

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)

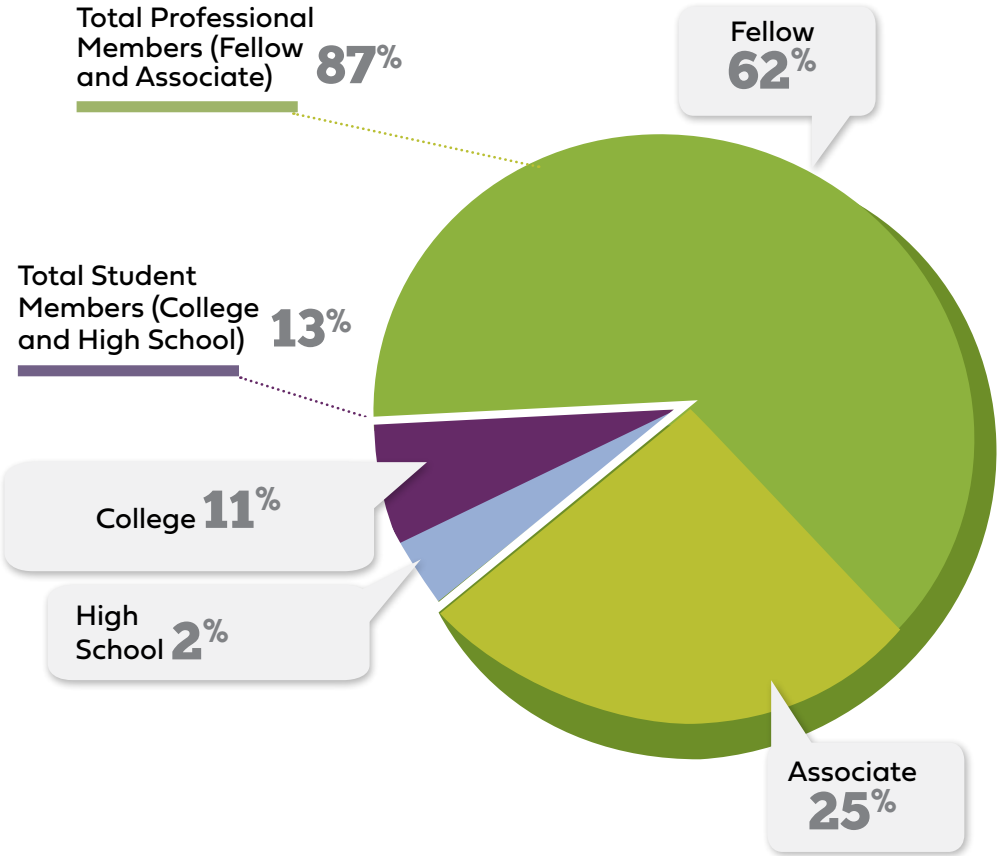


Who We Are

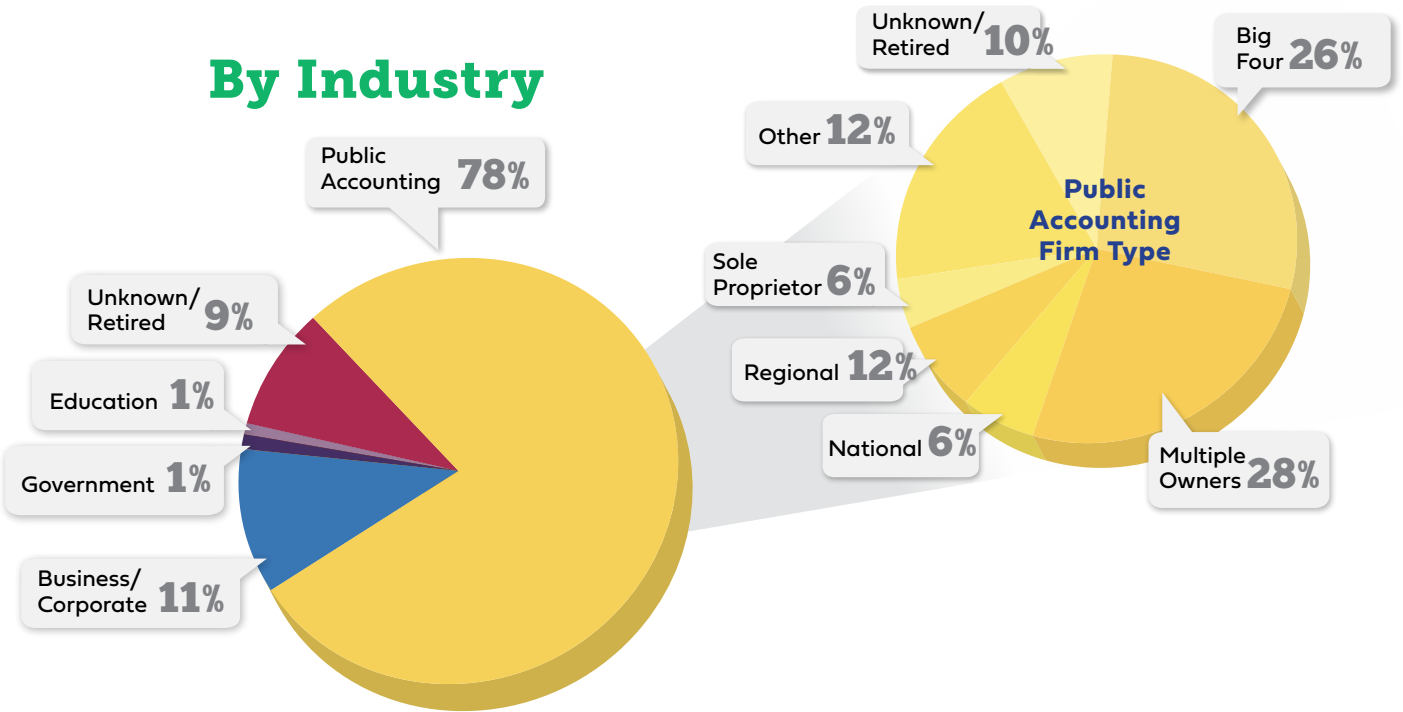
Membership

Total members **13,554**

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

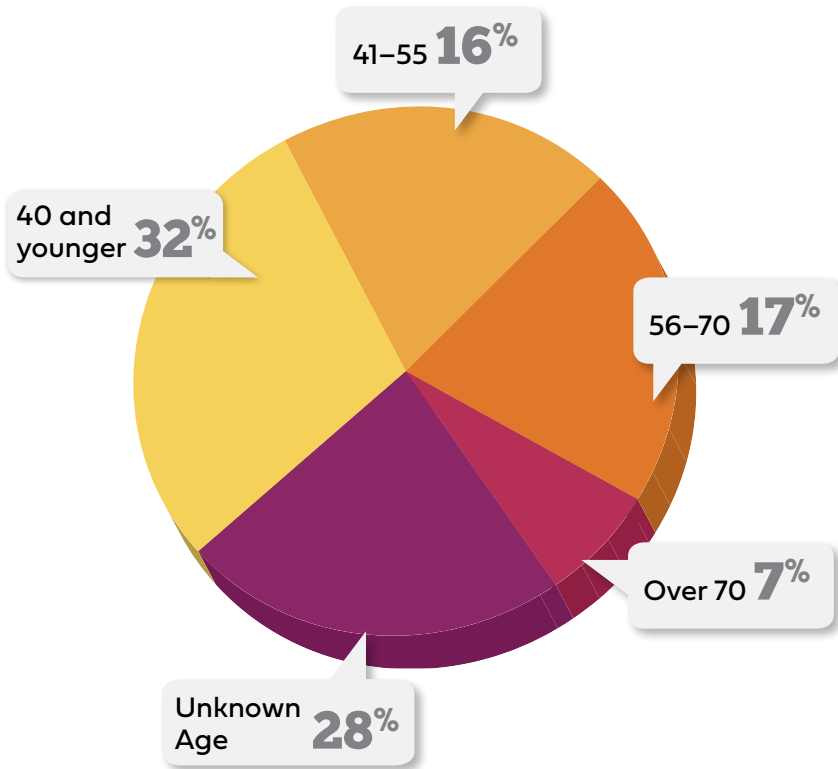


By Industry



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.

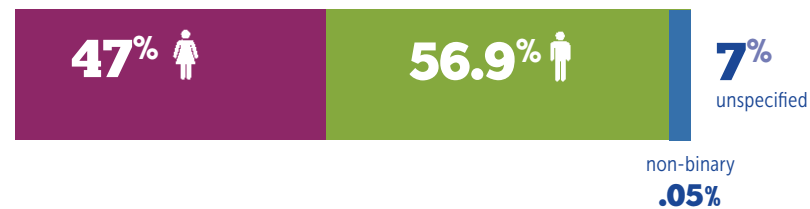
Age: About one-third of our members are young professionals (40 years old or younger).



GENDER (includes student members):



GENDER, AGE 45 AND YOUNGER:

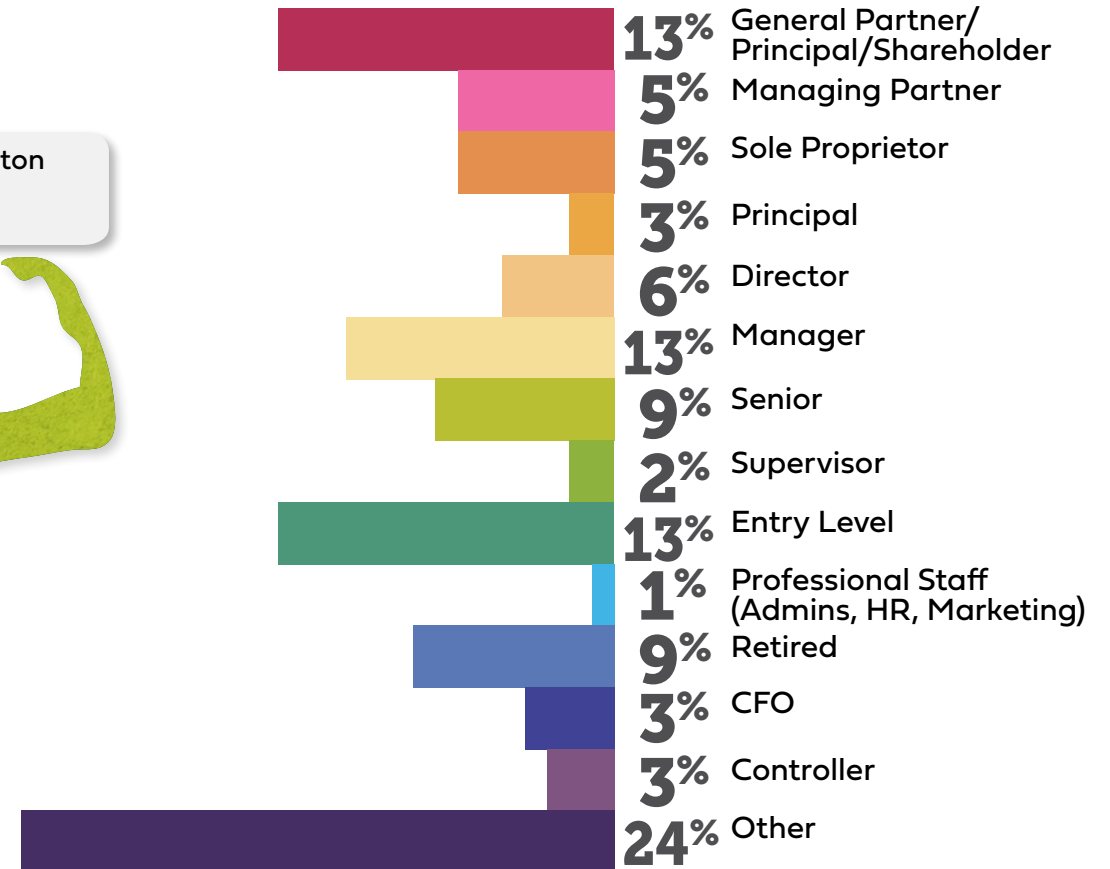


Who We Are: Region and Professional Position

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



BANKING



FINANCIAL PLANNING/BENEFITS



MANAGED IT/CYBERSECURITY



We sponsor MassCPAs events to stay connected with our clients in the CPA space. Their active and engaged community has helped us grow relationships and enhance our business, and we appreciate the proactive and responsive team.

— Jeff Hiatt, MSC

OUTSOURCING



PAYMENT SOLUTIONS



PAYROLL/BENEFITS/HR



RISK MANAGEMENT/INSURANCE



SOFTWARE SOLUTIONS



TAX STRATEGY



Advertise With Us: SumNews Magazine



MassCPAs' 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	\$2,500
1/2 page	\$1,450
3 column	\$1,200
1/4 page	\$880
Cover sponsor (logo only)	\$550

*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.

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: \$2,500 (Max 1,000 words)

Advertise With Us: Banner Ads



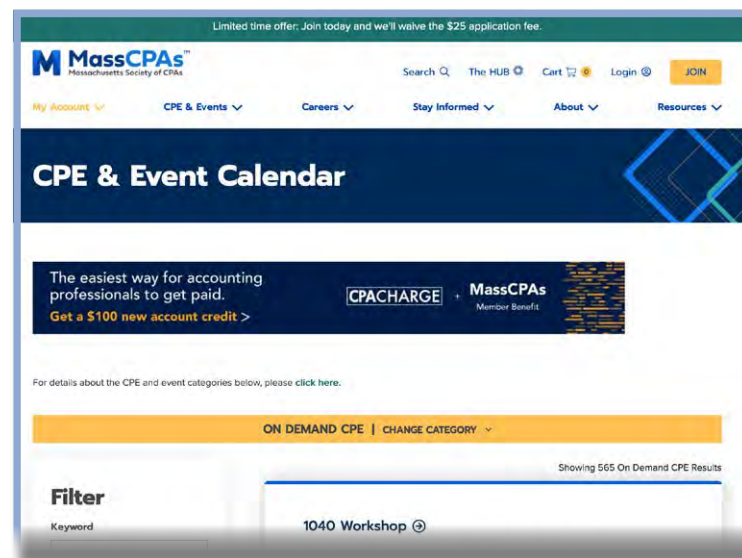
MassCPAs.org

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



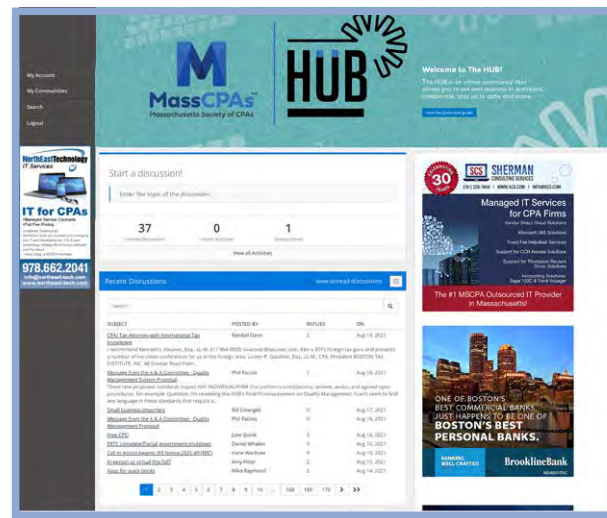
2023 STATISTICS:
11,300 average visits per month.

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: \$600/month for 6+ months, \$700/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; \$650/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: \$650/issue
Includes banner ad and content



Advertise With Us: Vendor Directory

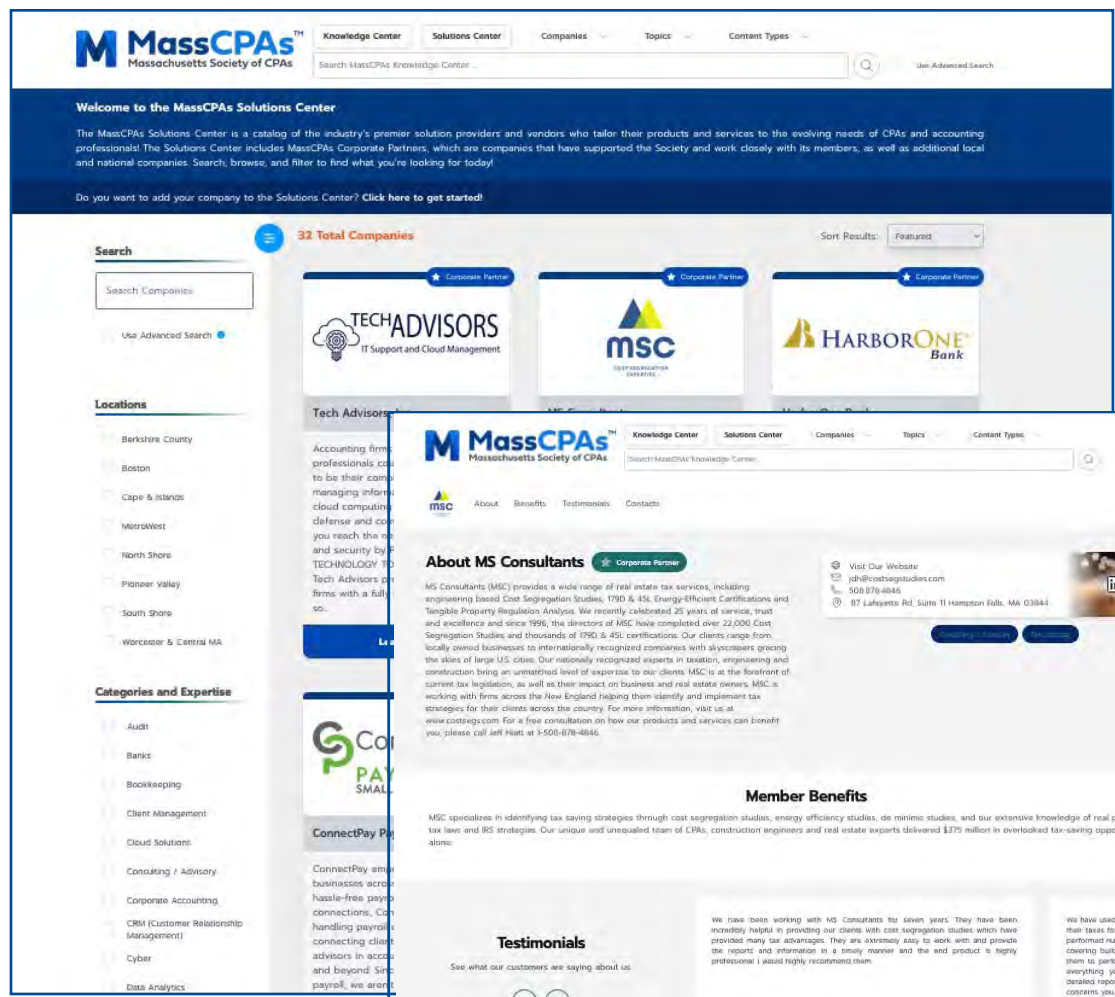


Advertise your company or firm's products and services to CPAs, financial professionals and their followers.

Designed to help members connect with vendors, this online directory features companies looking to market their products and services to CPAs.

Start with a basic listing featuring your company information, videos, and testimonials, or upgrade to a premium listing with lead generation, white papers, and a banner ad.

Cost: varies from \$58 - \$200 per month



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.

Networking Essentials

A mini version of the MVP package that includes only our largest events with the biggest impact.

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.

MAP It Out Plus

Take MAP It Out to the next level with a listing in the vendor directory and a breakout session at the conference.

Packages include a variety of the following benefits:

► 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



“We had a great experience at MAP this year and will definitely return for future events!
– *Wolters Kluwer Tax & Accounting*

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
- Sip & Socialize
- Womens Leadership Summit
- New England Practice Management Conference
- Federal Tax Camps
- Networking at the Revs

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



"Sponsoring MassCPAs events has provided excellent brand recognition and visibility, with a strong ROI. The team's support and involvement in events make us feel valued as a sponsor.

– Irene Walton, Gallagher Affinity

Sponsorship Opportunities: Virtual Conferences

Virtual Conference Sponsorships

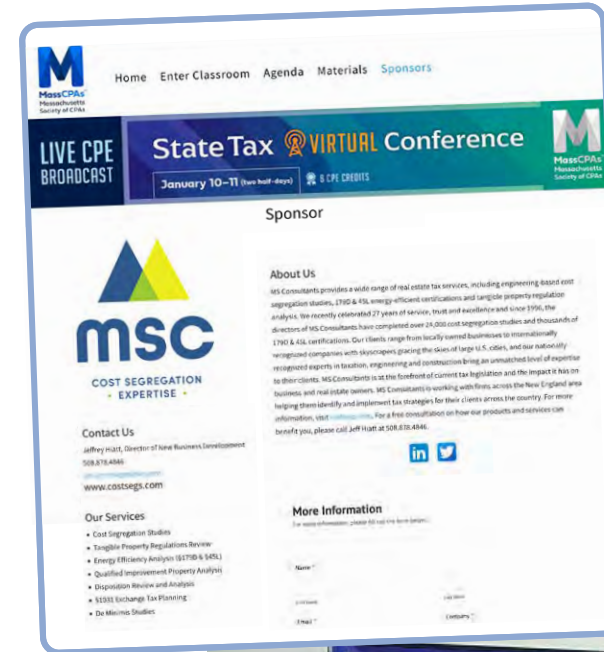
Have a small team or one that's not in Massachusetts? Is brand awareness your main objective? Supporting our virtual conferences is an easy way to make a big impact on your business. With minimal time and resources, your content and branding will be seen by hundreds of attendees.

- Employee Benefit Plan Conference – 180 attendees
- Accounting & Auditing Conference – 180 attendees
- Government Accounting & Auditing Conference – 135 attendees
- Federal Tax Camps – 850 attendees
- 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

Rates: Virtual Conference Sponsorships start at \$1,500



Custom page on the virtual event platform



Sponsorship Opportunities: Event Calendar

Jan



 State Tax Conference



 Trivia Night



 Nonprofit Conference



 Membership Night at the Bruins



 Sip & Socialize : A Networking Event For Business Professionals

Aug



 Membership Night at the Red Sox



 Karter Kup Tennis Scramble & Clinic

Feb



 Wellness Series & Fitness Challenge

“MassCPAs consistently offers valuable events that provide excellent networking and education for members, while ensuring sponsors get high-quality opportunities and great ROI. The professionalism and camaraderie of the team make working with them a pleasure.”

—Brian Sergenian, MLG Capital

Sep



 Networking at the Revs

Mar

Oct



 Women’s Leadership Summit



 Membership Night at the Celtics

Apr



 After Tax Season Par-Tee at Top Golf

Nov



 New England Practice Management Conference



 Emerging Leaders Summit

May



 Employee Benefit Plan Conference



 Practice Management Workshop



 Connect: MassCPAs’ Annual Meeting



 Young Professionals Networking with CFA Society at the Red Sox

Dec



 Federal Tax Camp

Jun



 Accounting & Auditing Conference



 Government Accounting & Auditing Conference



 Women’s Golf Outing



 Membership Night at the Red Sox



 Sip & Socialize: A Networking Event for Business Professionals



 CPA Day of Service

Jul



Key:

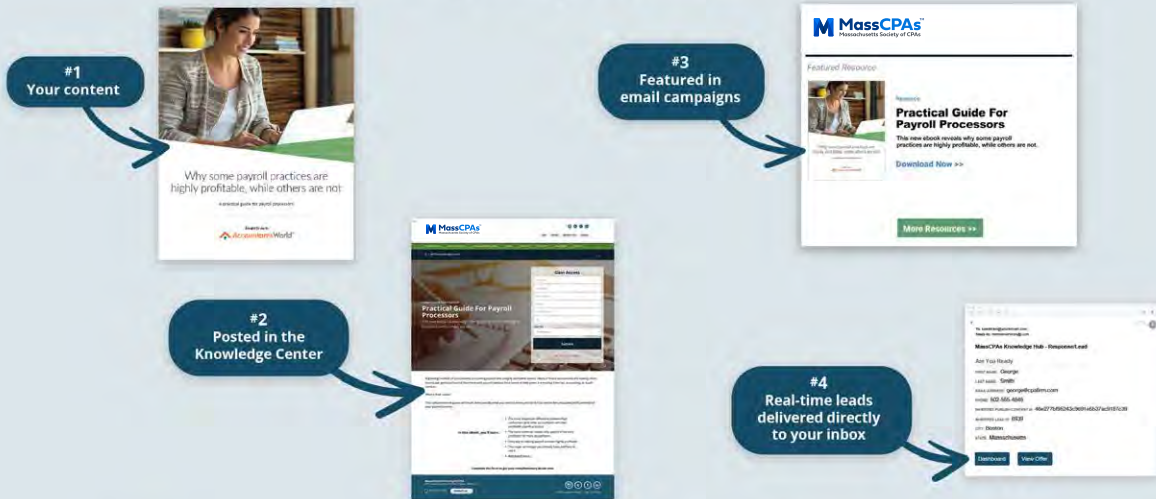
-  All Access Pass
-  Networking MVP
-  Next-Gen Champion
-  Individual Event Sponsorships
-  Virtual Conference Sponsorships
-  MAP It Out
-  Virtual event

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

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: \$2,000



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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