Connect with more than 15,000 influential CPAs and financial professionals in New Jersey.
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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 organization comprised of nearly 15,000 CPAs 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, presidents/CEOs, executives, 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 exhibiting at one of our conferences or our Annual Convention & Expo to print and digital advertising that offers reach and frequency. There is something for every budget. Contact us today to start building a custom package that will exceed your expectations.

Who are NJCPA members?

83% of members in public practice recommend products and services to their companies.

60% are involved in the purchasing decisions for their firms/companies.

58% of readers have taken action after seeing advertising in New Jersey CPA by either purchasing the product, contacting the advertiser, visiting a website, or recommending the product or service to a client.

NJCPA Membership Composition

- Public Accounting: 32%
- Business, Industry & Government: 54%
- Education & Other: 14%

Types of Products and Services NJCPA Members are Involved in Purchasing

- Banking
- Computer Hardware and Peripherals
- Insurance
- Office Equipment/Supplies
- Payroll Processing
- Technology and Software
- Telecommunications
EXHIBITING/SPONSORSHIPS

Face-to-face connections are the most effective way to market a brand. The NJCPA offers opportunities to sponsor or exhibit at more than 400 seminars, conferences and chapter events each year in addition to our premier event, the Annual Convention & Expo.

ANNUAL CONVENTION & EXPO
June 12-13, 2019 / Borgata, Atlantic City

“As a bank that is always looking to grow our professional network, we are excited to sponsor the NJCPA Convention. This event brings leaders together and allows us to interact with our state’s accounting professionals. We look forward to the mutual opportunities this Convention can bring both to the bank and its attendees.”

— KEVIN CUMMINGS, INVESTORS BANK PRESIDENT AND CEO

Now in its fifteenth year, 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 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 needed to make an impact and reach your business goals.
Sponsor & Exhibitor Benefits

- Food and networking functions on the expo floor
- Complimentary 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 for full details on booth packages and sponsorships.

**Booth Package: $1,999 or choose a customized sponsorship package**
CONFERENCES AND SEMINARS

Connect with 100 to 300 CPAs at one of our topic-specific conferences during registration, breaks and lunchtimes. Or reach between 15 and 100 CPA attendees at one of our hundreds of seminars, chapter programs and networking events that are held throughout the state each year. For the latest listing of events, visit njcpa.org/events.

Conference and Seminar Exhibitor Package

- Company logo on welcome slide show
- Two-minute presentation
- Six-foot exhibit table
- Two tickets to luncheon
- Attendee mailing list

$750

SPRING/SUMMER CONFERENCES*

<table>
<thead>
<tr>
<th>Conferences</th>
<th>Approximate # of CPAs Attending</th>
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</thead>
<tbody>
<tr>
<td>AUDITS OF EMPLOYEE BENEFITS CONFERENCE</td>
<td>150</td>
</tr>
<tr>
<td>GOVERNMENTAL ACCOUNTING &amp; AUDITING CONFERENCE</td>
<td>125</td>
</tr>
<tr>
<td>ATLANTIC CITY CPE CLUSTER</td>
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FALL/WINTER CONFERENCES*

<table>
<thead>
<tr>
<th>Conferences</th>
<th>Approximate # of CPAs Attending</th>
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<tbody>
<tr>
<td>BUSINESS VALUATION AND LITIGATION SERVICES CONFERENCE</td>
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<tr>
<td>FEDERAL TAX CAMP</td>
<td>100</td>
</tr>
<tr>
<td>ACCOUNTING &amp; AUDITING CONFERENCE</td>
<td>100</td>
</tr>
<tr>
<td>MULTISTATE TAX CONFERENCE</td>
<td>150</td>
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<tr>
<td>NONPROFIT CONFERENCE</td>
<td>250</td>
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</tbody>
</table>

*Contact a member of the business development team at 973-226-4494 for the date and location of each event.
Annual event for New Jersey accounting students

Exhibiting opportunities are available to reach an audience of 200+ college accounting students looking for entry-level and internship positions.

Exhibit table — $650
Includes a six-foot table in the exhibit hall, two attendees and a resume booklet of all student attendees.
ADVERTISING

Around 15,000 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 for more information, including rates, frequency options and art specifications.

njcpa.org

The award-winning website, 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 28,000 unique visitors per month. Banner ads appear on the site’s interior pages of the sections: Become a CPA; Connect with Our Community; Advance Your Career; Earn CPE; Stay Informed; and Give Back.

Digital Display in the NJCPA Education Center

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 15,000 members have access to the site. Features include discussion groups, a member directory and document libraries. Currently the site serves up an average of 9,200 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 14,000 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. With pricing as low as $60, 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. Questions? Contact Maureen Price at mprice@njcpa.org or 973-226-4494 x253.

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

Sponsorship of video and web-based learning enables you to reach a captive audience of CPAs engaging in continuing education. Topics and audiences span the gamut of the accounting profession.

Bundled Webinars
Sponsor a grouping of three webinars and their replays over a two-month period.

✔ Include your logo and have an ad read
✔ Receive attendee lists
✔ Promote your brand in all webinar marketing

Videos
Choose to brand or produce videos with these three options.

Single Video — $750
Show your logo at the beginning and end of a video that cover a wide range of professional topics.

Custom Subject-Matter-Expert Video — $2,500
The NJCPA will help you produce a custom three- to six-minute video on subject matter of your choice and then promote it to our membership.

IssuesWatch Interview — $5,000
The NJCPA CEO Ralph Thomas will conduct a 15- to 20-minute issues-based interview with one of your company’s representatives. Both the NJCPA and you can market the final video.
PRINT

New Jersey CPA magazine

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

- **Relevant Content**
  More than 85 percent of our readers rate both the content and usefulness of *New Jersey CPA* as good to excellent.

- **Proven Response**
  58 percent of our members have taken action after reading *New Jersey CPA*, such as purchasing the product, contacting the advertiser, visiting a website, or recommending the product or service.

- **Total Circulation**
  15,300 CPAs, student members and support professionals six times per year.

- **Total Readership**
  23,000 (based on a pass-along readership of 1.5)

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 14,500+ NJCPA members
- Connections to the advertiser’s email and URL come at no additional charge
NEW JERSEY CPA EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>ISSUE THEME</th>
<th>MAIL DATE</th>
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<tbody>
<tr>
<td>JANUARY/FEBRUARY 2019</td>
<td>Tax</td>
<td>January 2</td>
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<tr>
<td>MARCH/APRIL 2019</td>
<td>Distributed Ledger</td>
<td>March 1</td>
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<tr>
<td>MAY/JUNE 2019</td>
<td>Going Beyond: Maximizing Your Value</td>
<td>May 1</td>
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FOUR-COLOR ADVERTISING RATES (PER ISSUE)

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>6 ISSUES</th>
<th>3 ISSUES</th>
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<tbody>
<tr>
<td>FULL PAGE</td>
<td>$2,220</td>
<td>$2,495</td>
<td>$2,775</td>
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<td>2/3 PAGE</td>
<td>1,890</td>
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<td>1/3 PAGE SQUARE</td>
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<td>1/3 PAGE HORIZONTAL</td>
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<td>BACK COVER</td>
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<td>INSIDE COVER</td>
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For all advertising inquiries, contact Laura Gaenzle at 800-501-9571 x2351 or laura.gaenzle@theygsgroup.com.
PREMIER SPONSORSHIPS

Increase your business and gain benefits available only to our Premier Sponsors. The NJCPA offers annual recognition packages to those companies and firms that support our programs, events and media at designated levels.

By participating at one of four sponsorship levels, you will receive recognition as a significant supporter of NJCPA programs throughout the year. Exclusive benefits to premier sponsors include recognition on njcpa.org, priority placement at the Annual Convention & Expo, and one-stop coordination of all your NJCPA advertising vehicles. Premier sponsors also have the option of purchasing an electronic mailing to members once per year.

Sponsorship Levels

Platinum Sponsors ....................................$50,000+
Gold Sponsors ............................................$30,000
Silver Sponsors .............................................$20,000
Bronze Sponsors ........................................ $15,000

We will work with you to develop a customized sponsorship/advertising package designed to meet your needs and budget.

Our Current Premier Sponsors

**GOLD**

Investors Bank

**SILVER**

ADP
CAMICO
Deloitte
Ernst & Young
KPMG
Provident Bank
PwC

**BRONZE**

Capital One Bank
Chase
CohnReznick
Columbia Bank
EisnerAmper
Merchant Advocate
Netgain
Paychex
Plymouth Rock Assurance

PNC Bank
Wells Fargo, N.A.
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 electronic mailing to members once per year.

Complete our Member Benefit Program application, available at 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.

<table>
<thead>
<tr>
<th>BANKING/FINANCIAL SERVICES</th>
<th>BUYING POWER</th>
<th>INSURANCE</th>
<th>SPORTS/ENTERTAINMENT</th>
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<tr>
<td>Affinity Federal Credit Union</td>
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<td>CAMICO</td>
<td>Brooklyn Nets</td>
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<td>Credible</td>
<td>PerkSpot</td>
<td>Gallagher Affinity</td>
<td>Morey’s Piers</td>
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<td>McGowanPro</td>
<td>&amp; Beachfront</td>
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<td>USI Affinity</td>
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<td>BUSINESS PRODUCTS AND SERVICES</td>
<td>CAREER SERVICES</td>
<td>MARKETING/BUSINESS DEVELOPMENT</td>
<td>TRAVEL</td>
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<td>ADP</td>
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<td>Find-A-CPA</td>
<td>Air Brook Limousine</td>
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<td>Energy Plus</td>
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<td>Matters of Management</td>
<td>Becker Professional Education</td>
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<td>Merchant Advocate</td>
<td>Roger CPA Review</td>
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<td>Netgain</td>
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<td>UPS</td>
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<td>Wolters Kluwer</td>
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SERVICES

Rent the NJCPA Training Center

For your corporate meetings, lectures and classes, everything you need is right here at the NJCPA Education Center in Roseland, NJ. For groups of up to 70, we offer excellent facilities at a superb value!

OUR LOCATION

- Available Monday through Friday
- Convenient location — close to Routes 24, 80, 280, 287 and Garden State Parkway
- State-of-the-art equipment and sound system
- High-speed, wireless Internet throughout facility
- Catering flexibility...either you handle or we handle
- Ample, free parking

MEETING ROOMS

- LCD projector, DVD equipment and screen
- Sound system in Rooms A & B
- Whiteboard, markers and flip charts
- Spacious conference tables
- Comfortable chairs (ergonomically correct)
- Customized seating arrangements

COMMON AREAS

- Unlimited coffee, tea, spring water
- Flat screen TV
- Soda machine

For rates, contact Donna Riley at 973-226-4494 x201 or visit njcpa.org/rental.
Video Services

Produce professional quality videos in the NJCPA’s state-of-the-art studio and inquire about services to plan, film and produce your next video project. Whether you would like to rent the studio or engage full-service video production, options can be tailored to your needs.

The NJCPA video studio is fully customizable to include your company’s branding, lighting preferences, and configuration of table and chairs. If you prefer to film at another location, a film crew will come to you.

For information, contact Marc Rein at 973-226-4494 x211 or mrein@njcpa.org.

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**OPTION 1: STUDIO RENTAL ONLY**

- **Half-day** (4 hrs) – $400
- **Full-day** (8 hrs) – $600

**OPTION 2: STUDIO, EQUIPMENT AND VIDEOGRAPHER**

- **Half-day** (4 hrs) – $1,025
- **Full-day** (8 hrs) – $1,750

**VIDEO PRODUCTION**

- Pre-production planning
- Filming at any location
- Two rounds of edits
- Final version of video in format suitable for YouTube or other video hosting platform

Video production pricing begins at $2,000.