



2025

Media Kit



Advertising, Partnerships and Sponsorships

Elevate Your Business and Build a Powerful Partnership with CalCPA.

With nearly 40,000 members, CalCPA is the largest CPA State Society in the U.S., providing endless opportunities to connect with the professionals who are driving business and finance across California. Our advertising and sponsorship solutions offer unmatched access to key decision-makers in the industry. Whether statewide or through local chapters, we help you position your brand, showcase your solutions, and engage with our influential community.



Chapters

- Bakersfield
- Central Coast
- Channel Counties
- East Bay
- Fresno
- Inland Empire
- Los Angeles
- Orange County/Long Beach
- Peninsula Silicon Valley
- Sacramento
- San Diego
- San Francisco
- San Joaquin
- Silicon Valley



Make a Lasting Impact with CalCPA's Influential Members.

CalCPA offers a wide range of solutions designed to elevate your brand and drive business growth:

- **Digital Advertising**
 - Magazine: *California CPA*
 - Website: calcpa.org
 - Email Advertising
 - Newsletters
- **Event Sponsorships**
 - Conferences
 - Chapters
 - Custom
 - Webinars
- **Custom Media Solutions**
 - Video Vignettes
 - Executive Interviews
 - Virtual Roundtables
- **Lead Generation**
 - Knowledge Hub
- **Classifieds**
 - CPA Job Board

Make an impact, build connections, and drive results for your business through CalCPA's trusted platforms. Visit us at calcpa.org/advertise to learn more.



Digital: Magazine

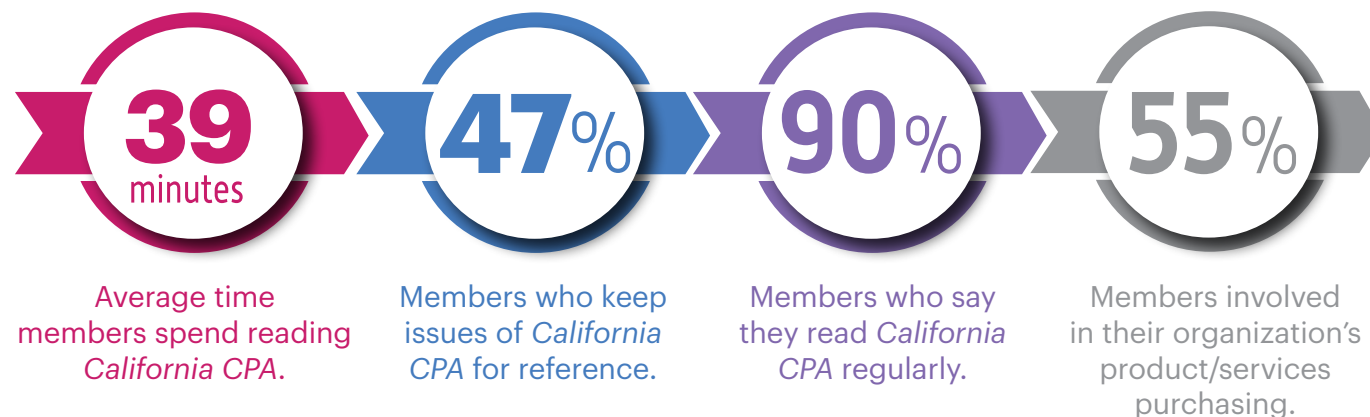
Delivers the news and information CPAs need



California CPA

Advertise in *California CPA* magazine, the leading publication covering accounting, finance and CPA news in the state of California. Our digital magazine offers opportunities for sponsored content, interactive ads, better performance tracking and high-impact content with online tools to help magnify your reach, including:

- Hotspot weblinks
- Popup videos and webpages
- Lead generation sign-up forms

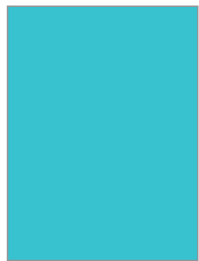


* Readex Research Study Results, September 2022

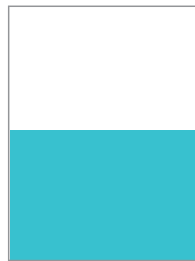


Email us at advertising@calcpa.org or visit calcpa.org/advertise for more information. | 3

Specifications



Full Page
8 3/8" x 10 7/8"



**1/2 Page
Horiz.**
7 3/8" x 4 7/8"

Acceptable Files: Submit artwork as hi-resolution (300 dpi+) PDF. Embed all fonts and images. All graphics must be placed at 100%.

Color: Convert all Pantone colors to RGB mode.

Sponsored Content:

Position your brand and expertise to our membership when you sponsor content in *California CPA* magazine, the leading source of accounting and finance content in California.

All advertising is subject to approval by the staff of the California Society of CPAs. The publisher reserves the right to decline any advertisement considered unethical or unsuitable, regardless of contract. If time permits, the advertiser will be offered an opportunity to submit acceptable matter as a substitute. 10% charge for requested positioning. No cancellations will be accepted; full payment of contract is required.

2025 Editorial Calendar

Issue	Theme	Plus	Ad Space Close	Materials Due
January/February	HR & Compensation Update	California Tax	12/1/24	12/5/24
March/April	Estate Planning	Federal Tax	2/3/25	2/5/25
May	Technology	California Tax	3/31/25	4/4/25
June	Financial Planning	Federal Tax	5/1/25	5/5/25
July	Technology	California Tax	5/30/25	6/5/25
August	Estate Planning	Federal Tax	6/27/25	7/2/25
September	Practice Management	California Tax	8/1/25	8/5/25
October	Accounting & Auditing	Federal Tax	8/29/25	9/5/25
November	Tax Season Preview	California Tax	10/1/25	10/6/25
December	Tax Update	Federal Tax	10/31/25	11/5/25

Digital format only. All materials are due by the 5th of the prior month unless otherwise noted above. This calendar is subject to change.

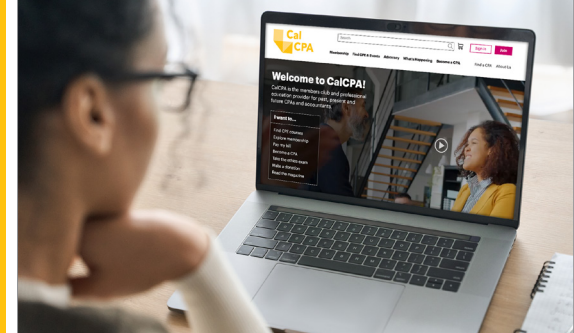
Advertising Rates

Ad Sizes	1 insertion	3 insertions	6 insertions	10 insertions
Full page	\$5,890	\$5,600	\$5,395	\$5,130
Half page	\$4,430	\$4,255	\$4,005	\$3,640
Two-page spread	\$10,335	\$10,120	\$9,850	\$9,550
Center spread	\$11,025	\$10,810	\$10,595	\$10,335
Inside front cover	\$8,290			\$7,400
Inside back cover	\$7,320			\$6,585
Back cover	\$9,550			\$8,565
Front cover	\$10,935	\$9,700		

Sponsored Content: starts at \$4,000

Digital: Website

Where CPAs go to stay informed – calcpa.org



CalCPA.org

Ever-changing and always informative, **CalCPA.org** is full of **news, links** and **information** CPAs need and want. Discover the exciting opportunities and competitive rates available for advertising on our website.

CalCPA.org receives
 **73,000**
unique visitors per month

 **304,000**
page views per month

Visitors spend
 **2 min 25 sec**
on CalCPA.org, on average

Get your company listed on our Products and Services page for CalCPA members. Listings include your logo, link and product description. Rate: \$1,200 for 12 months.



Website Banner Sizes and Rates

Page type	Banners	Specifications	1 month	3 months	6 months
Homepage	Large 1	<ul style="list-style-type: none">Middle third or bottom of the page1000 x 149px (or same ratio)	\$4,000	\$10,800	\$20,400
Homepage	Large 2	<ul style="list-style-type: none">Same as above	\$2,000	\$5,400	\$10,200
Homepage	Small	<ul style="list-style-type: none">Three positions available (in one row)Lower middle third of the page374 x 144px (or same ratio)	\$2,000	\$5,400	\$10,200
Content/ Committee	Sidebar	<ul style="list-style-type: none">Two positions availableAbove-the-fold positioningThe same ads can be run across all content and committee pages.286 x 208px (or same ratio)	\$2,000	\$5,400	\$10,200
Content/ Committee	Small	<ul style="list-style-type: none">Three positions available (in one row)Lower middle third of the page374 x 144px (or same ratio)	\$1,000	\$2,700	\$5,100
Article and Chapter	Sidebar	<ul style="list-style-type: none">Two positions availableAbove-the-fold positioning286 x 208px (or same ratio)Same ad will run across all 14 chapters.	\$1,000	\$2,700	\$5,100

Get your company listed on our Products and Services page for CalCPA members. Listings include your logo, link and product description. Rate: \$1,200 for 12 months.

Digital: Email

Solutions for every need



Email Advertising

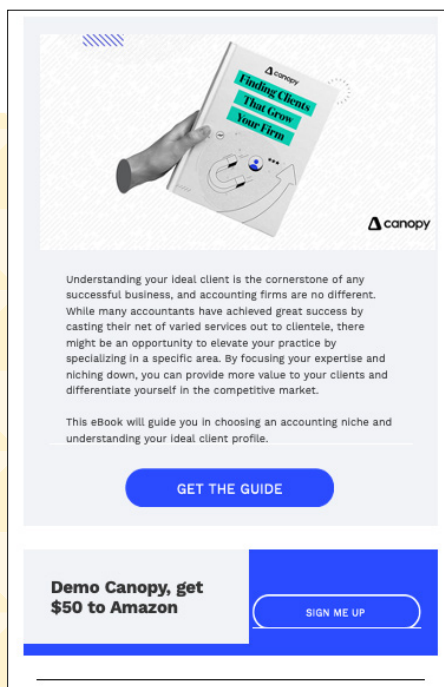
Grab the attention of CPAs and drive our members to try your products and services, or engage through your sponsored content. We build an email under our banner and you build high-impact conversations around your brand.

20,000

Average number of inboxes your sponsored content will be sent to.

30%

Average open rate



Rates & Specifications

All Ad Materials Due: 14 business days prior to run day

• **Single email—\$4,650** | • **Three or more emails reserved at the same time — 10% discount**

Acceptable Files: We accept .html and Word doc files. Please provide your email content (copy and design) and an appropriate subject line, and we will build your email in the CalCPA email template, which includes our header and footer.

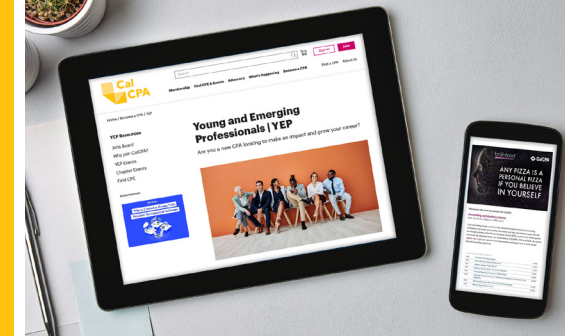
High Resolution logo: 300+ dpi, .eps, .png or .pdf only. Embed/outline all fonts.

Graphics: No wider than 600 pixels; high-resolution .jpg or .png. Must be sized for use at 100%.

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Digital: Newsletters

Get your message to the targeted interest group of your choice



Newsletter Banner Sizes and Rates

Newsletters	About	Details	Weekly rate	Spots	Banner size
Daily Clips	Take your message to the inboxes of more than 24,000 CPA subscribers daily!	<ul style="list-style-type: none"> Frequency: Monday-Friday Audience: 24,000+ Open Rate: 28% 	<ul style="list-style-type: none"> Top banner position: \$3,000 Middle banner position: \$2,000 	Two	600px x 85px
Financial Leadership Forum Advantage	CalCPA Financial Leadership Forum Advantage allows the corporate CPA to skim the surface or drill down to in-depth information.	<ul style="list-style-type: none"> Frequency: Monthly Audience: 24,000+ Open Rate: 31% 	<ul style="list-style-type: none"> \$1,000 per issue 	One	600px x 150px
YEP Connection	YEP Connection delivers the news that aspiring CPAs need for successful careers.	<ul style="list-style-type: none"> Frequency: Quarterly Audience: 8,600+ Open Rate: 28% 	<ul style="list-style-type: none"> \$2,500 for all four issues: March, June, September & December 	One	600px x 150px
brainfood	Featuring CalCPA's upcoming CPE courses and conferences, this weekly newsletter reaches both members and nonmembers.	<ul style="list-style-type: none"> Frequency: Weekly on Sundays Audience: 75,000+ Open Rate: 32% 	<ul style="list-style-type: none"> \$1,000 per issue 	One	600px x 150px
Firm Focus	CalCPA Firm Focus provides relevant CPA news to partners, executives, HR leaders and other firm decision makers.	<ul style="list-style-type: none"> Frequency: Monthly Audience: 400+ Open Rate: 26% 	<ul style="list-style-type: none"> \$1,200 per issue 	Two	600px x 150px
Student News	This newsletter provides relevant information to students in the accounting field.	<ul style="list-style-type: none"> Frequency: Monthly Audience: 2,500 Open Rate: 35% 	<ul style="list-style-type: none"> \$1,000 per issue 	Two	600px x 150px

Note: All banner ads should be sized at 72+dpi, no larger than 600 px wide; saved at 100% size; RGB color; .jpg or .png format. Maximum file size: 100kb



Email us at advertising@calcpa.org or visit calcpa.org/advertise for more information. | 7

Digital: Advertising Package

Maximize your visibility, elevate your brand, and get results



CalCPA Digital Advertising Package: Magazine + Website + Newsletters

Maximize your visibility, elevate your brand, and get results.

Reach thousands of CPAs and financial professionals across our high-traffic digital platforms.

What's included:

- **Magazine:** Ads in our digital magazine.
- **Website:** Strategic placements on our site.
- **Newsletters:** Targeted banners.

Benefits:

- **Enhanced Branding:** Strengthen your digital presence.
- **Maximum Exposure:** Broaden your audience.
- **In-Depth Analytics:** Optimize with detailed performance reports.



Package #1				
Digital ads	Specifications	1 Insertion	3 Insertions	6 Insertions
Full-page	8 3/8" x 10 7/8" + url link	\$5,890	\$16,800	\$16,185
Website large banner, Home page	1000 x 149px + url link	\$4,000	\$10,800	\$20,400
Newsletter: Daily Clips (weekly)	600 x 85 px + url link	\$3,000	\$9,000	\$18,000
Value		\$12,890	\$36,600	\$54,585
Discount		5% off	10% off	20% off
Your Cost		\$12,245	\$32,940	\$43,668

Package #2				
Digital ads	Specifications	1 Insertion	3 Insertions	6 Insertions
Half-page	7 3/8" x 4 7/8" + url link	\$4,430	\$12,765	\$12,015
Website small banner, Home page	374 x 144px + url link	\$2,000	\$6,000	\$12,000
Newsletters: Financial, Firm or brainfood	600 x 150 px + url link	\$1,000	\$3,000	\$6,000
Value		\$7,430	\$21,765	\$30,015
Discount		5% off	10% off	20% off
Your Cost		\$7,060	\$19,590	\$20,012

Email us at advertising@calcpa.org or visit calcpa.org/advertise for more information. | 8

Sponsored events

Conferences



Elevate your brand and make a lasting impact.

Our conferences are more than just events; they're vibrant hubs of professional growth, networking, and innovation. Sponsoring a CalCPA conference means connecting with the brightest minds in the world of accounting and finance.



2025 CalCPA Conference Schedule

Conferences	Format	Dates	Location
Real Estate	Virtual	January	
International Tax	In-Person & Virtual	January	Los Angeles
Tax Issues in Divorce	Virtual	February	
Fraud and Forensics	Virtual	February	
School Districts	Virtual	April	
Governmental A&A	Virtual	April	
Elevate: Women's Leadership Forum	In-Person & Virtual	May 1-2	Mountain View
Not-for-Profit Organizations	Virtual	May	
Employee Benefit Plans Audit	Virtual	June	
Entertainment Industry	In-Person & Virtual	June 26	Los Angeles
Estate & Trust Planning	In-Person & Virtual	July 10-11	San Diego
Farmers Tax and Accounting	In-Person & Virtual	October	Fresno
Family Law	In-Person & Virtual	October	Los Angeles
A&A	Virtual	November	
Wine Industry	In-Person & Virtual	November	Sonoma/Napa

Dates and locations subject to change.



Email us at advertising@calcpa.org or visit calcpa.org/advertise for more information. | 9

Sponsored events

Conferences

Sponsor Packages for In-Person Conferences

Sponsor benefits	Bronze	Silver	Gold	Platinum
Choose a level that's right for you!	Spotlight your brand	+ Showcase your solutions	+ Generate quality leads	+ Moderate a conversation
Tier 1 Women's Leadership Forum; Estate and Trust Planning (126-200 estimated attendees)	\$2,750	\$5,500	\$10,000	\$20,000
Tier 2 Entertainment; Farmers, Tax and Accounting; Family Law, Wine Industry (75-125 estimated attendees)	\$1,925	\$3,850	\$7,000	\$14,000
Logo on event page and in email promotions.	x	x	x	x
Complimentary registration(s) including booth staff.	0	2	3	4
Verbal acknowledgment during event.	"All sponsors"	"All sponsors"	By sponsor name	By company name
Ad in the conference e-book.	Half-page ad	Half-page ad	Full-page ad	Full-page ad
Ad in the transition slides that plays during conference breaks.	Shared slide	Shared slide	Full slide	Full slide
Opportunity to purchase additional registrations at a discount.	x	x	x	x
Exhibit booth (6-foot table and 2 chairs).		x	x	x
Opportunity to enjoy meals, breaks and receptions with attendees.		x	x	x
Ad in <i>California CPA</i> magazine.			Half-page ad	Full-page ad
Attendee list (sent before and after event) for one time use.			x	x
60-second commercial video to play prior to session (in-person and virtual).				x
Opportunity to co-develop your own session with CalCPA, moderate or be a panelist.				x
Item giveaways on attendee seats				x

Conference Add-ons

Boost your brand with exclusive in-person conference add-ons.

30-second commercial video to play before one session (placement and/or timing is at CalCPA's discretion). Rate: \$1,000

Inquire about pricing for:

- Breakfast
- Lunch
- Coffee breaks
- Receptions
- Tote bags
- Lanyards
- Custom Add-ons

Add-on sponsor benefits include:

- Ad in conference e-book
- Complimentary registration(s).
- Registration discounts.
- Logo on "Thank you" signage.

Become a CalCPA Virtual Conference Gold Sponsor!

CalCPA virtual conferences are a great way to build new partnerships and reengage existing customers. Our popular virtual conferences can help your company:

- Increased brand exposure
- Access an audience full of quality leads
- Improve your company's reputation.
- Stand Out amongst a limited number of sponsors



Sponsor Package for Virtual Conferences

Sponsor benefits	Gold
Three (3) sponsors max per event	\$5,000
Complimentary registration(s) to the event	2
Logo and website name and/or link on: the screen at the start of a session (lower third of screen for 30-seconds max); the event page and in email promotions	x
Verbal acknowledgment during event	By name
Ad in the conference e-book	Full-page ad
Ad in the transition slides that plays during conference breaks	Full slide
Video to run during conference breaks	30 sec
Sponsored email sent to attendees on your behalf	x1
Ad in <i>California CPA</i> magazine	Half-page ad
Attendee list (sent before and after event) for one time use.	x
Sponsored Break: Demo your product, share slides or a video, chat briefly with attendees or ask polling questions. (5-minute segment)	x
Add-On: Bonus Session – Present your 50-minute presentation for 1 CPE 1 sponsor max.	\$3,000

Note: Learn how you can sponsor the registration of a student or a non-profit professional that could not otherwise attend a CalCPA conference. Email advertising@calcpa.org.

Sponsored events

Chapters



Advertising tailored to the specific geography you want to target.

Stand out in the location you desire by sponsoring a CalCPA chapter event, activity or newsletter. Chapter events include:

- ABC Nights – our most popular networking events
- Student and candidate focused events
- Chapter workshops and classes
- Committee and board meetings and events
- Golf tournaments
- and more.

CalCPA Chapters				
Chapter	Unlicensed	Licensed	Student	Total
Bakersfield	324	281	69	674
Central Coast	281	314	28	623
Channel Counties	215	696	12	923
East Bay	734	1,800	65	2,599
Fresno	550	744	66	1,360
Inland Empire	868	819	178	1,865
Los Angeles	3,307	6,780	666	10,753
Orange County Long Beach	1,382	3,150	152	4,684
Out of State	130	252	15	397
Peninsula Silicon Valley	523	892	52	1,467
Sacramento	862	1,508	88	2,458
San Diego	1,111	1,886	133	3,130
San Francisco	1,263	2,734	119	4,116
San Joaquin	300	493	71	864
Silicon Valley SJ	1,194	2,235	150	3,579
Grand Total	13,044	24,584	1,864	38,492

As of September 2024



Sponsored events

Custom



Charge up your sponsorship experience

Sponsor a CalCPA custom event designed to help you build connections with firm partners, regional members, and future stars of the CPA industry.

- **Firm Partner Breakfasts:** Sponsor exclusive breakfasts to network with local partners.
- **Firm Crawls:** Sponsor firm tours for students to visit local accounting firms.
- **Lunch & Learns:** Sponsor a lunchtime education session for our members who love to attend our Lunch & Learns for professional development, networking, and a great meal.
- **Member Summit:** Connect with 200+ members, Board of Directors, Trustees, and Chapter Leadership for a significant impression.
- **Student Events:** Promote your brand at a CalCPA student event targeting students and emerging professionals.
- **Titans of Tax Series:** Engage with over 2000 members through virtual and in-person event sponsorships.
- **Town Halls:** Sponsor this important quarterly update on the accounting profession.
- **Winter Council:** Sponsor CalCPA's Winter Council Meeting and CPA Day at the Capitol for a prestigious and impactful event.



Committee Events:

- **FSS Events:** Target CPAs and forensic accounting professionals..
- **MAP Mondays:** Sponsor virtual events showcasing best practices for managing accounting firms.

To learn how you can sponsor these and more upcoming CalCPA events, contact us at advertising@calcpa.org.



Sponsored events

Webinars



Sponsored Webinars

Connect with California's Leading CPAs & Financial Experts

Elevate your brand by partnering with CalCPA on a sponsored webinar, showcasing your expertise to top CPAs and financial professionals in California. Choose from two options:

Webinar Options:

1. You Create the Content

- Present your own topic with CalCPA handling production.
- **Rate:** \$3,000 (Average Registration: 125)

2. We Create the Content

- Select from our curated topics, including a 30-second intro video and sponsor slide.
- **Rate:** \$1,500

Bonus: For high-demand topics, CalCPA may convert your webinar into an on-demand course for continued exposure at no extra cost. Sponsors can request a watermarked version of the video.

What's Included:

- Full event management, promotion, and post-event registration list.
- Your logo in all marketing materials.
- Extensive promotion via emails, social media, and newsletters.

How to Onboard a New Client to Your Accounting Firm

Presented by Erika Segal

CPACHARGE

Online Payments Designed for CPA Firms

Sponsor Benefits:

- Generate Quality Leads
- Amplify Brand Visibility
- Engage Targeted Professionals
- Position Yourself as an Industry Leader

Interested in partnering with CalCPA? Contact us today to book your sponsored webinar and connect with top financial professionals!



Custom Media Solutions



Video Vignettes	Executive Interviews	Virtual Roundtable
<p>These one- to two-minute video or voice-over PowerPoint ads, provided by you, run during break times of our most popular webinars.</p> <p>Curriculum</p> <ul style="list-style-type: none"> • Accounting and Financial Statements • Business and Corporate Taxation • Computers and Technology • Fraud • Individual Tax Planning and Return Preparation • International Individual Taxation, Tax Planning • Management, Marketing and Practice Development • Retirement, Pensions, Financial Planning & Insurance • Trusts and Estate Planning <p>Rates & Specifications</p> <p>All Ad Materials Due: 7 days prior to scheduled air date</p> <ul style="list-style-type: none"> • \$500 per video, per event <p>Acceptable Files:</p> <p>Video: Provide a one- to two-minute pre-produced video sized at 1920 x 1080 H.264 and saved as an mp4 or mov file. No larger than 1GB.</p>	<p>Raise your brand's visibility with our Executive Interviews, where a CalCPA representative will interview an executive(s) or expert(s) within your company to highlight your thought leadership.</p> <p>Program includes:</p> <ul style="list-style-type: none"> • 30-minute recorded video interview • Hosting your video as an on-demand product • Copy of the video for your promotional use • Interview promoted on CalCPA social media channels and newsletters <p>Rate</p> <ul style="list-style-type: none"> • \$7,500 	<p>Generate leads and revenue at your virtual roundtable event. CalCPA will bring 12-15 of our members to your event, which you facilitate and host.</p> <p>CalCPA will:</p> <ul style="list-style-type: none"> • Provide a virtual platform • Record the event and provide a transcription • Provide electronic handouts to attendees • Share the attendee list (name, company and email address) <p>Rate</p> <ul style="list-style-type: none"> • \$12,500

Lead Generation

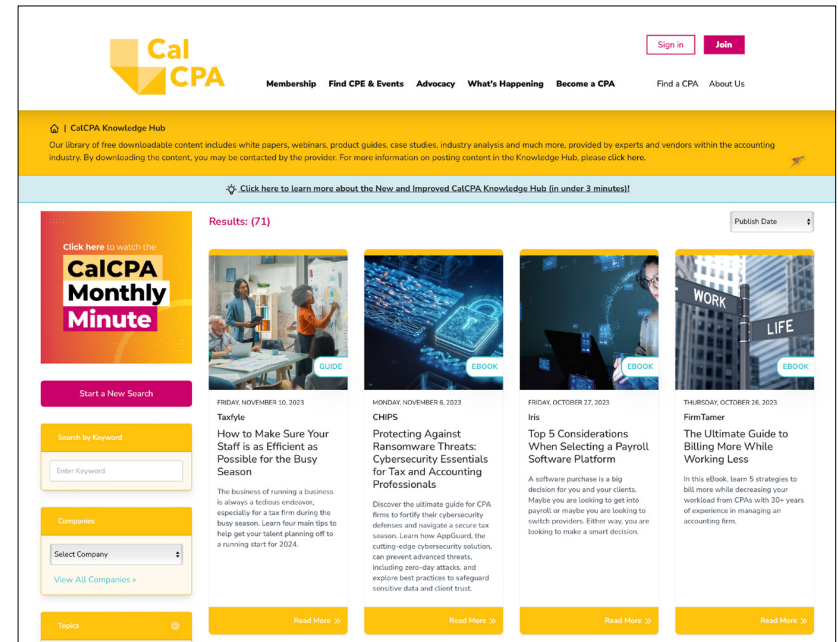
Receiving qualified leads has never been easier



Knowledge Hub

Use your content to reach accounting professionals and build business leads with CalCPA's Knowledge Hub.

Share your whitepapers, published articles, case studies and content with our members while generating live leads with each download.



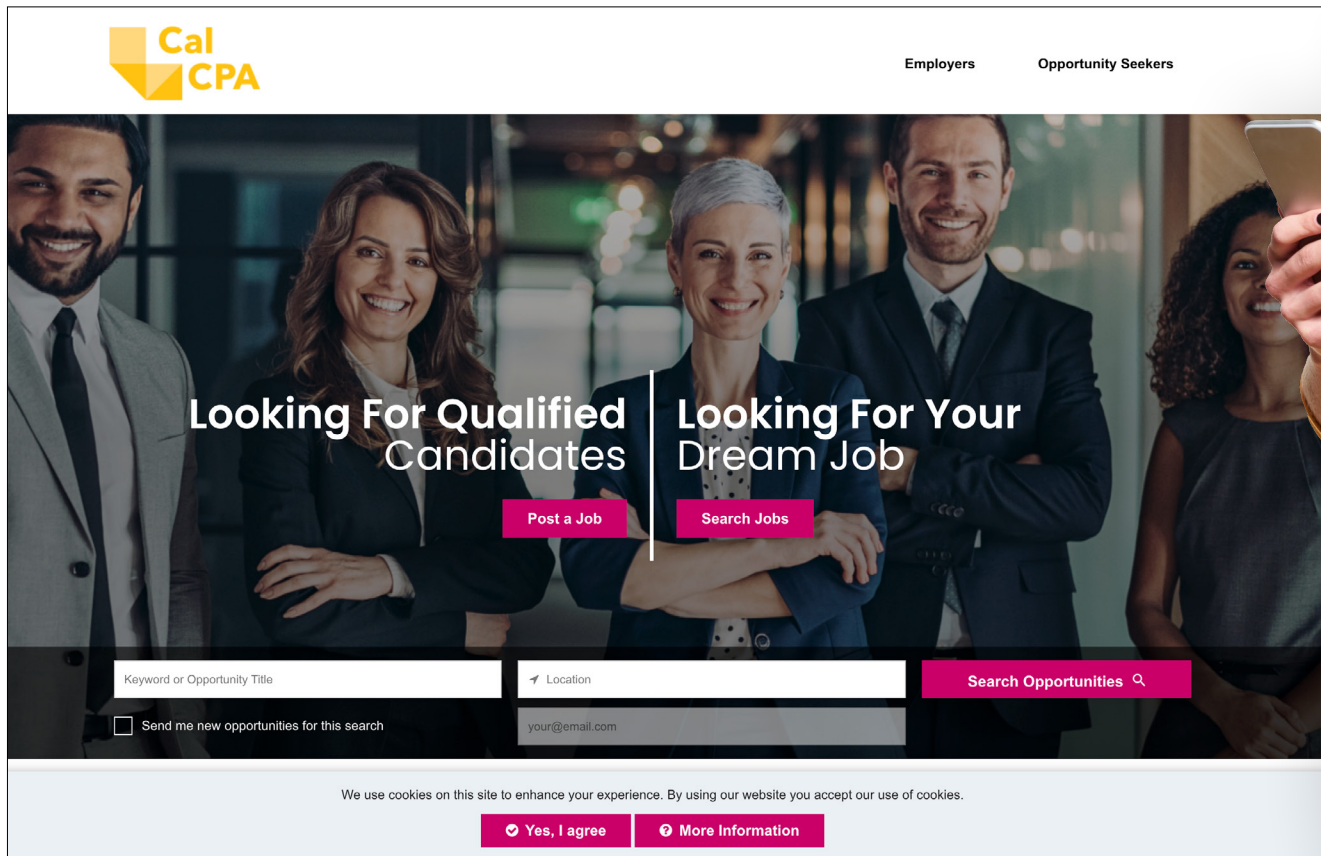
Lead campaigns start at \$47.50 per lead with a minimum commitment of 50 leads.



Classified Advertising

CPA Job Board

Our CPA and finance professional job board is the ultimate resource to find your next hire. You'll have access to candidates with all levels of experience, from recent graduates to partners and CFOs. **Rates start at \$199.**



The screenshot shows the Cal CPA Job Board homepage. At the top left is the Cal CPA logo. To the right are links for 'Employers' and 'Opportunity Seekers'. The main banner features a group of five diverse professionals in business attire. Overlaid on the banner are two columns of text: 'Looking For Qualified Candidates' with a 'Post a Job' button, and 'Looking For Your Dream Job' with a 'Search Jobs' button. Below the banner is a search section with a text input for 'Keyword or Opportunity Title', a location dropdown, a checkbox for 'Send me new opportunities for this search', an email input field, and a 'Search Opportunities' button with a magnifying glass icon. At the bottom, a cookie consent banner states: 'We use cookies on this site to enhance your experience. By using our website you accept our use of cookies.' with 'Yes, I agree' and 'More Information' buttons.



