

MASSACHUSETTS SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

MassCPAs MEDIKIT

The State's Premier Professional Organization

Through its advocacy, continuing professional education, peer review, membership, communications and academic and career development departments, the Society provides services that allow its members to learn, connect and prosper in the accounting profession.

[MASSCPAS.ORG](https://masscpas.org)



Who We Are

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



Members

Professional Members **84%**

Fellow **8,631**

Total Fellow & Associate Members (Including Applicants)

Student Members **16%**

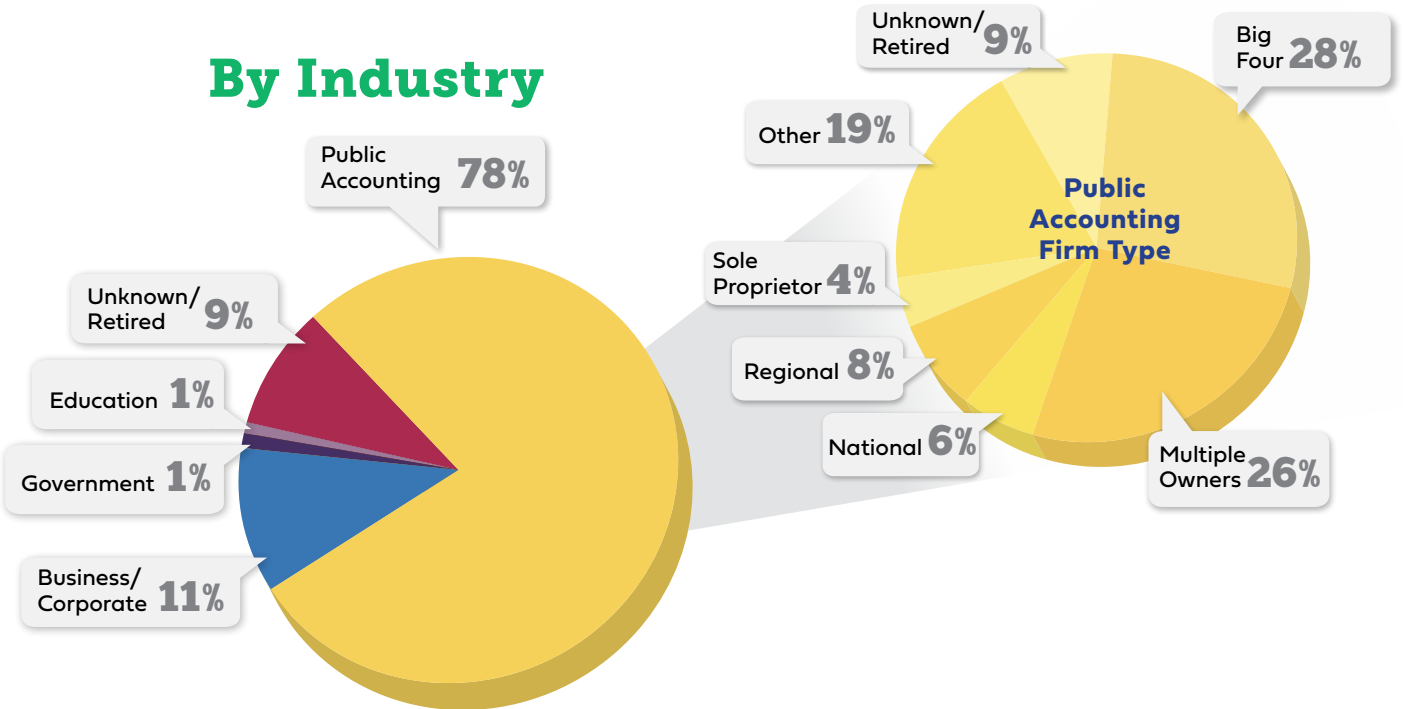
College **1,068**

High School **713**

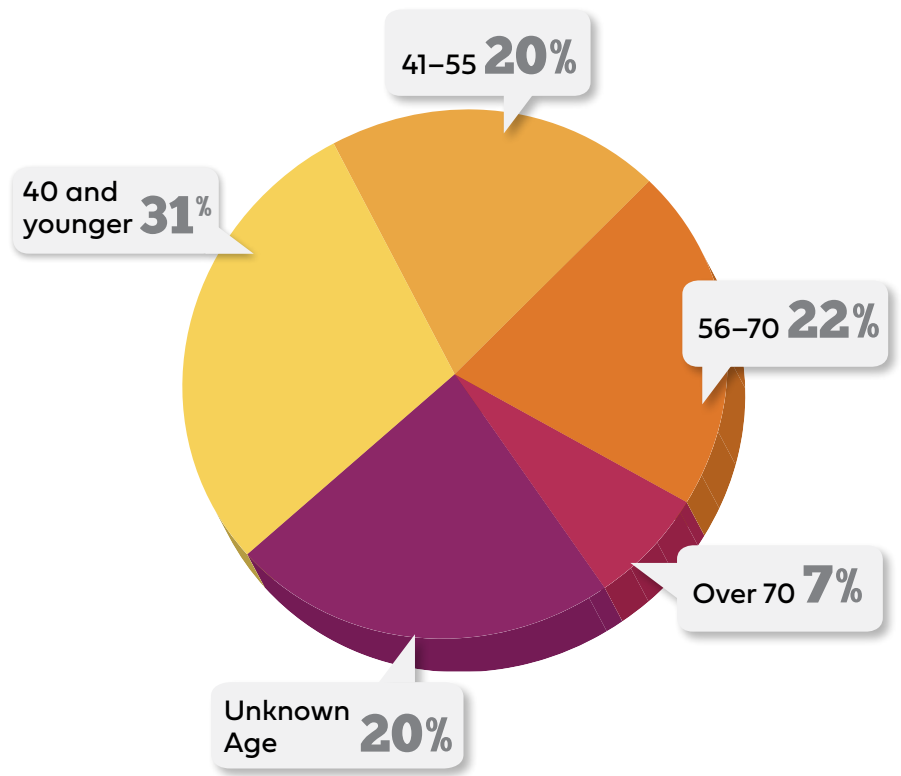
Exam Candidates **444**

Associate **3,229**

By Industry

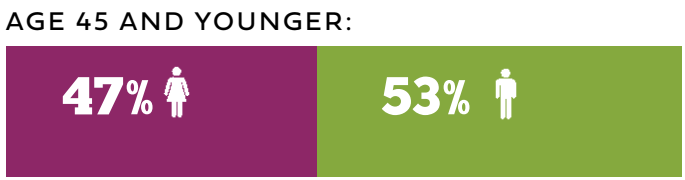


Who We Are: Age and Gender



Gender: A large majority of older members are male, while younger members (age 45 and younger) are almost equally male and female.

Age: About one-third of our members are young professionals (40 years old or younger).

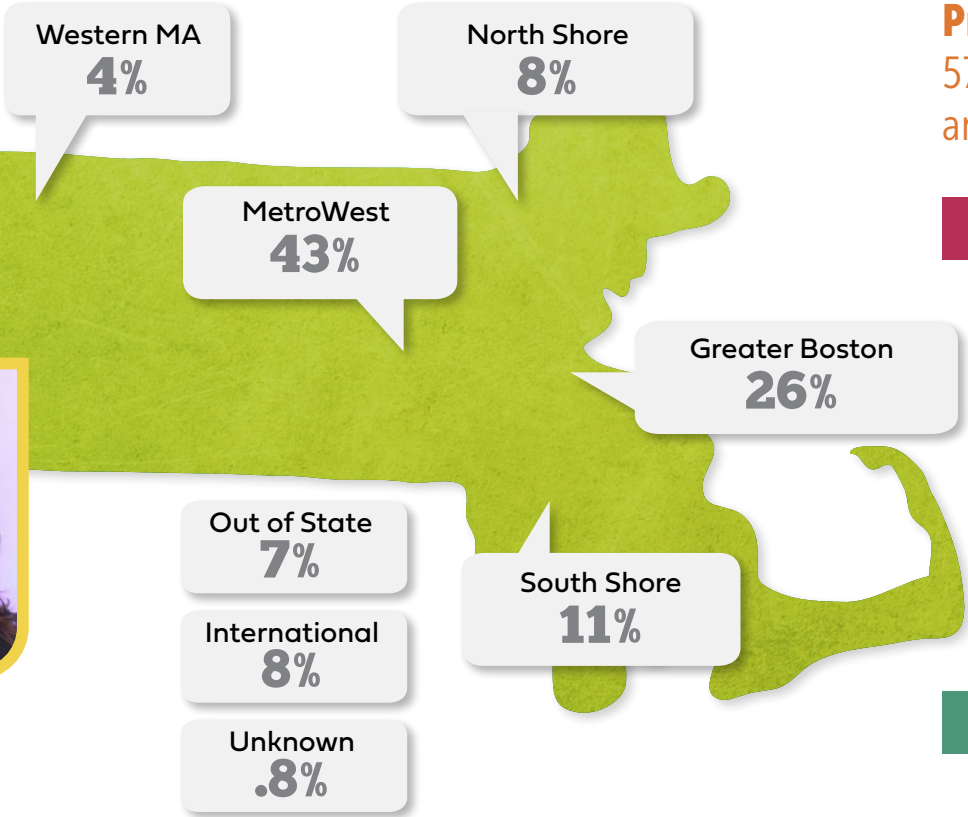


Think ahead! Sponsoring a YP event is a great way to engage with your future customers.

Who We Are: Region and Professional Position

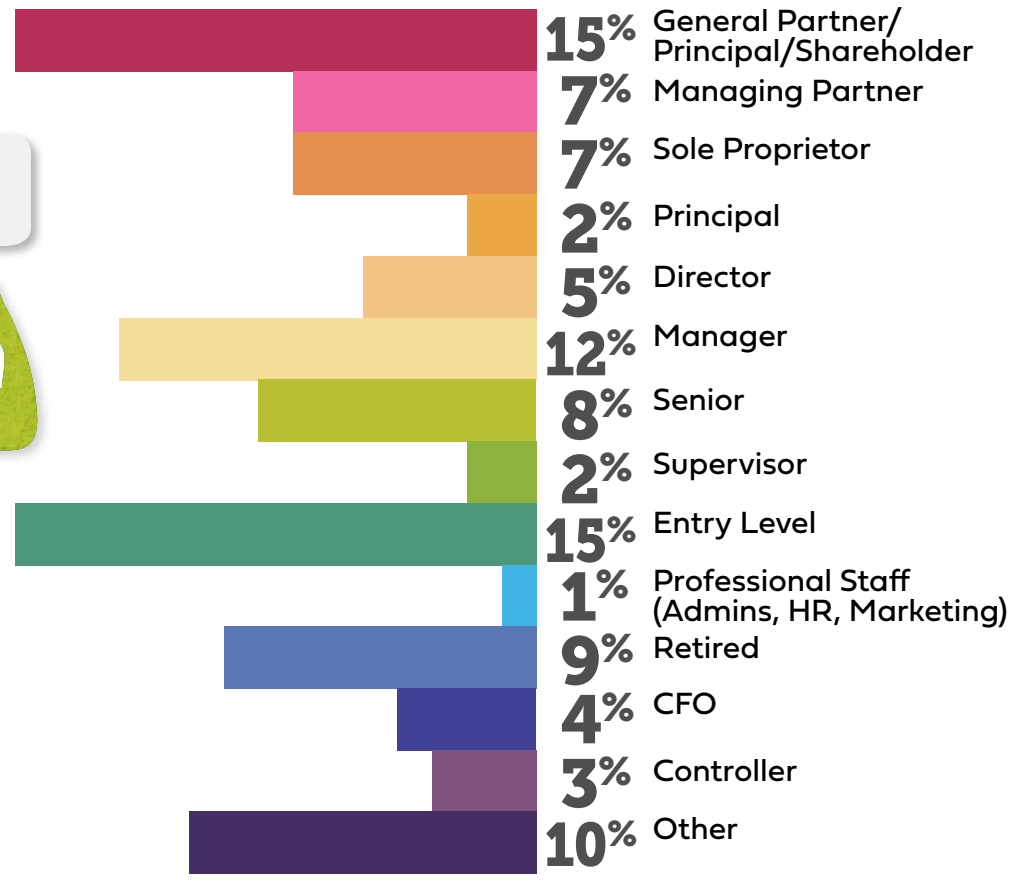


Expand your reach by sponsoring a regional roundtable or western MA networking event.



Region: The majority of our members reside in the eastern part of Massachusetts. Only 13% of members live west of the Greater Metro area.

Professional position: Based on 57% of members who responded and shared position titles.



Advertise with Us: SumNews Magazine



The MassCPAs bi-monthly magazine is distributed to all members, both in print and online. The online edition gives advertisers the opportunity to add interactive features and video content in their online ad space.

2020 statistics: Page views: 175,443; active users: 7,196 with over 60% of access from mobile devices.

Display Ads

RATES	
	Price starts at:
full page	\$1,635
1/2 page	\$925
3 column	\$755
1/4 page	\$560
Cover wrap*	\$3,000

See complete pricing details online at masscpas.org/adrates.

*Cover Wrap: Sign on as the issue sponsor and we'll wrap each issue with a special cover featuring your logo and website.

Classified Ads

When you purchase a classified ad in SumNews, your ad is included on the classifieds page of the MassCPAs website at no additional charge. Categories include: positions available; mergers & acquisitions; office space available; peer review; and miscellaneous posts. Confidential ads are also available.

Rates: Members: \$200; Non-members: \$250

Animated Ads

Consider adding a short video about your company or product to direct clicks right to your website or order page.

Sponsored Content

For the price of a full-page black and white ad, you can submit an industry-related article to be featured in the magazine. The article will be labeled as "sponsored content" giving you the flexibility to use promotional language to highlight your product or service.

Rate: \$1,965 (Max 1,000 words)

"Thank You SumNews!" I used SumNews classifieds to search for a partner for my firm. The process was very 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, CPA

Advertise with Us: Digital



Banner ads

MassCPAs.org

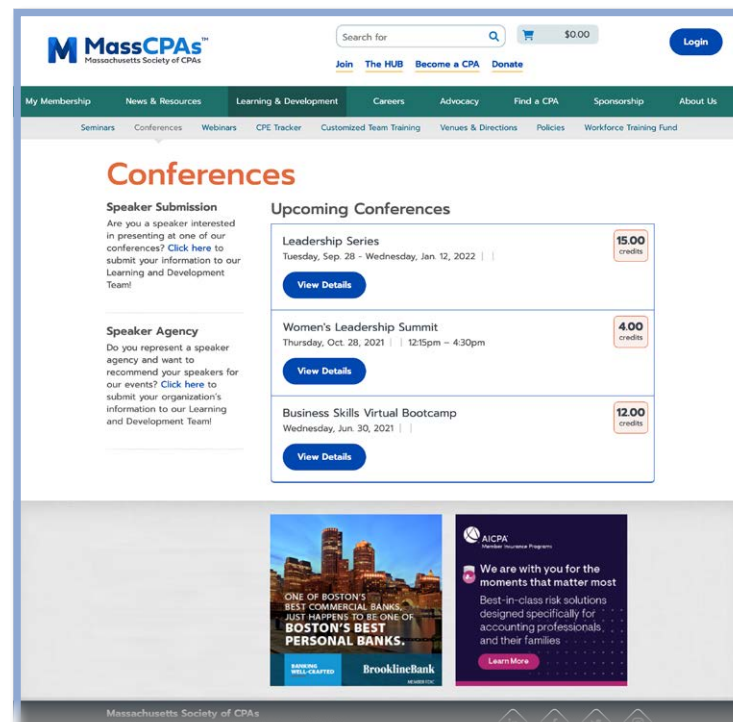
The Society's website can be accessed by members and non-members. It is utilized by thousands to:

- ▶ Renew membership;
- ▶ Register for events;
- ▶ Track CPE credits;
- ▶ View legislative updates;
- ▶ Post on the Career Center; and
- ▶ Browse member benefits.

Banner ads appear on the bottom of every internal page of the site and link to your website.

Rates: \$400/month for 6+ months; \$500/month for less than 6 months

2020 statistics: 9,740 average users per month 14,000 average sessions per month

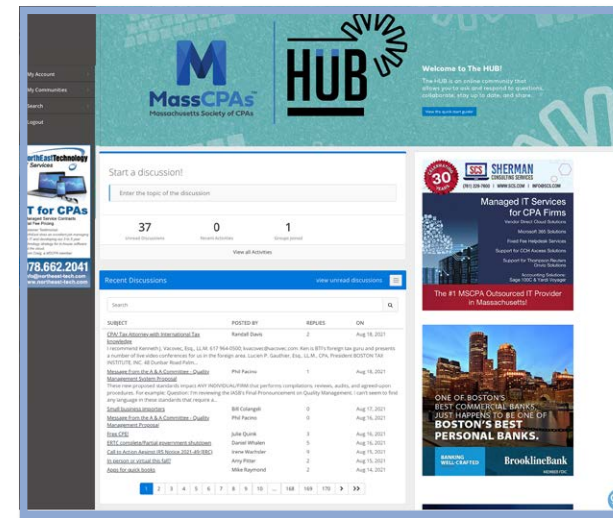


The HUB Online Community

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.

Rates: \$500/month for 6+ months; \$600/month for less than 6 months



Ads on The HUB have an average of **118** clicks per month.

The HUB has about **3,300** logins each month.

The HUB daily digest email is viewed by about **1,641** people each day or an average of **47,473** times per month. Advertisers receive placement in the email for one week per month.

Advertise with Us: Digital

Email Newsletters

Friday@Five

The MassCPAs weekly newsletter, provides an update on:

- ▶ Legislative changes,
- ▶ IRS and DOR updates,
- ▶ Upcoming CPE courses, and
- ▶ MassCPAs news and events.

Audience: 11,000 members;
Open rate: over 20%

Sponsorship of Friday@Five is a great way to reach a large audience and increase your brand recognition. Each issue is limited to one sponsor.

Rates: \$800/issue; \$600/issue for 4+ issues



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

Targeted Newsletters

Quarterly digital newsletters are sent to specific membership groups:

- ▶ **Managing partners:** Audience: 519;
Open rate: 28%;
- ▶ **Young professionals:** Audience: 3,565;
Open rate: 26%;
- ▶ **Firm administrators:** Audience: 341;
Open rate: 28%;
- ▶ **Small firms:** Audience: 4,674;
Open rate: 31%;
- ▶ **B&I:** Audience: Audience: 2,198;
Open rate: 28%; and

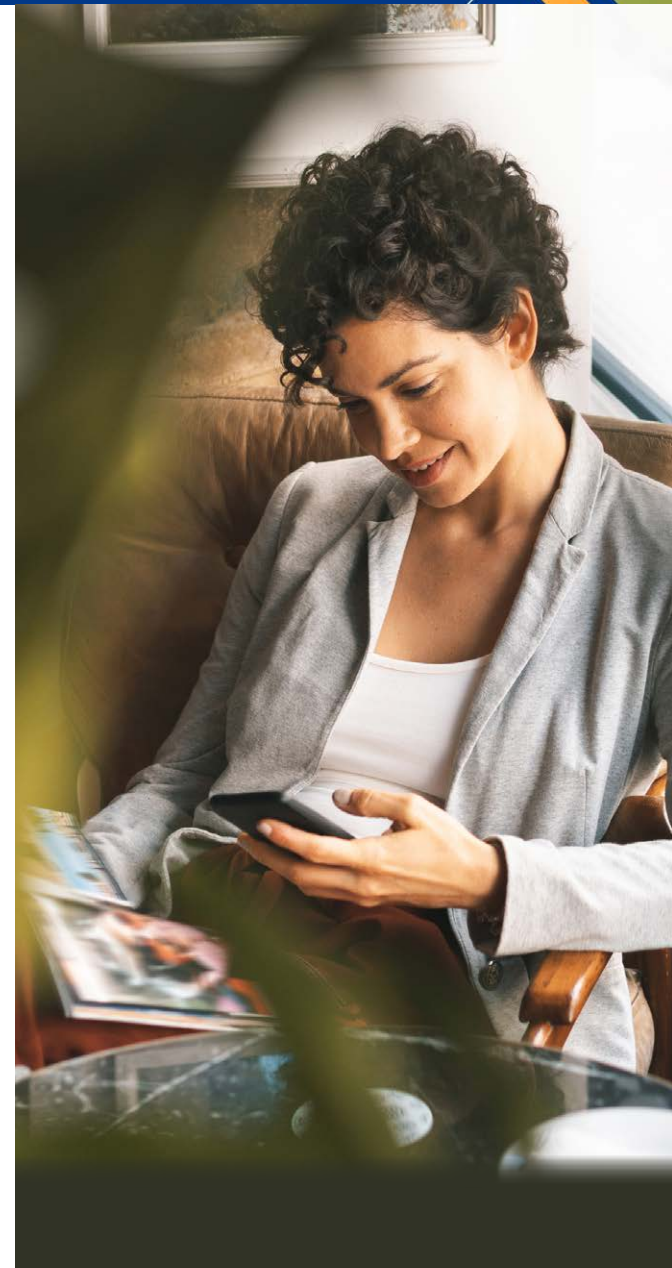
The Legislative Brief is sent weekly:

- ▶ **Legislative Brief:** Audience: 9,893;
Open rate: 27%.

Content includes relevant industry and Society news and information on upcoming events.

A banner ad is a great way to reach the targeted audience that best aligns with your customer base. There is a limit of one ad per newsletter.

Rates: \$500/issue



Advertise with Us: Vendor Directory

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



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 for easy reference.

Rate: \$250 per listing, per year

MassCPAs Corporate Partners

Listed within the vendor directory, Corporate Partners are the MassCPAs' biggest supporters and have worked closely with our members for many years. Companies invited into the program receive unique opportunities to engage with members as well as several complimentary benefits throughout the year.

"We have been a long time sponsor for over 15 years. We have found the MassCPAs to be one of the best, most proactive CPA societies that we have dealt with."

— MassCPAs Corporate Partner



Sponsorship Opportunities: Events



Ways to Get Involved:

- ▶ **EXHIBIT** at a conference.
- ▶ **SPONSOR** a networking event or committee roundtable.
- ▶ **SPEAK** for a CPE PLUS webinar or conference early-bird session. Members earn free CPE credit by attending vendor sessions offered before conferences and as standalone webinars. In addition to speaking, vendors receive logo placement and the attendee list.
- ▶ **HOST** an on-site training for new and prospective clients. Inviting CPA clients to your facility for complimentary CPE sessions is a great way to show appreciation for their business. You provide the space to network and we'll take care of everything else!

ADP has been a sponsor of the MassCPAs for many years now. By working with the Society, we have had the chance to strengthen many existing CPA relationships as well as develop new ones through their events. Every event we sponsor is very well organized and has helped us generate new business. I have had the best experience working with the entire MassCPAs team.

— *Lauren Pannone, Vice President
Vice President of Sales, ADP*





Events, Attendees and Rates

	ATTENDEES	FORMAT	INVESTMENT
Conferences	50-350	Virtual or in-person	\$1,000-\$5,000
Networking Events	50-200	In-person	\$1,000-\$2,500
Committee Events	15-80	Virtual or in-person	\$500-\$1,000
Webinars	50-150	Virtual	\$1,500
Client Appreciation Trainings	20-50	Virtual or in-person	\$1,000-\$3,000

Sponsorship Opportunities: Event Calendar

Jan

-  State Tax Conference
- Trivia Night
- Western MA Trivia Night
-  Nonprofit Conference
- Membership Night at the Bruins

Feb

-  Fitness Challenge

Mar

- Industry Members Appreciation Month

Apr

- After Tax Season Bash

May

-  Employee Benefit Plan Conference
- Connect: MassCPAs Annual Meeting

Jun

-  Accounting & Auditing Conference
-  Government Accounting & Auditing Conference


Jul

Aug

- Membership Networking Event at the Red Sox
- Karter Kup Tennis Scramble

Key:

- Conference
- Networking Event
- Academic & Career Development

 Hybrid Event/Conference: virtual and in-person options available




Sep

- Sip & Socialize: A Networking Event for CPAs and Lawyers
- Career Fair & Graduate School Expo
- 21st Annual Women's Golf Outing

Oct

- Membership Night at the Celtics
- Women's Leadership Summit

Nov

- Fall Young Professionals Night
- Western MA Networking Night
-  Real Estate Virtual Conference
- New England Practice Management Conference

Dec

-  Federal Tax Camp
- Committee Happy Hour Meet-Ups

To gain exposure at a virtual event without the financial commitment of sponsorship, inquire about 60-second commercial spots.

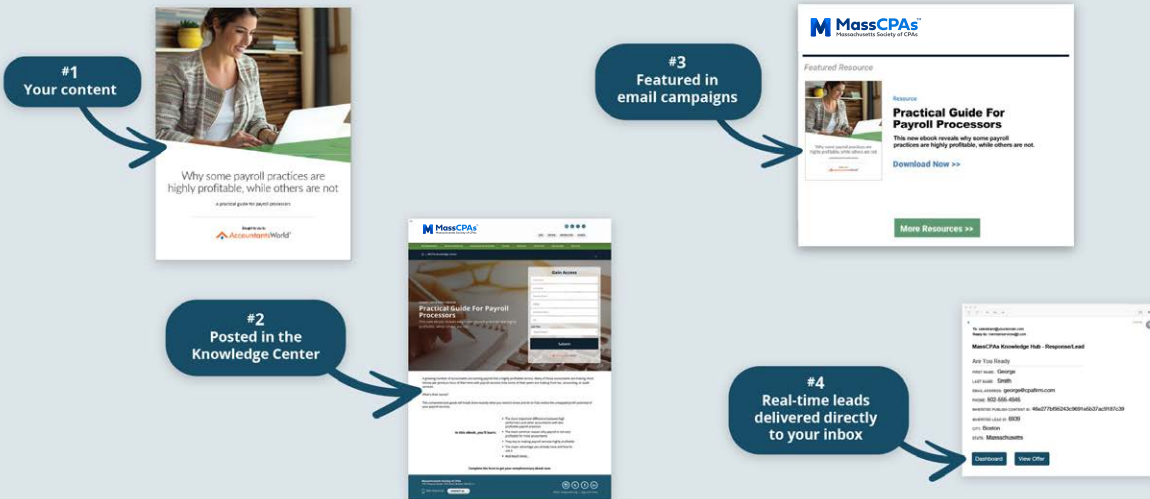
Receive a **20% discount** when exhibiting at five or more events.

Sponsorship Opportunities: Share Content

Gated White Papers

The new [MassCPAs Knowledge Center](#) syndicates content to a highly-engaged audience of more than 11,000 accounting professionals, who in turn, become the source of high-quality, intent-based, 100% exclusive leads to fuel your business.

Four Simple Steps to Get Started



STEP 1

Provide us with thought leadership content, such as a white paper, eBook or an insightful guide.

STEP 2

We'll publish and index your 'gated' content in the Knowledge Center.

STEP 3

Watch as we drive traffic to your content using online and email marketing.

STEP 4

Receive real-time lead notifications of everyone who downloads your content.

In addition to receiving contact information, you can receive information about the company, job title, and more. And, our turn-key platform is available on a cost-per-lead basis.

Why MassCPAs Knowledge Center?

- ▶ Engage with more than 11,000 accounting professionals in Massachusetts,
- ▶ Utilize turnkey, world-class platform to generate leads and expand your company reach,
- ▶ 100% LEAD EXCLUSIVITY – Leads are 100% exclusive and will never be shared or resold, and
- ▶ NO RISK – Available for purchase on a cost-per-lead model; you only pay for the leads you receive.

Content Boost Package

The best option if you have an existing white-paper, podcast/webcast, infographic, or article that you'd like to share with members. Includes coverage in newsletters, on our website, and social media pages.

Other ways to share content

- ▶ Submit an article for *SumNews*
- ▶ Host an early bird sessions at a conference
- ▶ Present a webinar through our CPE Plus program



Ask about speaking opportunities available at conferences and through our CPE Plus webinar program!

Inquire for more information on the application process and program terms & conditions. Contact Kristin Wells at kwells@masscpas.org.

Opportunities for Colleges and Universities



Marlys Mason
Scholarship Recipient
Emmanuel College, Class of 2022

“Thank you! This scholarship not only validates how far I’ve come in my education; it serves as motivation for future success in the field.”

Promote your graduate programs to our student and young professional members through sponsorship and advertising opportunities..

Advertise with Us!

CPA Firm Guide

Display ad \$750

CPAtrack.com Banner Ads

\$500/month for 6+ months

\$600/month for less than 6 months

Student Member Quarterly Newsletter

\$500 per issue

CPAtrack Graduate School Directory

\$350/year

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!



Sponsorship Opportunities

Student Events

Career Fair & Graduate School Expo

Exhibit Booth \$300-\$500

Event Sponsorship \$1,200-\$2,500

Believers & Achievers Awards Reception

Event Sponsorship \$1,000

Accounting Career Exploratory (ACE)

Program Sponsorship \$500-\$1,000

Young Professional Events

After Tax Season Bash

Membership Networking Event at the Red Sox

Membership Night at the Celtics

Trivia Night

Fall YP Night

Event Sponsorship (per event) \$1,000-\$2,000



MassCPAs[™]
Massachusetts
Society of CPAs

Contact Us



Kristin Wells, CMP
Senior Director, Business Development & Events
phone: 617.303.2400
email: kwells@masscpas.org.
105 Chauncy Street, 10th Floor, Boston, MA 02111

MASSCPAS.ORG