

MASSACHUSETTS SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

MassCPAs

MEDIAKIT

The state's premier professional organization for accounting

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

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



Who We Are

Membership

Total members **13,554**

Total Professional Members (Fellow and Associate) **87%**

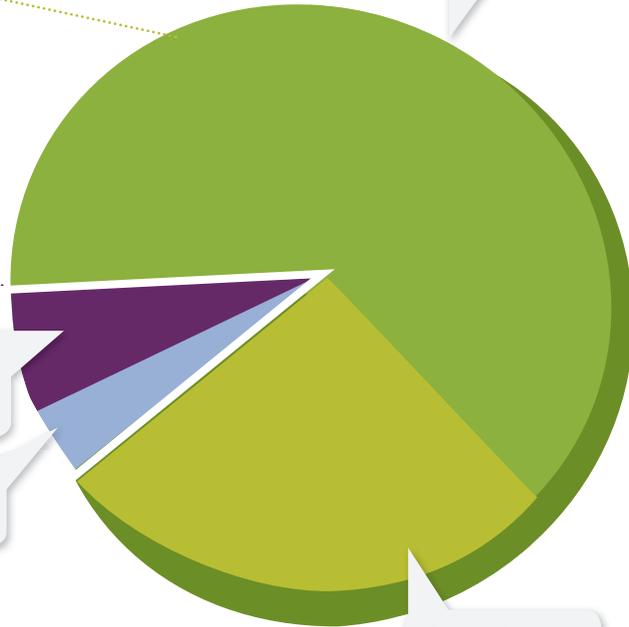
Fellow **62%**

Total Student Members (College and High School) **13%**

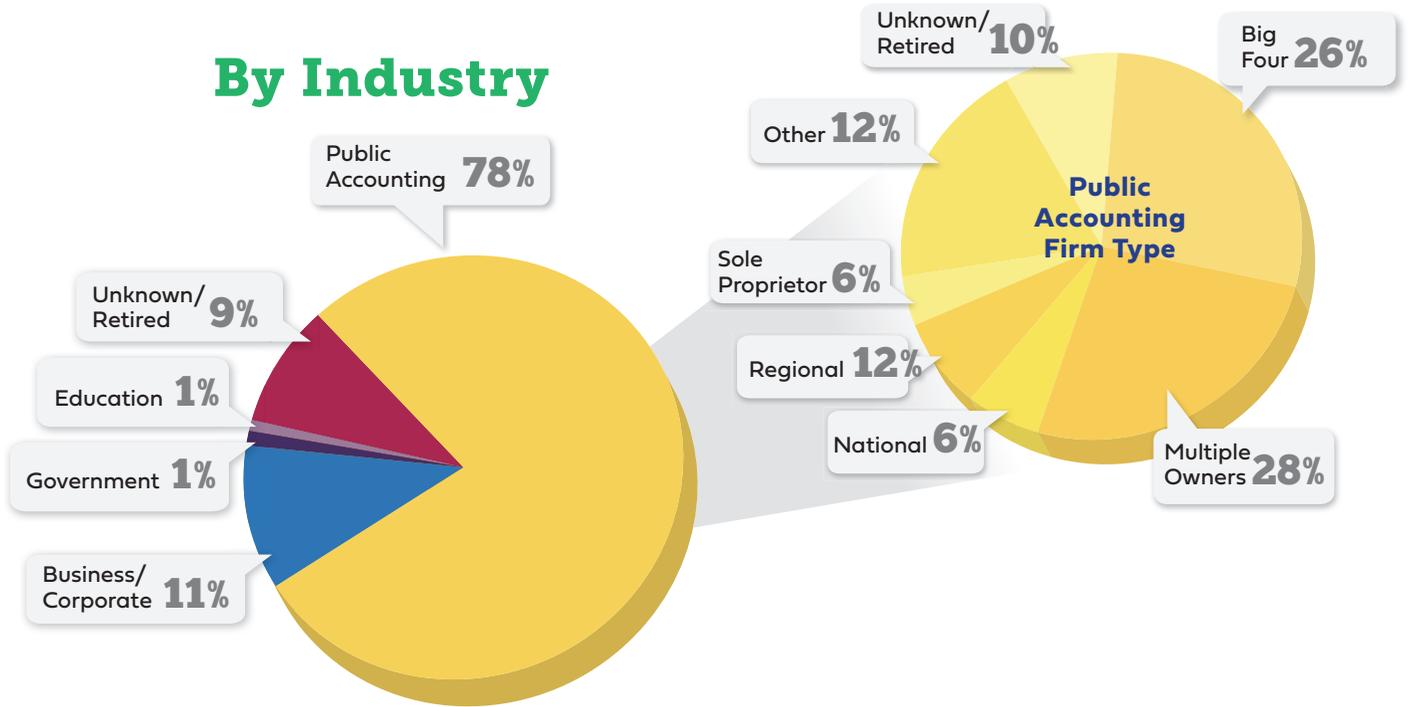
College **11%**

High School **2%**

Associate **25%**

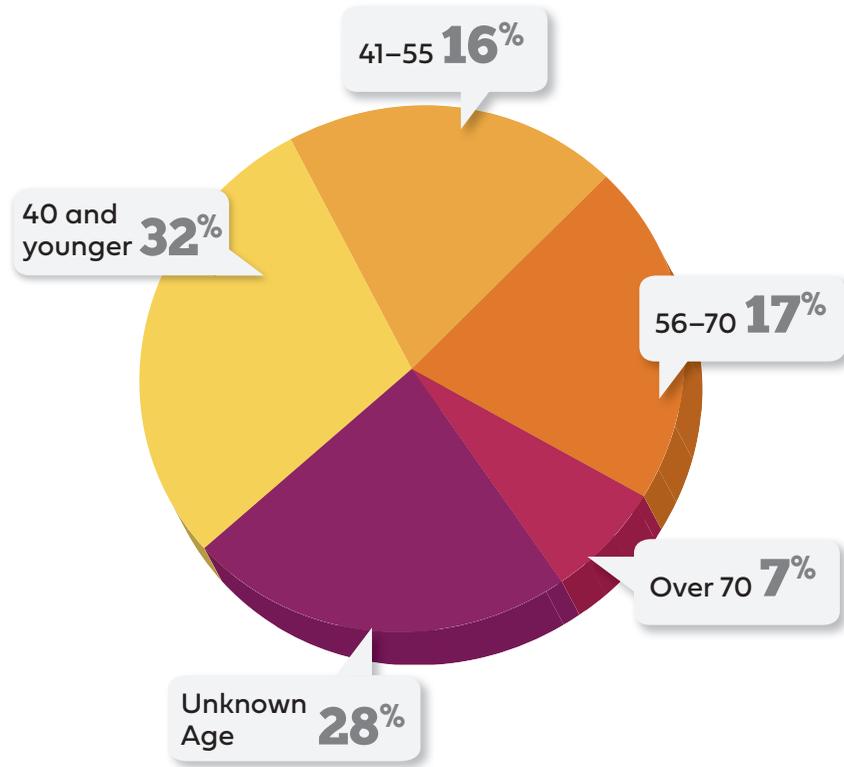


By Industry



Who We Are: Age and Gender

Age (includes student members):



Gender: While a majority of older members are male, members 45 and younger are almost equally female and male.

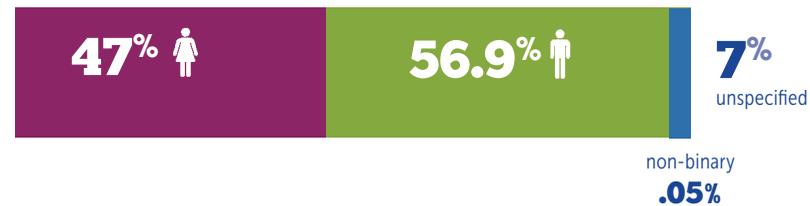
Age: About one-third of our members are young professionals (40 years old or younger).



GENDER (includes student members):



GENDER, AGE 45 AND YOUNGER:

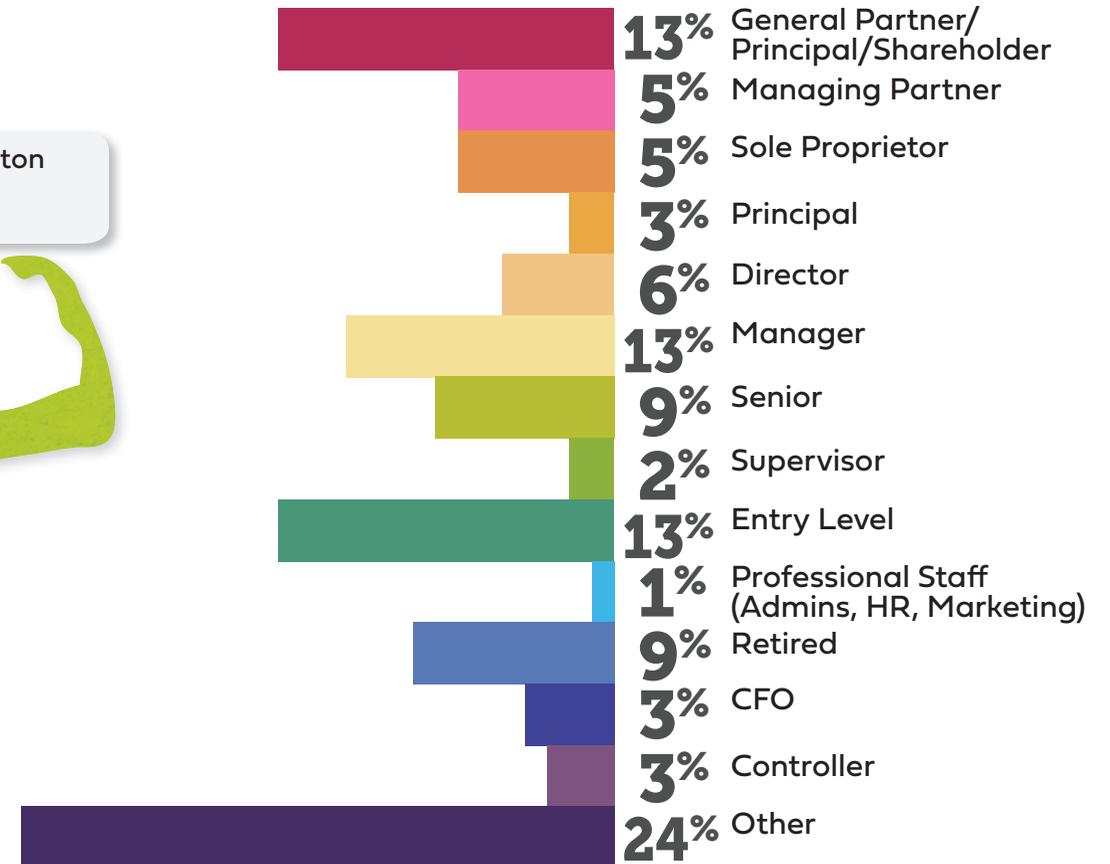


Who We Are: Region and Professional Position

Region: Percent of members by locale.



Professional position: Based on 59% of members who responded and shared position titles.



Who We Partner With

ATTORNEYS



AUTOMATION



AUDITMINER



BANKING



Life is exciting. Let us help.



Find your harbor.



America's Most Convenient Bank®



FINANCIAL PLANNING/BENEFITS



MANAGED IT/CYBERSECURITY



“Thank you for giving me and my company the opportunity to be a part of your great organization! Keep doing what you’re doing. It’s relevant and important. MassCPAs does so much good. You have created a great culture and it is appreciated.”
–Event sponsor

OUTSOURCING



PAYMENT SOLUTIONS



PAYROLL/BENEFITS/HR



RISK MANAGEMENT/INSURANCE



SOFTWARE SOLUTIONS



TAX STRATEGY



TALENT SOLUTIONS



Advertise With Us: SumNews Magazine



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.

Display Ad Rates

Prices start at:	
Full page	\$1,635
1/2 page	\$925
3 column	\$755
1/4 page	\$560
Cover wrap*	\$3,000

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

2023 STATISTICS:
Total active users: **12,000**
with over **70%** access from mobile devices.

The collage shows various pages from the SumNews Magazine. The top left is the cover for September 2021, featuring the MassCPAs logo and the headline 'Introducing MassCPAs'. Below the cover are several pages of content:

- An article titled 'If you are prepared to conduct, and help your clients conduct, a DPA, your organization will be well positioned to continue business with European partners.' It discusses data processing and privacy practices.
- An advertisement for MS Consultants, LLC, highlighting their expertise in tax savings and estate planning. It includes a 'STOP PAYING TOO MUCH IN TAXES' graphic and lists services like 'Cost Segregation Studies', 'De Minimis Studies', 'Capital Property Regulations', and 'RPO Energy Efficiency Credits'.
- An article titled 'KEEPING THE DOOR OPEN: The Value of Returning to the Office' by Amy Judd, CPA. It discusses the challenges of the COVID-19 pandemic and the importance of returning to the office.
- An advertisement for ConnectPay, titled 'THE RIGHT PAYROLL CONNECTIONS MAKE ALL THE DIFFERENCE'. It emphasizes the benefits of their payroll services.
- A page for McLane Middleton, a law firm, with the headline 'TANGIBLE YOU CAN COUNT ON'. It lists several attorneys and their contact information.

Animated Ads

Consider adding a short video about your company or product that 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: \$2,100 (Max 1,000 words)

Advertise With Us: Banner Ads



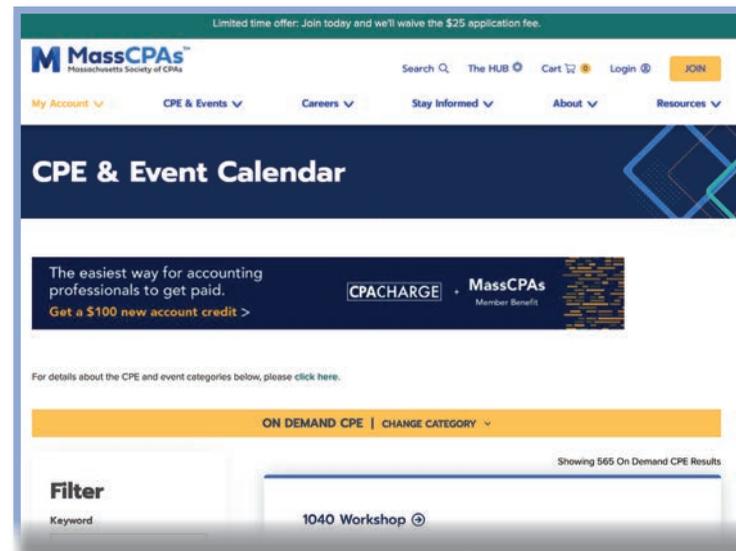
MassCPAs.org

The Society's website can be accessed by both 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
- ▶ Browse member benefits

Banner ads appear on the homepage, as well as the top 12 most visited pages of the site.

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



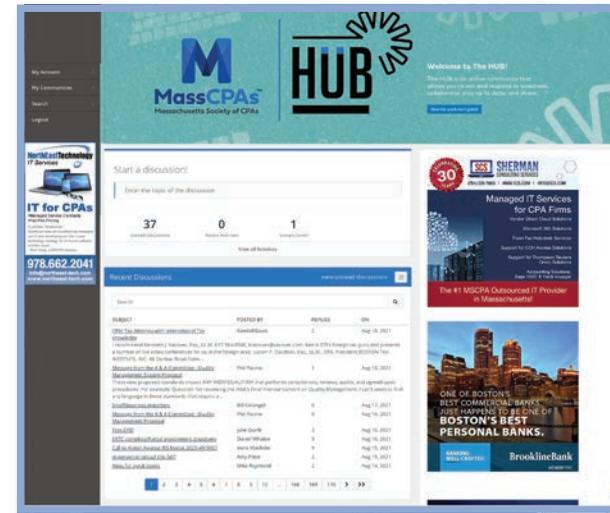
2023 STATISTICS:
11,300 average
visits per month.

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 fewer than 6 months



Ads on The HUB have an average of **808** 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 this email for one week per month.

Advertise With Us: Email Newsletters

Friday@Five

MassCPAs' weekly member newsletter provides updates on:

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

Audience: 11,690;
Average open rate: 39%

Rates: \$800/issue; \$600/issue
for 4+ issues
Includes banner ad and content

Friday at Five is here!

M MassCPAs™
Massachusetts Society of CPAs

Outsource your client's BOI Reports.

Work with BOI Experts

- ✔ Avoid Legal Risk
- ✔ Secure & Accurate Filings
- ✔ Passive Income Opportunity

Learn More >

The evolving role of the CFO as a strategic business partner is crucial in driving digital transformation. As technology continues to reshape industries, CFOs are at the forefront of leveraging it to improve financial processes, implement advanced data analytics and provide strategic insights to help their organizations make better business decisions.

Although 79% of the CFOs surveyed by Gartner agreed that leading digital

Targeted Newsletters

Monthly digital newsletters are sent to specific membership groups:

- ▶ **Managing Partners:** Audience: 595;
Average open rate: 44%
- ▶ **Young Professionals:** Audience: 8,555;
Average open rate: 48%
- ▶ **College Students:** Audience: 1,388;
Average open rate: 46%
- ▶ **Firm Administrators:** Audience: 640;
Average open rate: 40%
- ▶ **Small Firms:** Audience: 2,588;
Average open rate: 43%
- ▶ **Business and Industry:** Audience: 2,094;
Average open rate: 51%

The **Legislative Brief** is sent weekly:

- ▶ Audience: 11,806; Average open rate: 38%

Rates: \$600/issue
Includes banner ad and content



Advertise With Us: Vendor Directory

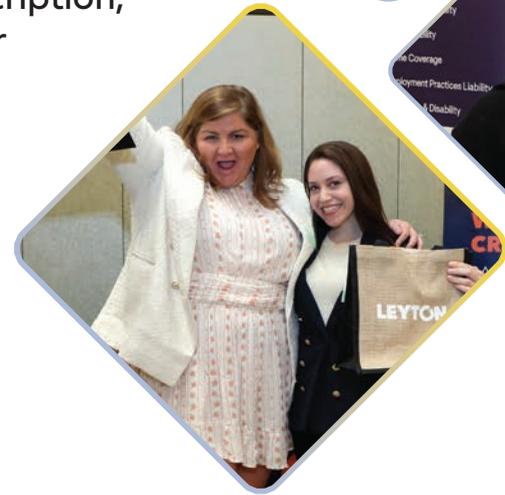
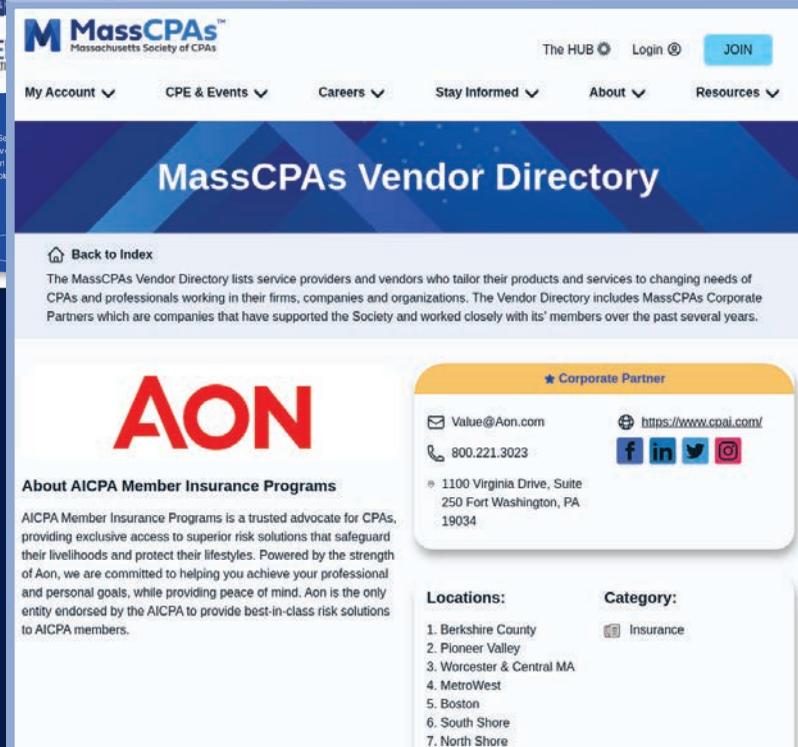


Advertise your company or firm's products and services to CPAs, financial professionals and their followers.

Designed to help members connect with vendors, this online directory features companies looking to market their services to over 11,500 members.

Each listing is designed like a virtual exhibit booth and includes contact info, company description, member benefits, customer testimonials and thought leadership content.

Cost: \$1,500 per year



Sponsorship Opportunities: Partnership Packages

All Access Pass

Set yourself apart and become a premiere partner of MassCPAs! Your team will have the opportunity to participate in every event this year: **25-30 in-person events and 6 virtual conferences**. Your branding and content will be featured across **all MassCPAs publications and platforms throughout the year**.

Networking MVP

If your goal is to **get quality facetime with as many members as possible**, this option is for you! You will be invited to our signature networking events with the opportunity to speak about your company and how you can help their firms and clients. Between events we will feature your logo and content in various publications so you stay front-of-mind for members.

Next-Gen Champion

Support your future customers! **Young professionals make up over 30% of our membership** and many of them don't have concrete referral networks yet so making connections with them is an excellent way to build your business pipeline. Not to mention, this group plans some really fun events!

MAP It Out

This package is centered around the **New England Practice Management Conference** and gives you maximum flexibility with two additional events of your choice! See page 13 for the schedule of events to choose from.

Package Perks:

► EVENTS

- Tickets to attend
- Exhibit table
- 2-3 minutes to speak
- Attendee list
- Logo placement on the website, promotional materials and displayed on-site

► ADVERTISING

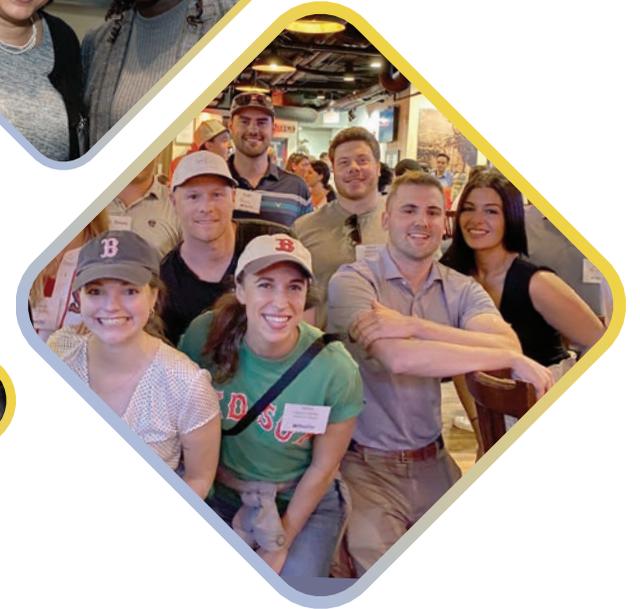
- Logo displayed on masscpas.org homepage
- Display ads in *SumNews* and conference manuals
- Friday@Five banner ads

► CONTENT

- CPE PLUS webinar
- Email blast
- LinkedIn post
- Targeted newsletters

► OTHER PERKS

- Demo Day spot
- Committee meetings
- Monthly vendor meet-ups



Sponsorship Opportunities: Events

Individual Event Sponsorships

Feeling shy? Dippin' in a toe? Sponsor an individual package for size and economy. Perks will be discussed by event.

- Connect
- Women's Golf Outing
- Practice Management Workshop
- Member Networking Nights
- Sip & Socialize
- Womens Leadership Summit
- New England Practice Management Conference

Sponsorship Perks:

- Tickets to attend
- Attendee list with email addresses
- Exhibit table, if applicable
- Speaking opportunities
- Signage and collateral distribution at the event
- Logo placement on the website and promotional materials



"ADP has been a sponsor of MassCPAs for many years. 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 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 of Sales, ADP

Sponsorship Opportunities: Virtual Conferences

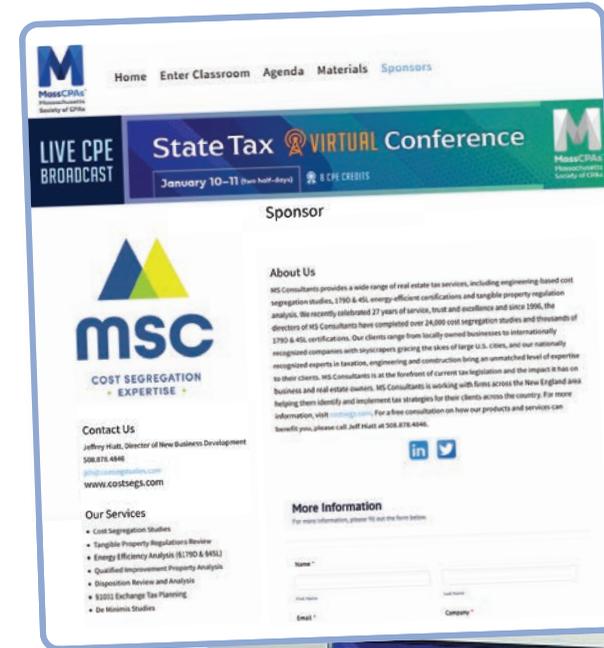
Virtual Conference Bundle

Have a small team or one that's not in Massachusetts? Is brand awareness your main objective? Supporting our virtual conferences is an easy way to make a big impact on your business. With minimal time and resources on your end, **your content and branding will be seen by over 2,000 conference attendees.**

- Employee Benefit Plan Conference – 180 attendees
- Accounting & Auditing Conference – 180 attendees
- Government Accounting & Auditing Conference – 135 attendees
- Professional Issues Update with AICPA CEO, Barry Melancon, CPA, CGMA – 150 attendees
- Federal Tax Camps – 850 attendees
- State Tax Conference – 340 attendees
- Nonprofit Conference – 275 attendees

Package Perks:

- Custom page on the virtual event platform
- 2-3 minute pre-recorded welcome speech
- Opportunity to present a one-hour early bird session at two conferences
- Attendee list
- Commercial played before sessions and during breaks
- Collateral piece emailed to attendees
- Full page ad and company profile in conference manuals
- Logo placement on registration page, promotional emails and event materials
- Recognition in *SumNews* as Virtual Conference Sponsor
- Logo displayed on masscpas.org homepage



Custom page on the virtual event platform



Sponsorship Opportunities: Event Calendar

Jan

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

Feb

“I have been to a couple of similar large, multi-day CPA events and the 2023 MassCPAs New England Practice Management Conference stands out as the best! The team from MassCPAs communicated with us in the lead-up to the event, each day was well-planned and there was time to network with the attendees. I look forward to future events with the fantastic team from MassCPAs. Keep it up!”
 –Event sponsor

Mar

Apr

May

-  Employee Benefit Plan Conference
-  Connect: MassCPAs' Annual Meeting

Jun

-  Accounting & Auditing Conference
-  Government Accounting & Auditing Conference
-  23rd Annual Women's Golf Outing
-  Member Networking Night
-  Membership Night at the Red Sox

Jul

-  Member Networking Night

Aug

-  Membership Night at the Red Sox
-  Karter Kup Tennis Scramble
-  Member Networking Night

Sep

-  Member Networking Night

Oct

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

Nov

-  New England Practice Management Conference
-  Member Networking Night

Dec

-  Federal Tax Camp
-  Emerging Leaders Summit
-  Member Networking Night

Key:

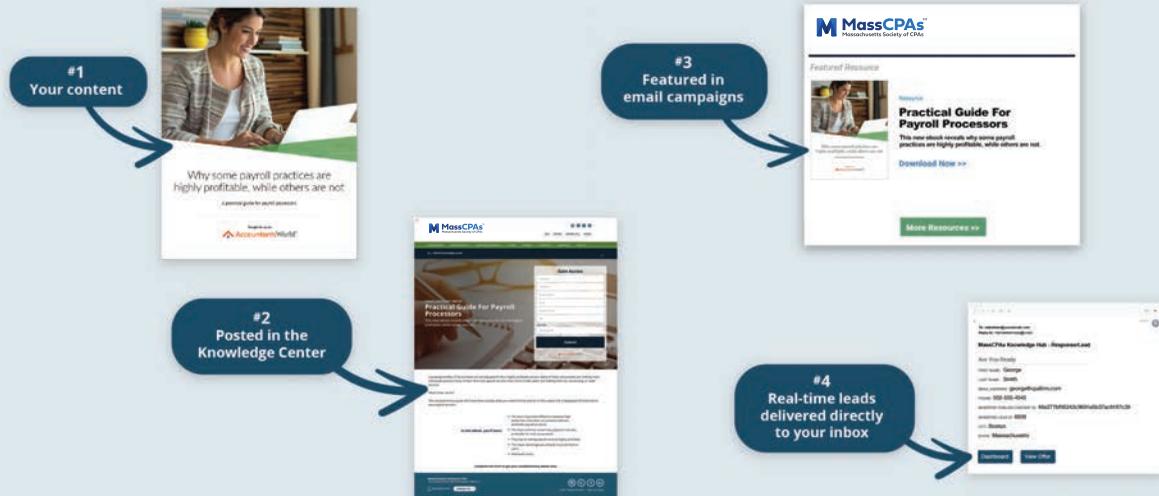
-  All Access Pass
-  Networking MVP
-  Next-Gen Champion
-  Individual Event Sponsorships
-  Virtual Conference Bundle
-  MAP It Out
-  Virtual event

Sponsorship Opportunities: Share Content

Gated White Papers

The new [MassCPAs Knowledge Center](#) syndicates content to a highly-engaged audience of more than 11,500 accounting professionals, who in turn, become the source of high-quality, intent-based, 100% exclusive leads to fuel your business.

4 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 11,500 accounting professionals in Massachusetts
- ▶ Utilize turn-key, 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)
- ▶ 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. Choose from the following mediums:

- ▶ MassCPAs.org
- ▶ Vendor Directory
- ▶ SumNews
- ▶ Newsletters
- ▶ Knowledge Center
- ▶ Social Media

Cost: \$4,500-\$6,500

CPE PLUS program

Position yourself as a thought leader in the industry by presenting a webinar to 100-200 members.

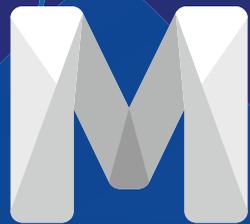
We handle all the marketing technology and attendance tracking, so all you have to do is provide one-hour of valuable content! Attendee list included in sponsorship fee.

Cost: \$1,500



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.



MassCPAs[™]
Massachusetts
Society of CPAs

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MASSCPAS.ORG

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