

2016/17 ILLINOIS CPA SOCIETY **MEDIA KIT**



ILLINOIS CPA SOCIETY
www.icpas.org

In a Nutshell

5 Ways to Reach Your Target Market

- 1.** Become an Elite Sponsor.
- 2.** Exhibit at the Midwest Accounting & Finance Showcase, the country's largest state CPA show.
- 3.** Advertise in ICPAS' award-winning INSIGHT Magazine to reach 24,000+ readers.
- 4.** Advertise in a custom eNews digest targeting select audiences.
- 5.** Advertise on the ICPAS website, with 27,000 monthly visitors and more than 100,000 views.

ELITE SPONSORSHIP OPPORTUNITIES

Opt for a high-visibility combination of advertising and event sponsorship! Elite Sponsors benefit from various incentives and recognition opportunities, including your company logo, link and company description placed on the ICPAS website homepage.

PLUS+

Diamond Sponsor:	\$30,000+ Investment – 15% discount on total 2017 spending
Platinum Sponsor:	\$20,000+ Investment – 10% discount on total 2017 spending
Gold Sponsor:	\$15,000+ Investment – 5% discount on total 2017 spending
Silver Sponsor:	\$10,000+ Investment – 3% discount on total 2017 spending
Bronze Sponsor:	\$5,000+ Investment – Incentives and recognition only



Get in Touch Today!

Elite Packages & Event Sponsorships

Wendy Sech, Illinois CPA Society
 sechw@icpas.org
 Phone: 312.517.7655

Print & Digital Advertising

Michael W. Walker, The RW Walker Company
 mike@rwwcompany.com
 Phone: 213.896.9210

INSIGHT Magazine

www.icpas.org/insight

94%

of Corporate Finance Professionals and

91%

of Public Accounting Professionals agree that the Illinois CPA Society is successful in keeping members up-to-date on “trends, news and issues in the accounting and finance profession.”

(Source: 2016 Strategic Alignment Study)

Reach **24,000+** accounting and finance professionals!



90%

of respondents say that INSIGHT “successfully covers issues that are impacting the business world and financial landscape.”

84%

of readers would “recommend articles that appear in INSIGHT to peers & colleagues.”

83%

agree that INSIGHT contains “important information that I can apply to my professional life.”

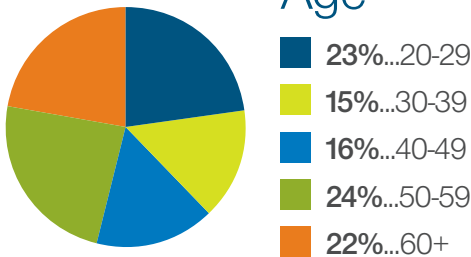
85% of our readers represent both corporate finance and public practice.

62% of our readers evaluate, specify or authorize product and service purchases.

INSIGHT is the winner of **22** industry awards for publication excellence.

About Our Readers

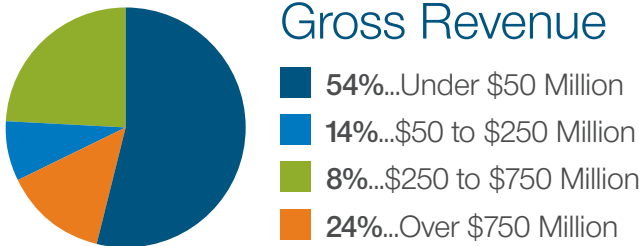
Age



Company Type

- 50% Public Practice
- 35% Corporate Finance
- 9% Retired
- 6% Nonprofit/Government/Education

Gross Revenue



Organization Size

-
- 47% 1 to 9
 - 20% 10 to 49
 - 17% 50 to 249
 - 8% 250 to 999
 - 8% 1000 +



TOP 10 READER BUYS

1. CPE/Professional Education
2. Accounting Software
3. Tax Software
4. Office Equipment
5. Computer Hardware
6. Banking/Financial Services
7. Payroll Software/Services
8. Professional Liability Insurance
9. Paperless Technologies/Document Management
10. Health/Life Insurance



TOP 10 READER INTERESTS

1. Accounting
2. Tax
3. Audit
4. Financial Planning
5. Technology
6. Manufacturing
7. Not-For-Profit
8. Mergers & Acquisitions
9. Strategic Planning
10. Real Estate

Top 10 Most Critical Issues Affecting the Accounting Profession

- | | | | |
|---------------------------------|------------------|-----------------------------------|--|
| 1. Finding and retaining talent | 4. Technology | 7. Specialization | 9. CPA pipeline |
| 2. Accounting standards | 5. Audit quality | 8. Tax & audit service automation | 10. Succession planning |
| 3. Tax regulations | 6. Retiring CPAs | | (source: 2016 Strategic Alignment Study) |

Editorial Calendar

INSIGHT is published quarterly in the Spring, Summer, Fall and Winter.

Deadlines

ISSUE	AD CLOSE	ART DUE
Spring	March 13	March 20
Summer	June 12	June 19
Fall	September 11	September 18
Winter	November 20	November 27

*Dates subject to change

INSIGHT topics include:

- Corporate Finance
- Technology
- Career
- Leadership
- Legislation
- Small Business
- Strategy
- Young Professionals
- Financial Planning
- Economy
- Tax
- Fraud
- Global Business



BONUS DISTRIBUTION!

Advertise in the Summer issue of INSIGHT and enjoy **bonus distribution** at the **Midwest Accounting & Finance Showcase**, the largest state CPA show in the United States.

www.ICPAS.org/show.htm



Rates & Specs

Premium Placement

4C Covers	Sizes	1x	2x	4x
Inside Front 7 Back Cover	8.625" x 11.0625" (bleed)	\$3,190	\$3,045	\$2,900
Back Cover	8.625" x 11.0625" (bleed)	\$3,300	\$3,150	\$3,000

Covers are sold on a 4X contract basis only.

Inside Pages

ICPAS Member Discount 50% off full-page ads

4C Inside Pages	Size	1x	2x	4x
Full Page	8.625" x 11.0625" (bleed)	\$2,635	\$2,505	\$2,380
1/2 Page Horizontal	7.125" x 4.625	\$1,485	\$1,415	\$1,350
1/2 Page Vertical	3.4375" x 9.5"	\$1,485	\$1,415	\$1,350
1/2 Page Island	4.6" x 7.65	\$1,560	\$1,480	\$1,410
1/3 Page Horizontal	7.125" x 2.875"	\$1,210	\$1,150	\$1,090
1/3 Page Vertical	2.25 x 9.5"	\$1,210	\$1,150	\$1,090
1/4 Page	3.4375" x 4.625"	\$1,025	\$980	\$940

Preferred Positions

Requests for specific page placement will be honored (space permitting) for an additional charge of \$200 per ad.

Classified Ads

Classified	Size	Rate
1/8 Page Color	1.5625" x 4.75"	\$345 per placement
1/8 Page B/W	1.5625" x 4.75"	\$285 per placement
Copy	\$60 Minimum	\$2 per word

Please note that classifieds require prepayment unless running concurrently with display advertising.

Inserts

Please contact us for rates and print specifications.


Digital Opportunities

ICPAS.org

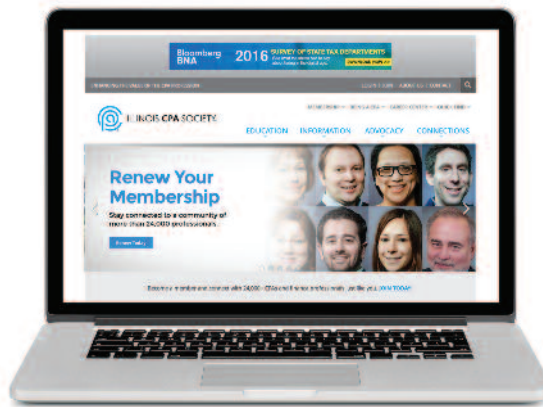


Audience

Illinois CPAs and finance professionals in public accounting/consulting, corporate finance, non-profits, government agencies, and education.

 **27,000+**
Monthly visitors

100,000+
Monthly page views



Ad Specs & Rates

Premium Banner

728w x 90h pixels:\$2,000 per month
Appears at the top of all pages.

Navigation Pane Ad Positions: 180w x 150h pixels

1st Position:\$1,000 per month
2nd Position:\$1,000 per month

Ad will appear throughout 86% of the website, with the exception of the Copy Desk and INSIGHT Sections.

Restrictions

Three-month minimum on all positions.

Payment

Due by 25th of preceding month.



Digital Opportunities

Copy Desk

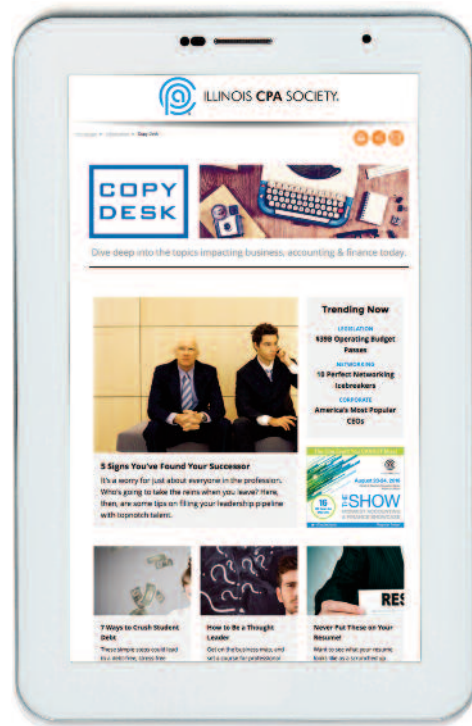
www.icpas.org/copydesk

Exclusive monthly articles, INSIGHT online, trending articles, videos, and more.



Audience

Accounting, finance and business professionals.



Ad Specs & Rates

Premium Banner

728w x 90h pixels:\$750 per month

300w x 250h pixels: ..\$700 per month

Ad appears exclusively on the Copy Desk landing page.

Restrictions

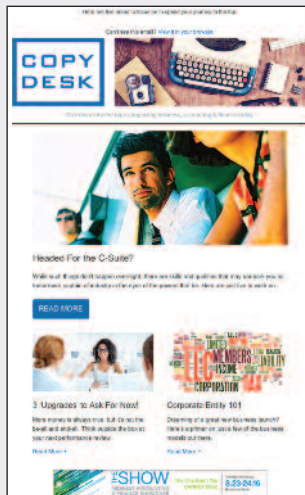
Three-month minimum on all positions.

Payment

Due by 25th of preceding month.



eNewsletters



Copy Desk eBlast Sponsor

Premium Banner

Be part of the push to alert readers to new Copy Desk and INSIGHT Magazine online editions.

- **Audience:** All members
- **Circulation:** 23,000+
- **Frequency:** Monthly
- **Open Rate:** 27%
- **Specs:** 468w x 60h pixels
- **Rate:** \$700 per issue for position 1.
\$650 for position 2



CAREERSPACE

Empower Your Career
www.icpas.org/careerspace

Audience: All members
Circulation: 23,000+ (push email)
Frequency: Monthly
Open Rate: 29%

Restrictions: Non-animated, limit of 2 ads per issue.

1st Position Per Issue		2nd Position Per Issue	
468w x 60h pixels		468w x 60h pixels	
2 or less	\$700	2 or less	\$650
3 – 6	\$600	3 – 6	\$550
7+	\$475	7+	\$425

eNewsletters



INSIDE FINANCE

Empower Your Business
www.icpas.org/insidefinance

Audience: High-ranking finance professionals, including CFOs, VPs of Finance, Directors of Finance, Controllers, Consultants and CPAs in corporate finance.

Circulation: 8,500+ (push email)

Frequency: Every two weeks

Open Rate: 28%

Restrictions: Non-animated, limit of two ads per issue.

1st Position Per Issue		2nd Position Per Issue	
468w x 60h pixels		468w x 60h pixels	
2 or less	\$500	2 or less	\$450
3 – 6	\$400	3 – 6	\$350
7+	\$275	7+	\$225



CAPITOL DISPATCH

Empower the Profession
www.icpas.org/capitoldispatch

Audience: All members

Circulation: 23,000+ (push email)

Frequency: Monthly

Open Rate: 29%

Restrictions: Non-animated, limit of 2 ads per issue.

1st Position Per Issue		2nd Position Per Issue	
468w x 60h pixels		468w x 60h pixels	
2 or less	\$700	2 or less	\$650
3 – 6	\$600	3 – 6	\$550
7+	\$475	7+	\$425



PRACTICE ADVANTAGE

Empower Your Practice
www.icpas.org/practiceadvantage

Audience: Public accountants and consulting firm CPA professionals

Circulation: 8,500+ (push email)

Frequency: Twice monthly

Open Rate: 27%

Restrictions: Non-animated, limit of 2 ads per issue.

1st Position Per Issue		2nd Position Per Issue	
468w x 60h pixels		468w x 60h pixels	
2 or less	\$500	2 or less	\$450
3 – 6	\$400	3 – 6	\$350
7+	\$275	7+	\$225

Midwest Accounting & Finance Showcase

Show Sponsorship

Get a jump on your competitors by sponsoring the renowned Annual Midwest Accounting & Finance Showcase at the Donald E. Stephens Convention Center in Rosemont, IL.

The Midwest Accounting & Finance Showcase is the largest state CPA show in the United States, attracting over 2,000 CPAs and finance professionals from Illinois and surrounding states, and 80+ exhibiting companies.

By sponsoring the Showcase you'll meet with and present your products/services to a community of the Midwest's decision-making accounting and finance professionals.



Sponsorship enables your company to stand out from the competition, influence decision-makers, and position itself as an industry leader. For exhibitors, sponsorships help draw traffic to your booth and increase the visibility of your products and services.

For more information, visit www.ICPAS.org/show

Advertise

Draw traffic to your booth with the **Show Guide** and increase awareness of your products and services in the **Summer Issue of INSIGHT Magazine**.

2,000+

attendees at the Showcase.

2,500+

Show Guides

distributed at the Showcase.

INSIGHT Magazine Summer Issue Bonus Distribution

Advertising in the Summer Issue of INSIGHT Magazine allows you to influence 2,000 + attendees onsite at the Showcase and 24,000 + members of the Illinois CPA Society who receive the magazine.

Show Sponsorship Opportunities



2016 Showcase Education Tracks Include:

- | | |
|--------------------------|-----------------------------|
| 1. Keynote | 5. Tax |
| 2. Accounting & Auditing | 6. Government |
| 3. Corporate Strategy | 7. Technology |
| 4. Healthcare | 8. Leadership & Development |
- (2017 subject to change.)

All Show Sponsorship Packages and Giveaway Items include:

- Your company name and logo in the Show Registration brochure (mailed to all members and inserted into INSIGHT Magazine, with bonus distribution at the event and multiple show eBlasts)
- Your company name and logo in the Show Guide (2,500 distributed at the event)
- Onsite signage acknowledging your company as a sponsor
- Listing as a Show Sponsor on the ICPAS website
- Opportunities to distribute your promotional materials onsite
- Inclusion in related direct marketing materials as appropriate

PLUS+

EDUCATION TRACK SPONSOR | \$3,000 per track

Sponsor the education track of your choice.

- eBlast to ICPAS members showcasing the track
- Table or pop-up booth outside the session room
- Company thank you in the introductory/welcome remarks before your sponsored track sessions
- Post-event mailing list of track attendees and onsite Show Guide

EDUCATION SESSION SPONSOR W/ SPEAKER | \$4,000 per session

Sponsor the education track of your choice and develop one educational session, including providing content and materials, topic description, and speaker(s) (subject to ICPAS approval).

- eBlast to ICPAS members showcasing the session
- Table or pop-up booth outside the session room
- Company thank you in the introductory/welcome remarks before your sponsored session
- Electronic distribution of program materials and speaker bios (must be submitted to ICPAS six weeks in advance of the Showcase)
- Evaluation scores for presenter(s)
- Post-event mailing list of track attendees

KEYNOTE SESSION SPONSOR | \$5,000 per keynote

Sponsor a keynote session on either of the two Showcase days.

- eBlast to ICPAS members showcasing the keynote track
- Table or pop-up booth outside the session room
- Company thank you in the introductory/welcome remarks before your sponsored session
- Post-event mailing list of keynote attendees

SHOWCASE SKYBRIDGE SPONSOR | \$2,000 per day

Sponsor the extended skybridge, creating a first impression to all attendees as they enter the Showcase.

- ICPAS staff liaison to coordinate artwork/production for signage

DIRECTIONAL FLOOR SIGNAGE SPONSOR | \$1,500 per day

Guide attendees through the conference center with your customized floor signage.

- ICPAS staff liaison to coordinate artwork/production for signage

Show Sponsorship Opportunities

MOBILE APP SPONSOR | \$6,000 exclusive or \$2,500 ad options

Target attendees via the Showcase mobile app, which allows access to specific Show information across mobile devices, smart phones, tablets and laptops.

- ICPAS staff liaison to coordinate artwork/production for ad within the app and various push messaging

MORNING COFFEE BREAK SPONSOR | \$5,000 per break

Provide coffee for attendees for either day of the Showcase (a.m. or p.m.). Coffee breaks are hosted at your booth in the Exhibit Hall or keynote/registration area.

- Option to offer logo travel mug giveaways
- Coffee break promotion via eBlast to ICPAS members
- Registration for your team to attend two-day Showcase

LUNCH SPONSOR | \$10,000 per day

Sponsor box lunches distributed in the Connections Hall.

- Your company name and logo on each lunch box and napkin
- Box lunch promotion via eBlast to ICPAS members
- Registration for your team to attend two-day Showcase

GAME LOUNGE SPONSOR | \$4,500 per day

Located in the Connections Hall, the Lounge offers an engaging environment in which to sit comfortably, play various games and use charging stations.

- Game Lounge promotion via eBlast to ICPAS members
- Opportunity to showcase your products/services or lead discussion groups
- Registration for your team to attend the two-day Showcase
- Option to offer beverages & catering

HYDRATION STATION SPONSOR | \$500/150 bottles

Hydrate attendees with your company's branded reusable water bottles, provided by you.

- ICPAS staff liaison to coordinate artwork/production of water bottle branding

CHARGING STATION SPONSOR | \$1,500

Provide attendees with a branded charging station for all their devices throughout the event.

- ICPAS staff liaison to coordinate artwork/production of branded station
- Charging station promotion eBlast to ICPAS members

RELAXATION STATION SPONSOR | \$2,000 per day

Sponsor the area in which attendees receive a complimentary 10-minute massage.

- eBlast to ICPAS members showcasing the station

GIVEAWAY ITEMS TO SPONSOR:

Sponsor is responsible for coordinating production and costs associated with giveaway items and to include company name and logo on any giveaway.

CONFERENCE LANYARD SPONSOR | \$4,000

Provide 2,500 branded lanyards for attendees.

FLASH DRIVE SPONSOR | \$5,000

Provide 2,300 branded flash drives for attendees.

TOTE BAG SPONSOR | \$6,000

Provide 2,500 branded tote bags for attendees.

- Option for inclusion of company-branded materials within tote bag

BRANDED METER BOARD | \$2,000 each

Bring an 8' x 3' wide freestanding, double-sided signboard with your company's ad or artwork and it will be displayed in a high-traffic area.

PADFOLIO/NOTEPAD SPONSOR | \$1,500

Increase awareness by providing all attendees with a branded padfolio/notepad.

- Distribution onsite to all attendees at keynote session

PASSPORT TO PRIZES | \$600

Attendees receive a Passport with their registration materials and are instructed to visit participating exhibitors to receive a passport 'stamp'. Attendees who collect stamps from all participating exhibitors are entered into a prize drawing on the final day of the Showcase.

(2017 subject to change.)

Customized Sponsorship Opportunities

CONFERENCE SPONSORSHIPS

All Conference Sponsorship Packages include:

- Your company logo in passport to learning, conference signage with acknowledgment of thanks
- Draped display table for marketing materials
- Complimentary lunch for two (2) representatives
- Post-event mailing list of conference attendees
- Opportunity for giveaways to attendees

Annual Conference Calendar: (subject to change.)

- | | |
|------------|---|
| January: | • State & Local Tax |
| March: | • Controllers |
| April: | • Government (Rosemont & Springfield) |
| May: | • Employee Benefits
• Estate & Gift Tax |
| June: | • Not-for-Profit Complex and Emerging Accounting & A-133 Issues
• Taxation on Real Estate |
| September: | • Financial Institutions
• Midwest Financial Reporting
• Manufacturing |
| October: | • IRS/Tax Practitioner
• Fraud & Forensic/Business Valuation
• Construction |
| November: | • Tax Week
• Healthcare Compliance & Fraud
• Not-for-Profit(Chicago) |
| December: | • Advanced Topics in Flow-Through Taxation
• Accounting & Auditing (Springfield & Rosemont)
• Employee Benefits
• Not-for-Profit (Springfield) |

PLUS+

EVENT SPONSOR | \$1,200 full-day | \$600 half-day

- Company logo on conference brochure (full-day option subject to deadline), including web and emails with a link to your website (if applicable).
- Conference promotion eBlast to targeted ICPAS members (full-day option)

SKYBRIDGE SPONSOR | \$3,500

Sponsor the extended skybridge, creating a first impression to all attendees as they enter the Conference Center (applicable for Rosemont events).

- ICPAS staff liaison to coordinate artwork/production for signage

DIRECTIONAL FLOOR SIGNAGE SPONSOR | \$1,500

Guide attendees through the conference center with your customized floor signage.

- ICPAS staff liaison to coordinate artwork/production for signage

CHARGING STATION SPONSOR | \$1,000

Provide attendees with a branded charging station for all their devices throughout the event.

- ICPAS staff liaison to coordinate artwork/production of branded station

HYDRATION STATION SPONSOR | \$500/150 bottles

Hydrate attendees with your company's branded reusable water bottles, provided by you.

- ICPAS staff liaison to coordinate artwork/production of water bottle branding

TOTE BAG SPONSOR | \$1,000

Provide 100-300 branded tote bags for attendees.

- Your company name and logo on all appropriate marketing materials and website
- Inclusion of company-branded materials within tote bag

PADFOLIO/NOTEPAD SPONSOR | \$1,000

Increase awareness by providing all attendees a branded padfolio/notepad.

- Distribution of padfolio/notepad onsite to all attendees at keynote session

REFRESHMENT BREAK SPONSOR | \$1,000

Morning and afternoon options are available.

Customized Sponsorship Opportunities

CPE NEWSCASTS (Webinars)

\$750 per Newscast

Sponsor a CPE Newscast of your choice. Topics are varied and offered throughout the year. All CPE Newscast packages include:

- Your company name and logo on all appropriate marketing materials, website and Newscast PowerPoint
- eBlast to ICPAS members showcasing the Newscast
- Company thank you in Newscast anchor/moderator remarks prior to Newscast
- Post-event mailing list of all Newscast attendees
- Option to provide topical speaker pending ICPAS approval

EVENT INTERACTIVE TOOL (Conference i/o)

\$500 per event

Sponsor Conference i/o during a conference session. Sessions are varied and offered throughout the year. All event interactive audience tool packages include:

- Your company name and logo on all appropriate marketing materials
- eBlast to ICPAS members showcasing the full conference
- Company thank you in conference moderator remarks prior to the event
- Post-event mailing list of all attendees



Specialty Conference & Event Sponsorship Opportunities

SPECIALTY CONFERENCE & EVENT SPONSORSHIPS

Specialty Conference & Event Sponsorship Packages include:

- Your company logo included in promotional materials, including web, direct mail and email
- Your company logo included in onsite materials
- Display table for marketing materials
- Opportunity for giveaways to attendees
- Post-conference mailing list of conference attendees

PLUS+

JUMPSTART TO ACCOUNTING

Various levels available

Secure the opportunity to connect with approximately 150-200 accounting students, who will soon be making decisions regarding the CPA Exam, internships and career paths.

GOLD | \$2,500

- Coffee and lunch sponsorship, including signage at buffet
- Opportunity to address all attendees and onsite program (subject to change.)

SILVER | \$1,000

- Lunch sponsorship, including signage at buffet
- Opportunity to address attendees during introduction of the CPA Exam Overview session (subject to change.)
- Inclusion on the conference webpage and onsite program

BRONZE | \$500

- Inclusion on the conference webpage and onsite program

Specialty Conference & Sponsorship Opportunities

RAISE YOUR GLASS! FUNDRAISER

\$500 co-sponsored | \$1,000 exclusive

Reach over 100 accounting and finance professionals, student scholars and Society leaders at this annual fundraising event held to support the CPA Endowment Fund of Illinois' scholarship programs.

DIVERSITY SUMMIT

\$2,500

Gain exposure to a prestigious audience of accounting firm managing partners and other leaders with a vested interest in diversity & inclusion and business development.

WOMEN'S LEADERSHIP FORUM

\$2,500

Achieve broad recognition and high visibility, with access to hundreds of women accounting and finance professionals at our premiere event for female members.



Young Professionals Leadership Conference & Sponsorship Opportunities



All Young Professional Leadership Conference Sponsorship Packages include:

- Opportunity for giveaways to attendees
- Inclusion on the conference webpage
- Logo in the onsite program

PLUS+

SUPER PLATINUM | \$10,000

Sponsorship also includes:

- Introduction of keynote speaker – an opportunity to address conference attendees
- Logo on conference brochure and in promotional emails – sent to 3,000 young professionals each
- Raffle opportunity to target early arrival attendees
- Breakfast sponsorship, including signage at buffet and/or inside venue
- Post-conference mailing list of conference attendees
- Logo in all 12 emails throughout the year – sent to over 3,000 young professionals
- Display table at conference

PLATINUM | \$5,000

Sponsorship also includes:

- Logo on conference brochure and in promotional emails – sent to 3,000 young professionals
- Raffle opportunity to target early arrival attendees

- Breakfast sponsorship, including signage at buffet and/or inside venue
- Post-conference mailing list of conference attendees
- Logo in all 12 emails throughout the year – sent to over 3,000 young professionals
- Display table at conference

GOLD | \$2,500

Sponsorship also includes:

- Logo on conference brochure and in promotion emails – sent to 3,000 young professionals each
- Post-conference mailing list of conference attendees
- Display table at conference

SILVER | \$1,000

- Display table at conference

BRONZE | \$500

Other Young Professionals Event Sponsorship Opportunities Include:

- CPA & Attorney Speed Learning
- Improve It! Workshop: Taking Initiative
- Additional Professional Development Events

FOR ADVERTISING INFORMATION CONTACT:

[MICHAEL W. WALKER](#)

THE RW WALKER COMPANY

213.896.9210

mike@rwwcompany.com

FOR ELITE PACKAGES & EVENT SPONSORSHIP
OPPORTUNITIES CONTACT:

[WENDY SECH](#)

ILLINOIS CPA SOCIETY

312.517.7655

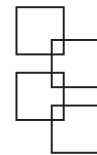
FAX: 312.993.9432

sechw@icpas.org



ILLINOIS CPA SOCIETY®

Enhancing the value of
the CPA profession.



www.icpas.org | education | information | advocacy | connections
