9436.

**Refer to page 2 for contribution information.*



Events for Every Need

Sponsor educational programming, make your mark on high-profile networking events, or support future accountants. Event sponsorship opportunities abound throughout the state and year.

	Educational Events	Networking Events	Fundraising Events
What	Educational programming related to Continuing Professional Education credits	NYCPA member events Happy Hours Lunches	Moynihan Scholarship Fund and Career Opportunities in the Accounting Profession fundraiser events
Who	Member CPAs	Member CPAs and accountants	Students and CPA candidates
Great for	Industry suppliers	Industry suppliers Accounting firms	Accounting firms Industry suppliers Organizations with DEI or pipeline development initiatives

For additional information or to book advertising and sponsorships, please contact Melissa DeGraw at mdegrow@nysscpa.org or (614) 506-9436.

MSF



Moynihan Scholarship Fund of NYCPA

2025 Opportunities

Underwriter Levels

Suppliers or NYCPA members who are interested in supporting the future of the accounting profession and giving back to the next generation of leaders can do so through becoming a Moynihan Scholarship Fund (MSF) or Career Opportunities in the Accounting Profession (COAP) Underwriter.

MSF Scholarship Underwriter - \$10,000

- Recognition as a “Moynihan Scholarship Fund Underwriter” on website
- Recognition at all MSF events
- Acknowledgment of your support of the scholarship in one issue of *The CPA Journal* or *The Trusted Professional*
- Two tickets to each fundraising event
- Recognition in the MSF Annual Report
- Fund up to four Excellence in Accounting Scholarships for deserving students

MSF Scholarship Supporter - \$5,000

- Recognition as “Moynihan Scholarship Fund Supporter” on website
- Recognition at all MSF events
- Acknowledgment of your support in one issue of *The CPA Journal* or *The Trusted Professional*
- One ticket to each fundraising event
- Recognition in the MSF Annual Report
- Fund up to two Excellence in Accounting Scholarships for deserving students

COAP Underwriter - \$10,000

- Recognition as “Career Opportunities in the Accounting Profession” underwriter on website
- Recognition at all COAP Regional events
- Acknowledgment of your support of the scholarship in one issue of *The CPA Journal* or *The Trusted Professional*
- Recognition in the MSF Annual Report

COAP Sponsor - \$5,000

- Recognition as “Career Opportunities in the Accounting Profession” sponsor on website
- Recognition at all COAP Regional events
- Acknowledgment of your support of the scholarship in one issue of *The CPA Journal* or *The Trusted Professional*
- Recognition in the MSF Annual Report



Moynihan Scholarship Fund Events

MSF aims to build a strong CPA pipeline by ensuring that students have knowledge of the CPA profession, access and support through their educational journey to becoming a CPA.



MSF Upstate Fundraising Gala, July 24, 2025 – SKY Armory, Syracuse, NY

All sponsorships include recognition at event and on all marketing materials

Gala Sponsor - \$5,000

- Recognition in opening remarks
- Logo on screens during the event
- 8 tickets to the event
- Opportunity to provide a handout to attendees

Table Sponsor - \$2,500

- 8 tickets to the event
- Signage on table

MSF Downstate Fundraising Gala, November 13, 2025 – CUNY Graduate Center, New York, NY

All sponsorships include recognition at event and on all marketing materials

Gala Sponsor - \$10,000

- Recognition in opening remarks
- Logo on screens during the event
- 8 tickets to the event
- Opportunity to provide a handout to attendees

Table Sponsor - \$5,000

- 8 tickets to the event
- Signage on table

**Refer to page 2 for contribution information.*

MSF Golf Tournament, August 2025

All sponsorships include recognition in event marketing materials and post-event attendee list



Beverage Cart Sponsor - \$3,000

- Company logo displayed on beverage station/cart
- Branded cups
- Includes hole sponsorship
- 2 registrations to the tournament

Breakfast Sponsor - \$2,000

- Company logo displayed at breakfast
- Includes hole sponsorship

Lunch Sponsor - \$2,000

- Company logo displayed at lunch (or on lunch boxes)
- Includes hole sponsorship

Dinner Sponsor - \$2,000

- Company logo displayed at dinner
- Includes hole sponsorship

Goodie Bag Sponsor - \$2,000

- Company logo displayed on bag
- Includes hole sponsorship

Hole Prize Sponsor - \$1,500

- Company logo displayed with prizes
- Includes hole sponsorship

Hole Sponsor - \$500

- Company logo displayed on sign by tee box

**Refer to page 2 for contribution information.*

COAP Locations

Our Career Opportunities in the Accounting Profession (COAP) program allows High School students a unique way to learn about accounting career on a college campus. See page 11 for more information about COAP support opportunities.

10 In-Person COAP Locations Planned for 2025

Adelphi University

College of Staten Island

Ithaca College

Niagara University

Rochester Institute of Technology

Siena College

St. John's University

Syracuse/SUNY Oswego

University of Buffalo

Westchester Community College



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FAE



Foundation for Accounting Education of NYCPA

2025 Opportunities

Educational Event Sponsorship

The Foundation for Accounting Education (FAE), offers more than 20 targeted annual conferences. Each one is an outstanding opportunity to connect with key decision-makers and increase your visibility with leading New York accounting and financial professionals.

Please check the Conference Event Calendar at [NSSCPA.org/conferences](https://nsscpa.org/conferences) for more details.

JANUARY

Taxation of Financial Instruments Hybrid Conference

Annual Nonprofit Hybrid Conference

International Taxation Hybrid Conference

FEBRUARY

Exempt Organizations Hybrid Conference

MAY

Business Valuation/Litigation Services Hybrid Conference

Broker/Dealer Hybrid Conference

Queens/Brooklyn Chapters Accounting & Auditing Conference

Estate Planning Hybrid Conference

JUNE

Anti-Money Laundering Hybrid Conference - Tentative

Employee Benefit Conference Webcast

SEPTEMBER

Healthcare Conference Webcast - Tentative

OCTOBER

Business & Industry Hybrid Conference

Construction Contractors Conference Webcast

NOVEMBER

Nassau /Suffolk Chapters Accounting & Auditing Conference

Tax & Financial Planning for Individuals Hybrid Conference

Syracuse Chapter Taxation Conference

59th Annual Rochester Chapter Tax Institute

Staten Island Chapter Taxation Conference

New York & Tri-State Taxation Hybrid Conference

DECEMBER

Adirondack Taxation Conference

Nassau/Suffolk Chapter Taxation Conference

Tax Planning for Business Entities Hybrid Conference

Private Wealth Hybrid Conference



Educational Event Sponsorship

All options below include: list of attendees, acknowledgment at the event by the Conference Chair, recognition on conference website and marketing materials.

	Exhibitor Sponsor \$1,800	Supporting Sponsor \$3,000	Conference Sponsor \$5,000
6' Tabletop (registration area)	✓	✓	✓
1 complimentary registration	✓	✓	✓
Logo placement on event signage and website	✓	✓	✓
Sponsor appreciation media post before and after event		✓	✓
Verbal acknowledgement during session		✓	✓
Provide a blog post to be published (NYCPA website)			✓

2025 Educational Events Calendar

Choose from a range of CPE-awarding events that meet your outreach needs and maximize your investment.

MAY	
5/13/25	Business Valuation/Litigation Services Hybrid Conference
5/20/25	Broker/Dealer Hybrid Conference
5/21/25	Queens/Brooklyn Chapters Accounting & Auditing Conference
5/22/25	Estate Planning Hybrid Conference
JUNE	
6/12/25	Employee Benefit Conference Webcast
SEPTEMBER	
9/18/25	Healthcare Conference Webcast - Tentative
OCTOBER	
10/28/25	Construction Contractors Conference Webcast
10/29/25	Business & Industry Hybrid Conference
NOVEMBER	
Early November	Nassau /Suffolk Chapters Accounting & Auditing Conference
11/6/25	Tax & Financial Planning for Individuals Hybrid Conference
11/11/25	Alternative Investment Funds Hybrid Conference
Mid November	Syracuse Chapter Taxation Conference
Late November	59th Annual Rochester Chapter Tax Institute
Late November	Staten Island Chapter Taxation Conference
11/19/25	New York & Tri-State Taxation Hybrid Conference
DECEMBER	
Early December	Adirondack Taxation Conference
12/2/25	Nassau/Suffolk Chapter Taxation Conference
12/4/25	Exempt Organizations Hybrid Conference
12/11/25	Tax Planning for Business Entities Hybrid Conference
Mid-December	Private Wealth Hybrid Conference



Schedule subject to change. Please visit [NYSSCPA.org/conferences](https://nysscpa.org/conferences) for more details.

2026 Educational Events Calendar

Save the date for these upcoming events! More to be added throughout 2025 and early 2026.

JANUARY 2026	
1/8/26	Taxation of Financial Instruments Hybrid Conference
1/13/26	48th Annual Nonprofit Hybrid Conference
1/22/26	International Taxation Hybrid Conference
MAY 2026	
5/13/26	Business Valuation & Litigation Services Hybrid Conference
5/19/26	Broker/Dealer Hybrid Conference
5/21/26	Estate Planning Conference Webcast



Schedule subject to change. Please visit [NYSSCPA.org/conferences](https://nysscpa.org/conferences) for more details.

Sponsored Webinars

Custom Webinar Presentation - \$4,000

- Sponsor provides one speaker and content to present during a one-hour webinar on NYCPA's platforms
- All content, speakers and themes are to be approved by the NYCPA
- Sponsor recognition at the beginning and end of the webinar
- Sponsor recognition logo present at the beginning and end of the webinar
- Promotion on the NYCPA's website, e-newsletter and social media channels, starting 3 weeks out from the date of the webinar

Webinar Series Sponsorship *Pricing based on number of sessions.*

- Sponsorship of an entire series of webinars for a specific audience (e.g., students)
- Opportunity to provide content
- Your company logo on event marketing and at the beginning and end of the webinar
- Promotion on the NYCPA's website, e-newsletter and social media channels, starting 3 weeks out from the date of the webinar
- List of attendees*

*Inquire about list details.

Sponsored Research

Partner with the NYCPA and a neutral third-party in creating original research and content for Society members. A research topic is selected by the sponsor, in partnership with the NYCPA. Firsthand data is collected, researched and presented.

Benefits include—

- Collaboration on the research topic
- Exclusive email blast to a specified number of subscribers, welcoming your organization as a research sponsor
- Exclusive logo placement and acknowledgment in research publication
- Acknowledgment at the NYCPA Annual Meeting
- Exclusive quote and acknowledgment during the research webinar
- Includes 2-minute introduction
- Contact information of webinar registrants
- Authorization to create co-branded derivative works from the research study for your organization's marketing purposes
- Recognition on NYSSCPA.org, where research is placed
- Article in *The CPA Journal* and/or *The Trusted Professional* on the research
- Pricing starts at \$25,000



The New York State Society of CPAs

2025 Opportunities

Underwriter Levels

Suppliers or NYCPA members who are interested in aligning with specific subject matter covered by the State Society can become committee underwriters. Communities of practice topics include cybersecurity; diversity, equity and inclusion; banking; insurance and dozens more.

NYCPA Community of Practice Underwriter - \$3,000

- Recognition on community of practice webpage on NYSSCPA.org
 - Recognition in *The CPA Journal* or *The Trusted Professional*
 - Opportunity to make remarks at two community of practice meetings annually
 - Access to the community of practice member list
-

NYCPA Chapter Underwriter - \$3,000

- Recognition on Chapter webpage
 - Recognition in monthly Chapter Digest
 - Opportunity to be a named sponsor for 2 Chapter events annually
-

NYCPA Community/Chapter Tech Session Sponsor - \$1,500

- Recognition as sponsor of a CPE Tech Session presented to Community or Chapter participants
- Post-event registration list (contact information is not provided)



Networking Event Sponsorship

Meet, mingle and build your book of business or contact list with New York state's best and brightest.

APRIL

Member Appreciation
Week & Member
Networking Events

MAY

Community Chair
Orientation

Legislative &
Regulatory Summit
and Lobby Day

Annual Meeting,
President Installation &
Awards Banquet

JUNE

Buffalo Chapter
100th Anniversary

JULY

Leadership Conference

Excellence in Financial
Journalism Awards
Luncheon

AUGUST

Membership
Networking Event

DECEMBER

Membership Networking
Event/Holiday Party



All Networking Events

Event Sponsor - \$2,000

- Recognition in opening remarks
- 2 complimentary registrations
- Post-event attendee list
- Recognition in event marketing emails and on registration website

Exclusive Event Sponsor - \$5,000

- All benefits listed above
- Exclusive sponsor recognition at the event

Networking Events Calendar

Choose from a range of networking events that meet your outreach needs and maximize your investment.

APRIL	
4/17/25	NYCPA Rangers Game
4/21 - 4/25/25	Member Appreciation Week & Member Networking Events
MAY	
5/7/25	Community Chair Orientation
5/12 - 5/14/25	Legislative & Regulatory Summit and Lobby Day
5/29/25	Annual Meeting, President Installation & Awards Banquet
JUNE	
6/4/25	Buffalo Chapter 100th Anniversary
JULY	
7/11 - 7/14/25	Leadership Conference
Mid July	Excellence in Financial Journalism Awards Luncheon
AUGUST	
8/7/25	Member Networking Event
DECEMBER	
Early December	Membership Networking Event/Holiday Party

Visit [NYSSCPA.org/cpe/event-calendar](https://nysscpa.org/cpe/event-calendar) for all events.



Annual Meeting and Awards Dinner

The Society's Annual Installation Meeting and Awards Dinner celebrates an evening of tributes, recognitions, and passing on the gavel to the new president.



Supporting Sponsor - \$2,500

- Recognition in opening remarks
- 2 complimentary registrations
- Post-event attendee list
- Recognition in event marketing emails, on the registration website and in the program book

Event Sponsor - \$4,000

- Invitation to the pre-event VIP reception
- 4 complimentary registrations
- Seat drop opportunity
- Post-event attendee list
- Recognition in event marketing emails, on the registration website and in the program book

Premiere Sponsor - \$6,000

All benefits of the Event Sponsor level, plus:

- Opportunity to provide remarks at VIP reception
- 1/2 page program advertisement
- Photo booth logo placement

For table and ad purchases, please refer to the Annual Meeting registration page on our website.

By the Numbers

20,000+ MEMBERS

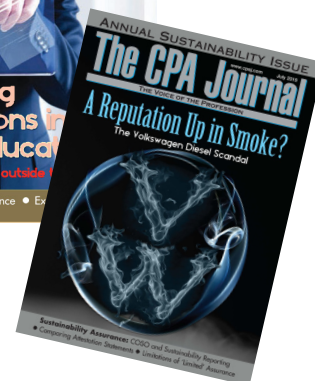
14 CHAPTERS

1,800 MEMBER FIRMS

Advertising

The CPA Journal

The NYCPA's flagship publication, ***The CPA Journal*** ("The Voice of the Profession"), provides insight, analysis and debate on current developments and key issues in the profession that are relevant to CPAs in public practice, industry, government and education. ***The CPA Journal*** has earned its reputation as an objective, balanced source of information on issues of interest to all CPAs, including accounting, auditing, taxation, finance, management, ethics and technology.



2025 EDITORIAL CALENDAR

Issue	Topic	Publication Date	Insertion Date
March/April	Ethics, Not-for-Profit Organizations, and Government Financial Reporting	April 25	March 15
May/June	Technology & ESG/Sustainability	June 20	May 15
July/Aug	Education, Young Professionals	August 22	July 15
Sept/Oct	Taxation and Financial Planning Outlook	October 24	September 15
Nov/Dec	Practice Management, Professional Development, DEI	December 19	October 15

The CPA Journal reaches—

18,500
readers
bimonthly all
over the
United States

60%
of readers are
VP/senior-level
managers or
higher

The CPA Journal PRINT

THE CPA JOURNAL RATES			
COLOR	1X	3X	6X
Cover 4*	-	-	\$6,796
Cover 2*	-	-	\$6,395
Cover 1*	-	-	\$6,395
Cover 3*	-	-	\$6,195
Full Page - Standard	\$5,770	\$5,515	\$5,265
Full Page - w/Bleeds	\$4,360	\$4,285	\$4,050
Spread	\$3,345	\$3,140	\$3,040
1/2 Page - Vertical	\$3,020	\$2,835	\$2,735
1/2 Page - Horizontal	\$2,795	\$2,635	\$2,630
1/4 Page - Vertical	\$1,545	\$1,375	\$1,155
1/4 Page - Horizontal	\$1,445	\$1,275	\$1,125

*Other guaranteed positions additional 10%

*All premiums are four color and are noncancelable
 Rates are net.

“Working with *The CPA Journal* has been a true pleasure. Thanks to their help, our advertisements have reached an extended audience and brought us new business. We appreciate the relationship we have established and how easy it is to place ads with *The CPA Journal*.”

—Pearl Insurance



CPAJ PRINT AD SPECS	
PLACEMENT	SIZE
Full Page - Standard	7.5" x 10.25"
Full Page - w/Bleeds	8.25" x 11.125" Trim: 8" x 10.875" Bleeds: 0.125" on all sides Live Area: 7.5" x 10.25"
Spread	16.25" x 11.125" Trim: 16" x 10.875" Bleeds: 0.125" on all sides Live Area: 15.5" x 10.25"
1/2 Page - Vertical	3.25" x 8.8125"
1/2 Page - Horizontal	6.75" x 4.28"
1/4 Page - Vertical	3.25" x 4.28"
1/4 Page - Horizontal	6.75" x 2.02"

*Note: Trim size of publication is 8" X 10.875," For Bleed, extend artwork 1/8" beyond all four edges, to arrive at Bleed Size above, Keep all text elements at least 3/8" inside all edges.

The CPA Journal CLASSIFIED ADS PRINT

*The CPA Journal accepts line classified advertising and display advertising. The categories available for classified advertising placement include: Financial Accounting & Audit Services, Legal Services, Peer Review Services, Positions Available, Practice for Sale, Professional Opportunities, Situations Wanted, Space for Rent/Real Estate, and Tax Consultancy.

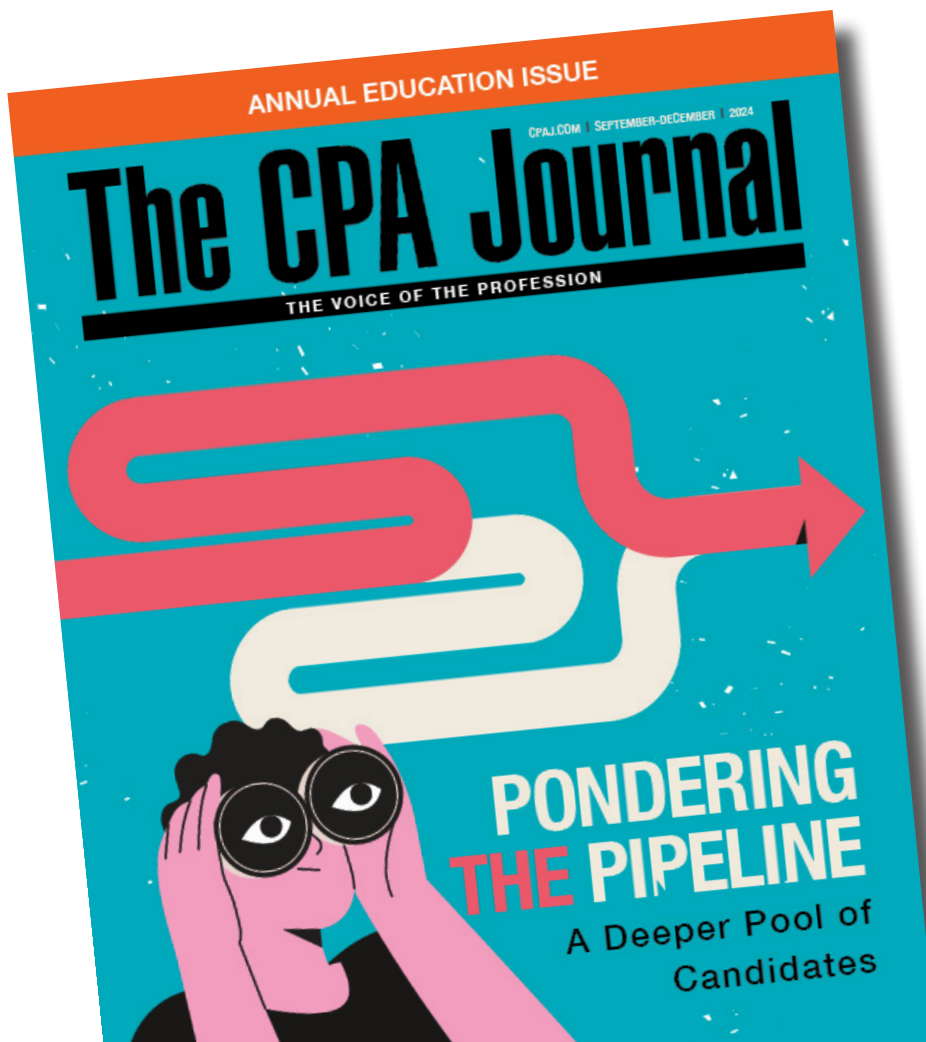
CLASSIFIED DISPLAY AD RATES AND SPECS

PLACEMENT	SIZE	1X	3X	6X
1/4 Page	3.0625" x 3.9375"	\$700	\$650	\$575
1/8 Page	3.0625" x 1.8625"	\$575	\$525	\$450
1/16 Page	1.4375" x 1.8625"	\$500	\$450	\$400
Text Line	Max.30 words	\$250	\$250	\$250

Line Classified: Line classified ads are set solid, with the lead phrase set in bold. No other type variations or borders are permitted.

Production: Line classified ads are set by the publisher. Submit only the text you want to appear in the publication.

Counting for line classified: Two initials are considered a word. Each abbreviation is considered one word, and symbols count as one word. Figures consisting of dollar signs and five numerals or less are considered one word. Telephone numbers with area codes are considered one word. Web and email addresses are considered three words.



The CPA Journal reaches more than 18,500 CPAs, practitioners, educators, regulators, students, and other financial professionals.

NextGen Promotional Opportunities

The NYCPA provides approximately 4,500 young CPAs, CPA candidates and students with the means to achieve success in their career challenges, create professional and educational opportunities, develop professional relationships and help to build a better profession. Supporting this priority group will give you access to future decision makers.

Item	Deliverables	Cost
NextGen Digital Magazine (2/year)	Full page ad in both digital issues	\$2,000
Dedicated Emails	2 email messages created by client and delivered to NextGen audience by NYCPA	\$4,000
Landing Page Ad/ Social Media Promo (3 month buy)	Ad listed on NextGen landing page and 1 monthly social media promo	\$1,600



The Trusted Professional is the voice of New York State CPAs, keeping readers up-to-date on legislative, regulatory and administrative developments, particularly as they concern tax and audit policies and accounting practices.

November 10

[illegible]



The Trusted Professional is delivered bimonthly in a digital format which means convenient at-your-fingertips advertising to all NYCPA members.

The Trusted Professional

DIGITAL PDF AD SPECS

PLACEMENT	SIZE
Full Page	9.875" X 13.75"
1/2 Page Horizontal	9.875" X 6.5"
1/2 Page Vertical	4.85" x 13"
1/3 Page	9.875" X 4"
1/4 Page	4.85" x 6.85"
1/8 Page Horizontal	4.85" x 3"

DIGITAL EDITION AD SPECS

PLACEMENT	SIZE
Full Page	320 X 480
Top Leaderboard	650 X 80
Rectangle	300 x 250
Footer	728 X 90

RATES

PLACEMENT	1X	3X	6X
Full Page with Full Page between articles in the digital version	\$1,760	\$1,585	\$1,425
1/2 Page with Top Leaderboard Banner in the digital version	\$1,496	\$1,342	\$1,205
1/3 Page with Middle Rectangle Banner in the digital version	\$1,265	\$1,140	\$1,023
1/4 Page with Footer Banner in the digital version	\$1,073	\$963	\$870
1/8 Page with Footer Banner in the digital version	\$905	\$808	\$688

The Trusted Professional

Podcast

Hosted by CEO Calvin Harris Jr., *The Trusted Professional Podcast* covers what's going on right now in the accounting profession and within the Society. Calvin interviews prominent Society members, influential CPAs and other leaders who impact the profession. New episodes are released on the second and fourth Thursdays of each month.

Podcast Advertiser - \$1,500

- Advertiser provides 60-90 second script for ad to be read during podcast

Episode Sponsorship - \$4,000

- Sponsor provides 60-90 second script for ad to be read during podcast
- Opportunity to provide content or guest on sponsored episode
- Sponsor recognition at the beginning and end of the episode
- Sponsor recognition in episode description on podcast platforms and in promotion for the episode on NYCPA's website, newsletter and social channels

Season Sponsorship - \$30,000

- Sponsorship of an entire 10 episode season of the podcast
- Opportunity to provide content or guest on one episode
- Sponsor provides 60-90 second script for ad to be read during each podcast episode
- Sponsor recognition at the beginning and end of the episode
- Sponsor recognition in episode description on podcast platforms
- Promotion on the NYCPA website, e-newsletter and social media channels



TaxStringer E-Newsletter

TaxStringer, the NYCPA's monthly tax e-newsletter, delivers articles and commentaries covering various aspects of taxation that are of interest to NYCPA members. Highlights include individual and corporate tax analysis, tax news, tax cases, upcoming tax committee meetings and continuing professional education. *TaxStringer* is delivered to 10,000 mailboxes monthly, with an average open rate of 34%.

DISPLAY AD RATES & SPECS

PLACEMENT	SIZE	3 MONTHS (TOTAL)	6 MONTHS (TOTAL)	12 MONTHS (TOTAL)
Top Banner Banner at the top of the page 2 positions available per month	2590 x 762	\$2,400	\$4,080	\$7,080
E-Newsletter Banner Banner within the e-newsletter 2 positions available per month	2000 x 502	\$2,400	\$4,080	\$7,080

Maximum file size: 350 kilobytes. **Format:** JPEG, GIF, Animated GIFs accepted.

Looping Animation: Animated GIFs must be Web-ready and 70 seconds. Flash not accepted.

Deadline: Advertising contracts and materials are due by the 15th of the previous month for ads to go live by the first of the month. **Submit Art to:** Ebony Tineo at etineo@NYSSCPA.org. Rates are net.

SPONSORED-CONTENT OPPORTUNITY

Reach more than 10,000 CPAs and financial professionals with your whitepapers, webinars, and more! NYCPA's sponsored-content opportunities in *TaxStringer* places content message alongside articles and information from the Society.

PLACEMENT	SIZE	3 MONTHS (TOTAL)	6 MONTHS (TOTAL)	12 MONTHS (TOTAL)
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Sponsored Content

Limited to 1
per e-newsletter

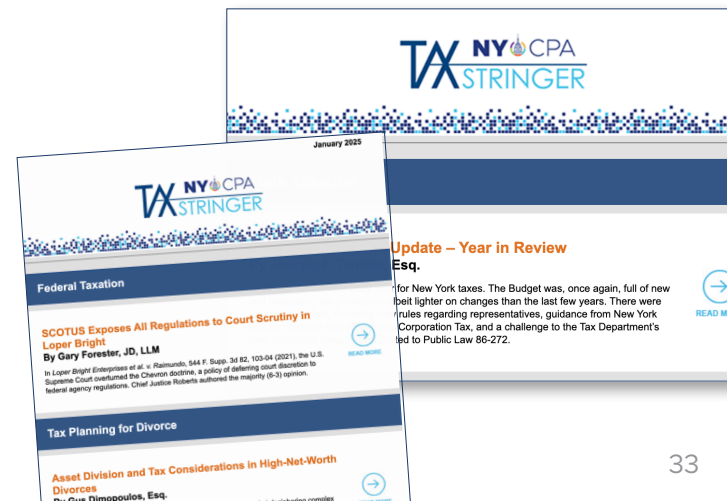
Advertiser submits an image and text to be included for one week.

Image size: 1200x1200 pixels
PNG, JPEG, GIF (Can be your logo or another image)

URL: Client must also submit a url address for the items to link to.

Text: 60 words

Headline: 12-15 words



Headlines E-Newsletter

The NYCPA's popular weekly *Headlines* e-newsletter delivers the latest accounting, finance and government news—assembled specifically for today's certified public accountant.

Approximately 13,000 New York CPAs get *Headlines* delivered to their inboxes weekly, with a 34% open rate.



AD RATES & SPECS

PLACEMENT	SIZE	4 WEEKS	8 WEEKS	MORE THAN 8 WEEKS
E-Newsletter Banner Banner within the e-newsletter 2 positions available per week	2000 x 502	\$550	\$500	\$450
Sponsored Content Reach more than 13,000 CPAs and financial professionals with your whitepapers, webinars, and more! NYCPA's sponsored-content opportunities in Headlines e-newsletter places content message alongside articles and information from the Society. Limited to 1 per issue	Advertiser submits an image and text to be included for one week. Image size: 300 pixels x 100 pixels high JPEG or GIF (Can be your logo or another image) URL: Client must also submit a url address for the items to link to. Headline: 12-15 words	\$820	\$770	\$740

Maximum file size: 350 kilobytes. **Format:** JPEG, PNG, GIF, Animated GIFs accepted.

Looping Animation: Animated GIFs must be Web-ready and 70 seconds. Flash not accepted.

Submit Art to: Ebony Tineo at etineo@NYSSCPA.org. Rates are net.

Thought Leadership and Advertorials

The CPA Journal

Spread Advertorial Specs

- Headline-6 words max
- Sub-headline-15 words max
- Body-375 words max
- Logo-(JPEG or TIF, 300 dpi)

Price: \$8,655

Email Marketing*

The NYCPA has a robust email list with high open rates. Email sends can be tailored based on a wide variety of demographics and needs.





- A prescheduled HTML email send to **13,000** NYCPA members with an average 34% open rate
- “From” field is “NYCPA,” with an NYCPA branded banner or your own
- Addressed as “Special Email Send from NYCPA trusted partner X” or a subject line of your choice, pending NYCPA approval
- Open/CTR report shared with sponsor

*Reserved for Corporate Partners only



Advertising

The NYCPA maintains an active social media across LinkedIn, X, Facebook, and Instagram. Sponsors will be recognized when appropriate. Connect with like minds, decision makers, business owners and forward thinkers who want to grow and expand.

NYCPA Social Media Metrics for 2024				
	Social Media Pages	Followers	Impressions	Engagement
	LinkedIn	9,195	245,752	12,287
	X	10,500	608,000	2,376
	Facebook	2,800	17,886	1,785
	Instagram	1,943	9,764	478

Certain information set forth in this Opportunities Kit contains “forward-looking information”, including future educational, networking, and fundraising events (collectively referred to herein as forward-looking statements). Such forward-looking statements necessarily involve known and unknown risks and uncertainties and are not guarantees of future performance. Although forward-looking statements contained in this presentation are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. The Company undertakes no obligation to update forward-looking statements if circumstances or management’s estimates or opinions should change except as required by applicable laws. The reader is cautioned not to place undue reliance on forward-looking statements.

For additional information or to book advertising and sponsorships, please contact Melissa DeGraw at mdegrow@nysscpa.org or (614) 506-9436.