



# BUILD YOUR BUSINESS WITH THE NJCPA

ADVERTISING, EXHIBITING &  
SPONSORSHIP OPPORTUNITIES



Connect with more than 13,000 influential CPAs,  
financial professionals and students in New Jersey.



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**DON MEYER**  
CHIEF MARKETING OFFICER  
862-702-5607  
dmeyer@njcpa.org



**EILEEN PROVEN**  
BUSINESS DEVELOPMENT  
SPECIALIST  
862-702-5640  
eproven@njcpa.org



**MAUREEN PRICE**  
BUSINESS DEVELOPMENT  
SPECIALIST  
862-702-5614  
mprice@njcpa.org

**NEW JERSEY SOCIETY  
OF CERTIFIED PUBLIC  
ACCOUNTANTS**  
105 EISENHOWER PARKWAY,  
SUITE 300  
ROSELAND, NJ 07068  
PHONE 973-226-4494  
NJCPA.ORG

### Advertising Terms and Conditions

The New Jersey Society of Certified Public Accountants (NJCPA) will publish only such advertising as the NJCPA, in its sole discretion, deems to comply with the NJCPA's standards of ethical propriety, legality and good taste and which is in, or not opposed to, the best interests of the NJCPA and its members.

By submitting advertising copy to the NJCPA for publication, the advertiser represents and warrants that the advertisement is in compliance with all laws and regulations, and advertiser is authorized to publish the entire contents and subject matter of the advertisement including, but not limited to, trademarks, service marks, names, image and likeness of people, text, sketches, representations, labels, maps, illustrations, or other copyrighted matter. In consideration of the NJCPA's acceptance of such advertisement for publication, advertiser shall indemnify and hold the NJCPA, its members, officers, trustees and employees harmless from and against all liability, loss damages or expense, including reasonable attorney's fees resulting from claims, actions or proceedings based on the contents or subject matter of such advertisement (including, but not limited to, claims or actions based on copyright infringement, trademark infringement, unauthorized use of names, images or likeness, illustrations or libelous statements). The NJCPA shall promptly give advertiser written notice of any claim with respect to the subject matter of this indemnification agreement. As used herein, the term "advertiser" shall refer to the advertiser and its advertising agency. The NJCPA's liability to advertiser for any reason, including errors or omissions of advertising material, shall not exceed the amount of the NJCPA's regular charge for single insertion of a similar advertisement.

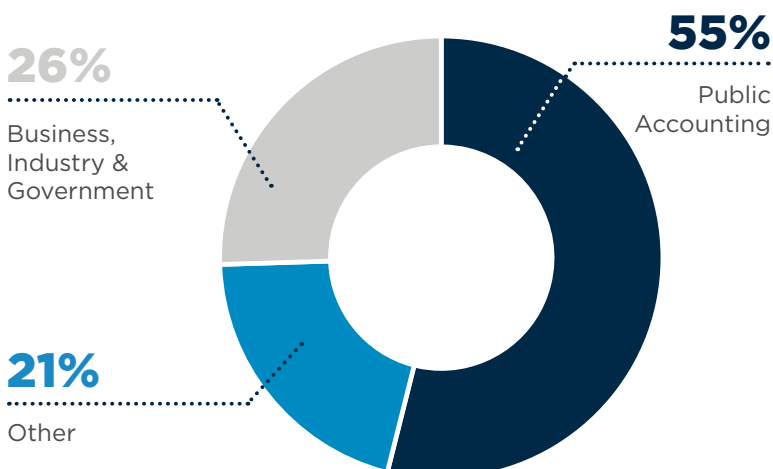


## WHAT IS THE NJCPA?

The New Jersey Society of Certified Public Accountants (NJCPA) is a nonprofit, professional association comprised of more than 13,000 CPAs, accounting professionals and student members. Our diverse membership consists of CPAs who work in business and industry, government, education and at accounting firms ranging in size from sole practitioners to large, international organizations. A majority of NJCPA members are partners, CEOs, CFOs, department managers and other professionals with buying power.

The NJCPA is a proven resource for reaching influential CPAs and financial professionals. Whether you are looking to expand your customer base or raise awareness for your product or service, you'll achieve results with a program tailored to your unique business goals. Opportunities range from sponsoring events and content to advertising and remarketing. There is something for every budget. Contact us today to start building a custom package that will exceed your expectations.

## WHO ARE NJCPA MEMBERS?



### TYPES OF PRODUCTS AND SERVICES MEMBERS ARE INVOLVED IN PURCHASING

- ✓ Banking
- ✓ Technology
- ✓ Insurance
- ✓ Business Services
- ✓ Payroll Processing
- ✓ Telecommunications



## SPONSORSHIPS & EXHIBITING

*NJCPA in-person events are currently limited; however, virtual events are booming.*

Our events are your place to showcase your company and build personal connections. With hundreds of programs every year, there are many opportunities to choose those that closely align to your audience and marketing goals.

## CONFERENCES AND SEMINARS

As the NJCPA pivoted to virtual events in 2020, it saw record attendance numbers at its webinars and created ample ways to include sponsors in its success. All sponsorships offer digital marketing and virtual connections to CPAs.

NJCPA events average 100 attendees for specialized learning events and 700 people for general sessions.

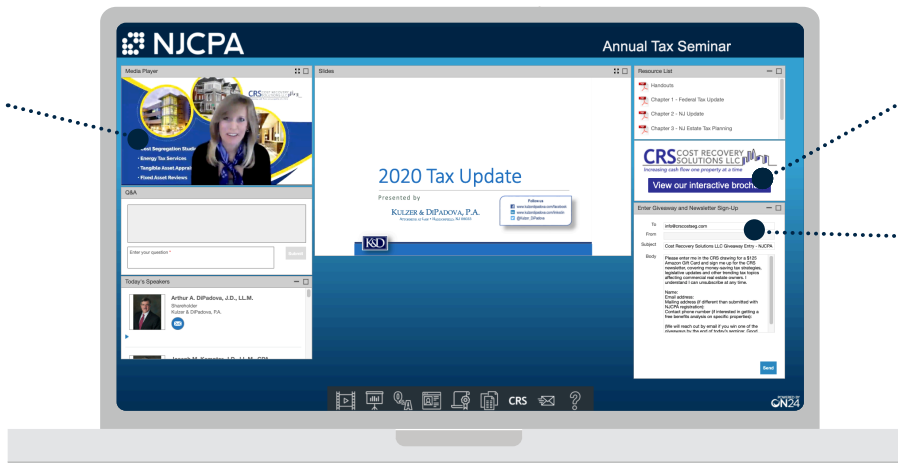
### Virtual Sponsorship Packages Include

- ✓ Company logo on welcome slide show
- ✓ Two-minute pre-recorded presentation
- ✓ Contact form on screen
- ✓ Attendee mailing list

**\$750**

### Great Company Exposure and Interaction with Attendees

**Sales Pitch/  
Marketing**



**Your Brand +  
Call to Action**

**Interactive  
Form  
(Lead Gen)**



## PREMIER EVENT — NJCPA ANNUAL CONVENTION & EXPO

June 11-13, 2024 / Borgata, Atlantic City

"NJCPA goes above and beyond with their annual Convention. The caliber of speakers, thought leadership and overall ambiance of the event are always top quality. There is an energy and elevated excitement level that helps to foster exceptional networking amongst the attendees and sponsors. ADP is a proud partner to NJCPA and it is a pleasure to take part in this event year over year."

— HEATHER SPERDUTO, ADP, VP, SALES OPERATIONS - ACCOUNTANT CHANNEL

The Annual Convention & Expo continues to draw **more than 600 CPAs, including leaders, decision makers and people of influence**. Whether your company is looking to expand its customer base or is exploring the accounting industry for the first time, the NJCPA Annual Convention & Expo is where you will:

**Access** the decision-makers in the accounting industry.

**Boost** exposure for your product or service.

**Benefit** from company recognition and lead generation.



### Sponsor & Exhibitor Benefits

- ✓ Food and networking functions on the expo floor
- ✓ Company listing on convention website and mobile app
- ✓ Automated lead capture system
- ✓ Pre- and post-convention electronic file of attendee mailing addresses
- ✓ Sponsor acknowledgement on convention signage, mobile app and by NJCPA president
- ✓ Invitation to attend opening general session, as well as other educational sessions as available
- ✓ Interaction with new prospects to grow your business and generate qualified leads

See the exhibitor prospectus at [njcpa.org/advertising](https://njcpa.org/advertising) for full details on booth packages and sponsorships.

**Booth Package: \$2,100 or choose a customized sponsorship package**



### Reach Up to 1,000 Attendees with Virtual Learning

#### FEATURED OPPORTUNITIES

##### ✓ Membership+ Webinars

Monthly webinars geared to all CPAs  
600-1,000 attendees

##### ✓ Conferences

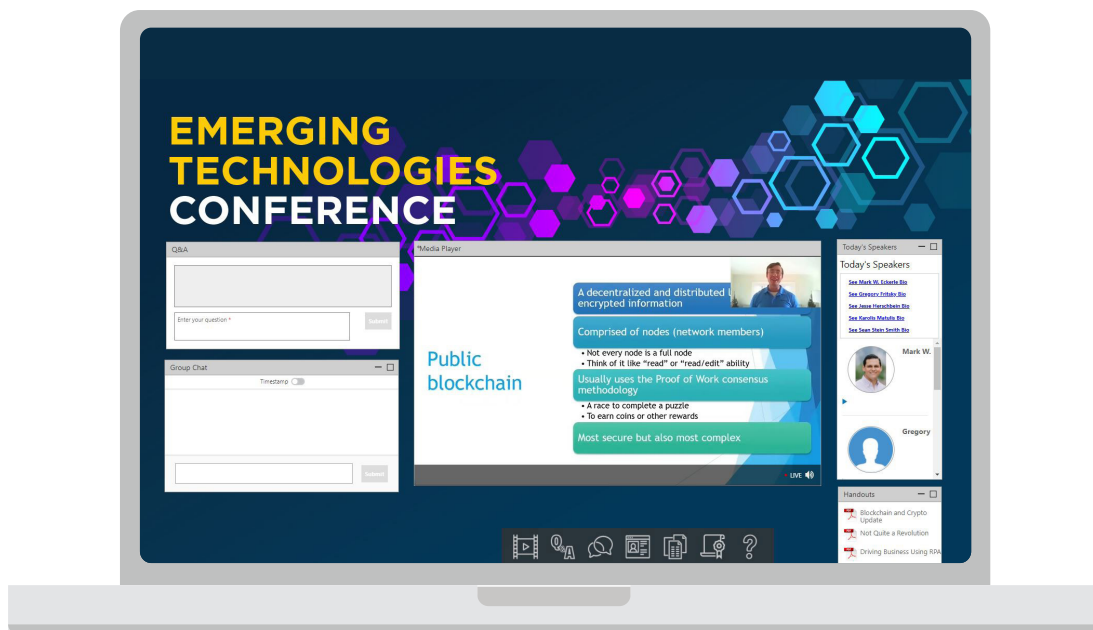
Nine NJCPA conferences from  
May through December  
100-300 attendees

##### ✓ CPE Virtual Pass

Bundle of eight NJCPA webinars  
700 attendees

##### ✓ Annual Tax Seminar

Half-day program for public accountants  
850 attendees



### Speak to Us About New Opportunities

New sponsorship opportunities arise as the needs of New Jersey CPAs change and grow.

#### ADDITIONAL OPPORTUNITIES

- ✓ Webinars for a wide range of audiences
- ✓ Events hosted by 11 NJCPA chapters throughout New Jersey
- ✓ Interactive meetings for members with specialized interests (Interest Groups)





## ADVERTISING

Around 13,000 professionals read the NJCPA's mix of communications for featured content, including breaking news, thought leadership, continuing education events and technical guidance. This content not only influences company decision makers, but their clients as well.

### DIGITAL

See [njcpa.org/advertising](https://njcpa.org/advertising) for more information, including rates, frequency options and art specifications.

### **njcpa.org**

The award-winning website, [njcpa.org](https://njcpa.org), provides advertisers with an interactive medium for accomplishing two important goals — branding your organization to a target audience of CPAs and providing access to your company through a link to your website. It receives an average of 18,000 unique visitors per month. Banner ads appear on the site's interior pages of the sections: Join & Connect; Build Career; Learn; Stay Informed; and Use Resources.





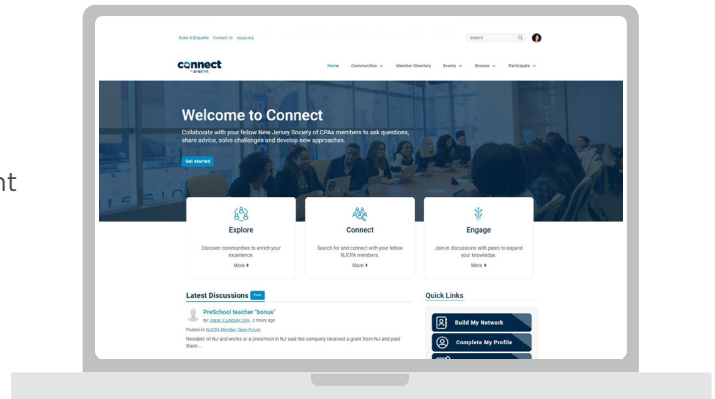
### Digital Display in the NJCPA Education Center *(temporarily suspended)*

The NJCPA Education Center in Roseland, New Jersey, hosts classes and meetings for roughly 2,000 New Jersey CPAs each year. Our new, state-of-the-art, digital display is prominently located near the classroom entrance.

### Connect

Connect is an online community exclusively for NJCPA members. The NJCPA's more than 13,000 members have access to the site. Features include discussion groups, a member directory and document libraries. Currently the site serves up an average of 16,000 page views per month.

Targeted, high-exposure ad placements are available both on the site and within the discussion group emails.



### NJCPA Pulse

Our primary information vehicle, this customized e-newsletter, is emailed every other week to more than 13,000 NJCPA members and nonmembers. Multiple ad positions and sizes are available.



### Goods and Services Classified Ads

We offer classified advertising in both *New Jersey CPA* magazine and at [njcpa.org/classifieds](https://njcpa.org/classifieds). With pricing as low as \$100, NJCPA classifieds is an effective and affordable vehicle for reaching your target market. Choose one of the categories below and submit classified ads online at [njcpa.org/classifieds](https://njcpa.org/classifieds). Questions? Contact Maureen Price at [mprice@njcpa.org](mailto:mprice@njcpa.org) or 862-702-5614.

- |                              |                             |                            |
|------------------------------|-----------------------------|----------------------------|
| ✓ Degrees and Certifications | ✓ Mergers/Acquisitions      | ✓ Real Estate              |
| ✓ Marketing Support          | ✓ Office Products/Equipment | ✓ Travel and Entertainment |
|                              | ✓ Professional Services     |                            |





PRINT

New Jersey CPA magazine

New Jersey CPA is the award-winning quarterly membership magazine of the NJCPA.

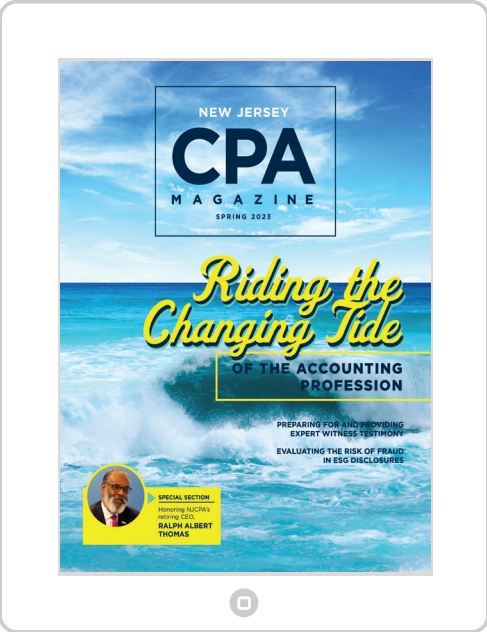
#njcpamag

✓ Quality Content

In 2020, more than 80 percent of readers rated the quality of *New Jersey CPA* as good to excellent.

✓ Total Circulation

13,500 CPAs, student members and support professionals four times per year



Digital edition offers advertisers a significant increase in value at no extra cost.

- ✓ Increased exposure with ad appearing digitally and in print
- ✓ A link to the digital magazine is delivered to 13,000+ NJCPA members
- ✓ Connections to the advertiser's email and URL come at no additional charge

NEW JERSEY CPA EDITORIAL CALENDAR

ISSUE	AD CLOSE
SUMMER 2024	April 8
FALL 2024	July 8
WINTER 2024/25	Oct. 16

FOUR-COLOR ADVERTISING RATES (PER ISSUE)

PLACEMENT	PRICE
FULL PAGE	\$2,775
1/2 PAGE HORIZONTAL	\$2,080
1/3 PAGE HORIZONTAL	\$1,665
1/4 PAGE VERTICAL	\$1,330
BACK COVER	\$3,330
INSIDE COVER	\$3,190

Discounts are available for multiple insertions.



# SPONSORED CONTENT

Thought leadership is one of the most successful ways to “sell” a product or service without actually selling. We offer opportunities for you to position your expertise and brand to a targeted audience, including decision makers and their clients.



Consider sponsoring content in the award-winning magazine, *New Jersey CPA*; the digital publication *NJCPA Pulse* and webinars for a range of audiences. We can assist you with topic selection, editing needs and writing tips.

## RATES

NEW JERSEY CPA (print magazine)

\$2,975

NJCPA PULSE

\$1,500

## WEBINAR

Pricing is determined by length, audience and other criteria

Packages and combinations are also available.

## NJCPA sponsored content is a digital marketing powerhouse.

- ✓ Trusted provider of high-quality and relevant content
- ✓ Leading source of accounting and finance content in New Jersey
- ✓ Extensive reach to decision makers and influencers
- ✓ Tailored messages to a broad range of interests and demographics



## PREMIER SPONSORSHIPS

Increase your profile and leads for new business when you become an NJCPA premier partner. We offer packages to companies and firms that support our programs, events and media at a designated level.

By participating, you will receive recognition as a significant supporter of NJCPA programs throughout the year. Exclusive benefits to premier partners include recognition on njcpa.org, priority placement at the Annual Convention & Expo, the option of purchasing an email advertisement sent to members, and one-stop coordination of all your NJCPA advertising vehicles.

We will work together to develop a customized sponsorship/advertising package designed to meet your business goals and budget.

### Our Current Premier Partners





## MEMBER BENEFIT PROVIDERS

The NJCPA welcomes companies that are interested in providing exclusive discounts and special values to our members. Member benefit providers also have the option of purchasing an email advertisement to members once per year.

Complete our Member Benefit Program application, available at [njcpa.org/advertising](http://njcpa.org/advertising). Please be sure to read the NJCPA policies and procedures explaining our mailing, advertising and cost requirements. All member benefit offerings are subject to NJCPA approval.

### Our Current Member Benefit Providers

BUSINESS PRODUCTS AND SERVICES	ADP	PAYCHEX	WOLTERS KLUWER
	ENERGY PLUS	SMI	
	MERCHANT ADVOCATE	UPS	
GUIDANCE AND LEARNING	ACCOUNTING TODAY	SURGENT CPA REVIEW	WOLTERS KLUWER
	GLEIM CPA REVIEW	UWORLD ROGER CPA REVIEW	
FINANCIAL AND INSURANCE	CAMICO AND ARTHUR J. GALLAGHER & CO.	GUARANTEED RATE/ MARC DEMETRIOU	USI AFFINITY
	GALLAGHER AFFINITY	PLYMOUTH ROCK	
PRACTICE MANAGEMENT AND DEVELOPMENT	WHITMAN TRANSITION ADVISORS		
TRAVEL, SHOPPING AND ENTERTAINMENT	AVIS	BUYER'S EDGE	
	BUDGET	PERKSPOT	



## SERVICES

### Rent the NJCPA Learning Center

For your corporate meetings, lectures and classes, everything you need is right here at the NJCPA Learning Center in Roseland, NJ. For groups of up to 80, we offer state-of-the-art meeting space, technology and amenities at a superb value!



#### OUR LOCATION

- ✓ Available Monday through Friday
- ✓ Close to Routes 24, 80, 280, 287 and Garden State Parkway
- ✓ High-speed, wireless internet throughout facility
- ✓ Catering flexibility...either you handle or we handle
- ✓ Ample parking

#### MEETING ROOMS

- ✓ Laser projector and screen
- ✓ Sound system in Rooms A & B
- ✓ Live stream and recordings
- ✓ Power at every seat
- ✓ Comfortable chairs (ergonomically correct)
- ✓ Customized seating arrangements

#### COMMON AREAS

- ✓ Unlimited coffee, tea and spring water
- ✓ Ample outlets and USB ports

ROOM	SEATING CAPACITY	RATE/FULL DAY	RATE/HALF DAY
A	48	\$900	\$725
B	32	\$800	\$625
A & B	80	\$1,150	\$900
BOARDROOM	16	\$725	\$550
COMMON AREA	50+	Included	Included

#### Learn more at [njcpa.org/rental](https://njcpa.org/rental)

For more information or to reserve space, call Randi Farrell at 862-702-5626 or [rfarrell@njcpa.org](mailto:rfarrell@njcpa.org).





Produce professional quality videos in the NJCPA's state-of-the-art studio.

The NJCPA video studio is fully customizable to include your company's branding, lighting preferences, and configuration of table and chairs.

### VIDEO STUDIO RENTAL

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You can bring your own equipment and videographer(s), or we can provide them. The studio features a custom-designed set with movable table and chairs. The table can accommodate up to four people in various configurations, and a logo can be inserted into the front panel. Custom lighting creates different moods.

Additional services include:

- ✓ Editing
- ✓ Raw footage on hard drive
- ✓ Extra camera operator
- ✓ Live streaming
- ✓ Custom desk insert
- ✓ Teleprompter
- ✓ Green/white screen

Inquire about our competitive half- and full-day rates.

For more information, contact Rachael Bell at 862-702-5620 or [rbell@njcpa.org](mailto:rbell@njcpa.org).





