



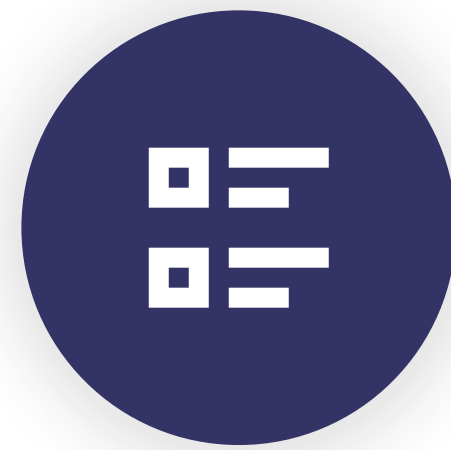
CPA

Practice Advisor

THEMES

Your roadmap to business success

CPA Practice Advisor is the accounting profession's definitive source for timely topics and trends, emerging technologies, legislation briefs, and valuable influencer insights on everything from tech stack, big data, and automation to cybersecurity and firm improvement strategies. Get it all in one place.



PROJECT MANAGEMENT



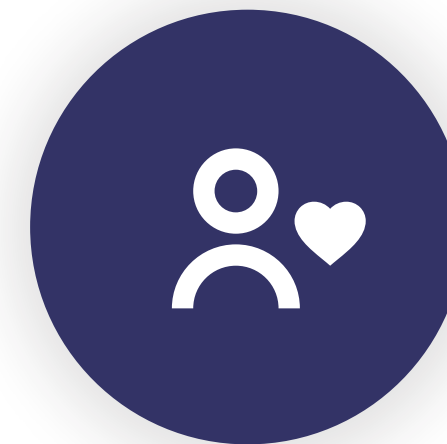
FIRM IMPROVEMENT



POLICY & LEGISLATION



TECHNOLOGY INNOVATIONS



STAFFING

AUDIENCE

Access your target audience

SERVICES AND % OF AUDIENCE OFFERING EACH

Tax 92%

Advisory 74.5%

Client accounting 60%

Payroll 46.5%

Audit 25%

Technology consulting 10%

362,177

AVERAGE MONTHLY UNIQUE PAGEVIEWS

259,148

AVERAGE MONTHLY USERS

47,704

AVERAGE MONTHLY RETURNING USERS

144,694

NEWSLETTER REACH

Statistics represent averages from January through December 2023.

Source: Google Analytics

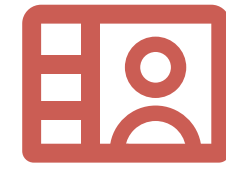
CONNECT

Connect with influencers on demand

Connect with leading influencers the way you like—from podcasts and feature articles to social media and custom broadcasts—offered in both live and recorded formats. Tap into our expansive network of thought leaders for valuable insights and predictions.



CASE STUDIES



WEBINARS



SPECIAL REPORTS



NEWSLETTERS



BYLINED ARTICLES



PODCASTS



LIVESTREAMED CONFERENCE

Custom offerings

2024 potential Special Reports list	2024 event and awards list
MAY Payroll: When Employees Live and Work in Different States	FEB Thought Leader Symposium
JUL Financial Statements: How AI Can Help (or Hurt)	APR Readers' Choice Awards
SEP Your Tech Stack: New Considerations for 2024 and the Near Future	JUN 40 Under 40/Thought Leader Symposium
OCT Everything You Need to Know about WISP – A Guide for Tax Preparers	JUN Most Powerful Women in Accounting
NOV Anticipated Legislation from the New Congress	AUG Technology Innovation Awards
	OCT 40 Under 40 Awards
	DEC Ensuring Success Livestreaming Conference (December 11-12, 2024)

CONFERENCE

Make connections and generate quality leads

Join us for this two-day, livestreaming national conference—bringing together the brightest minds in the accounting profession to exchange expertise and insights. Become a sponsor and benefit from interaction with more than 3,000 registrants via various marketing opportunities including commercial spots, direct contact, lead generation, pre- and post-event marketing, and more!

Visit ensuringsuccess.com for added information.

December 11-12, 2024

CPA
Practice Advisor

2024 ENSURING SUCCESS

The Accounting Profession's Foremost
Livestreaming Event

2024 ENSURING SUCCESS

DECEMBER 11-12, 2024
LIVESTREAMING EVENT
FROM DALLAS, TX



SPONSORSHIP OPPORTUNITIES:

PLATINUM SPONSOR COST: \$17,500

- Everything included with the Gold Sponsorship
- Participation of one key person from your company in a 50-minute segment of the event and the resulting video that you can repurpose

GOLD SPONSOR COST: \$10,000

- Everything included with the Silver Sponsorship
- Title sponsorship of one session
- Product placement during the sponsored session
- Commercials played during the breaks of your sponsored session (total time 5 minutes)

SILVER SPONSOR COST: \$7,000

- Everything included with Supporting Sponsorship
- Contact information for all conference registrants
- Invitation to speaker dinner
- Commercials played during session breaks (total time 1 minute)

SUPPORTING SPONSOR COST: \$3,000

- Logo on all conference-related promotions
- Inclusion on Ensuring Success 2024 microsite
- Digital marketing material included in attendee virtual tote bag

The Accounting Profession's Foremost Livestreaming Event

- ▶ A major national conference featuring the accounting profession's most sought-after speakers and thought leaders
- ▶ Attendees watch from the device of their choice—eliminating travel and hotel costs
- ▶ Earn up to 14 CPE credits and IRS CE at no charge
- ▶ Registration target: 3,500

To learn more about becoming a sponsor for this event, contact:
Barry Strobel, Publisher | 203-395-0509 | barry.strobel@CPAPracticeAdvisor.com

AWARDS

Step into the spotlight

Industry awards put you center stage—not to mention enhance credibility and awareness on a national level.

READERS'
CHOICE
AWARDS

Readers' Choice Awards enable readers to vote for their favorite services, tools, and solutions in more than 30 categories. Let your customers know and get out the vote!

APRIL 2024

TAX & ACCOUNTING
TECHNOLOGY
INNOVATION
AWARDS

Innovation Awards represent the pinnacle of achievement for tax and accounting technology vendors.

AUGUST 2024

MOST POWERFUL
WOMEN
IN ACCOUNTING

In partnership with the AICPA/CIMA, the Most Powerful Women in Accounting award recognizes the leadership and achievements of the most influential women in the tax and accounting space.

JUNE 2024

40RTY
UNDER
40RTY

Our 40 Under 40 program seeks to recognize top talent in the profession. Nominate those who exemplify the very best in their area of expertise.

OCTOBER 2024

MARKETING OPPORTUNITIES

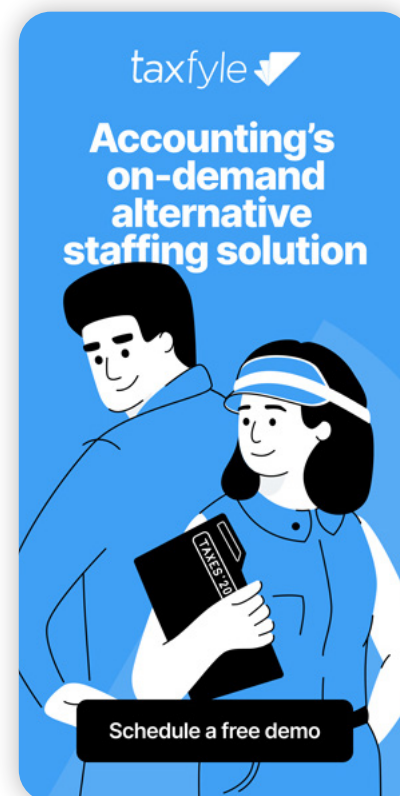
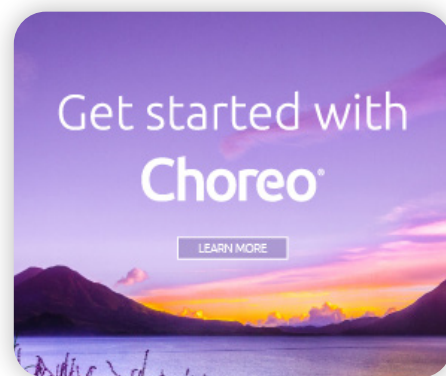
Bolster brand awareness

Get the most out of your media spend via advertising, email blasts, sponsored content, and other powerful brand-boosting marketing initiatives—without busting your budget.



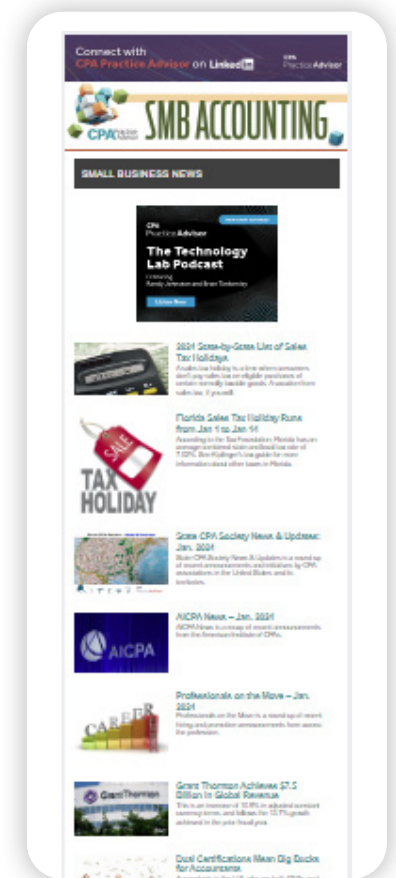
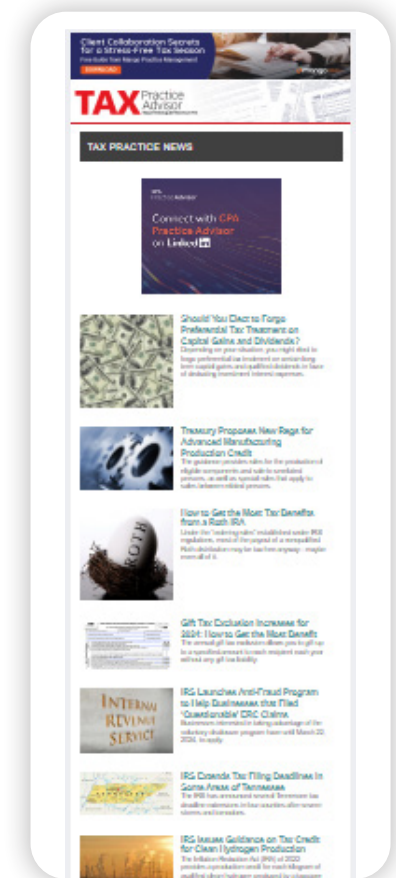
ADVERTISING

Showcase your brand and connect with your target audience via digital display advertising.



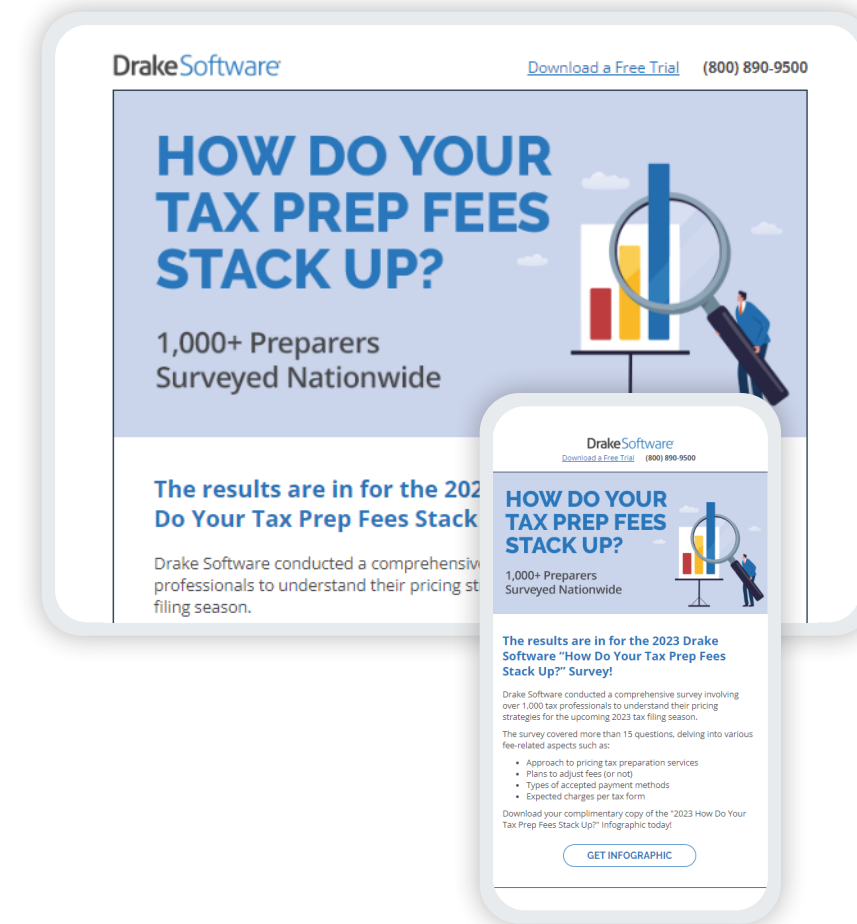
NEWSLETTERS

Amplify your voice and brand via advertising within our trusted, established, and widely read newsletters—each with its own highly engaged audience.



EBLASTS

Customized email campaigns are a highly efficient form of direct-response advertising. Increase leads and awareness of your brand and products while driving traffic to your website.



SPONSORED CONTENT

Build credibility and advance your brand by positioning yourself as an expert resource.

WHITEPAPERS AND EBOOKS

Promote your whitepaper or eBook to accelerate lead generation and capture ideal prospects.

BYLINED ARTICLES

Promote your expertise and build credibility by the publishing of your own bylined, long-form articles.

CASE STUDIES

Foster a new perspective about your product or service by showcasing an engaging, real-world client case study.

WEBINARS

Reel in highly qualified leads by facilitating engaging and timely webinars to your target audience. We produce the event and you get the attendee list!

PODCASTS

Weekly review of technology products discussed by Randy Johnston and Brian Tankersley CPA, CITP, CGMA appears in the Technology Advisor eNewsletter.

RATES AND SPECS

DIGITAL DISPLAY ADS

WEBSITE ADVERTISING		
Available channels: Payroll, Accounting, Taxes, Technology, Advisory, Auditing, Firm Management		
AD TYPE	AD SIZE	CPM
LEADERBOARD	970x90	\$118
MEDIUM RECTANGLE	300x250	\$128
CONTENT AD	320x250	\$138
LARGE SKYSCRAPER	300x600	\$128
RESKIN	1920x1080; 300x250 (1)	\$3,000/week
WELCOME AD	640x480 + 300x416 or 300x250	\$2,500/week

EXPANDABLE AD UNITS	EXPANDABLE TO
BILLBOARD	970x250
LEADERBOARD	970x90
MEDIUM RECTANGLE	300x250

CUSTOMIZED EMAIL CAMPAIGNS
\$0.35 / PER NAME (\$1,000 MINIMUM)

NEWSLETTER ADS

FIVE WEEKLY ENEWSLETTERS AVAILABLE				
Tax & Compliance Advisor, Tax Practice Advisor, SMB Accounting Advisor, Payroll Advisor, and Technology Advisor				
	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
LEADERBOARD (600x100)	\$2,650	\$2,300	\$2,075	\$1,185
HEADLINE BANNER (300x250)	\$1,950	\$1,675	\$1,500	\$1,350
CONTENT AD	\$2,300	\$1,950	\$1,725	\$1,525
STORY BANNER (300x250)	\$1,300	\$1,050	\$950	\$875

CONTACT

Advertising questions?



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Editorial questions? Need to send a press release?



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