



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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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.

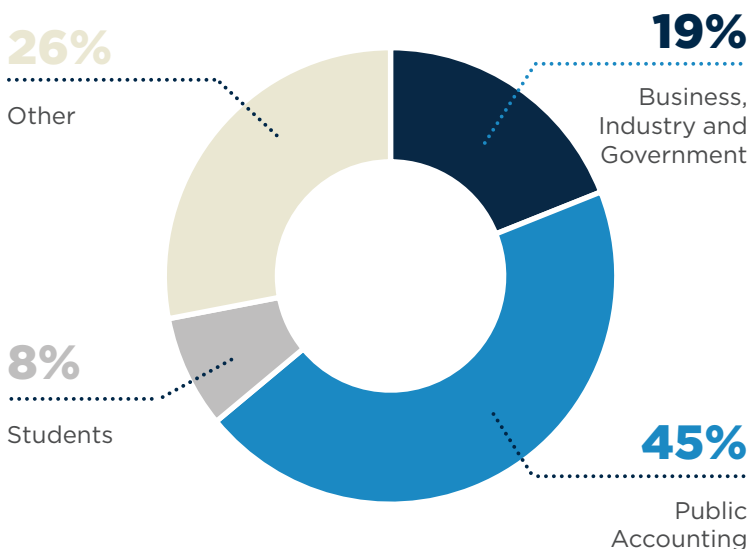


WHAT IS THE NJCPA?

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

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.

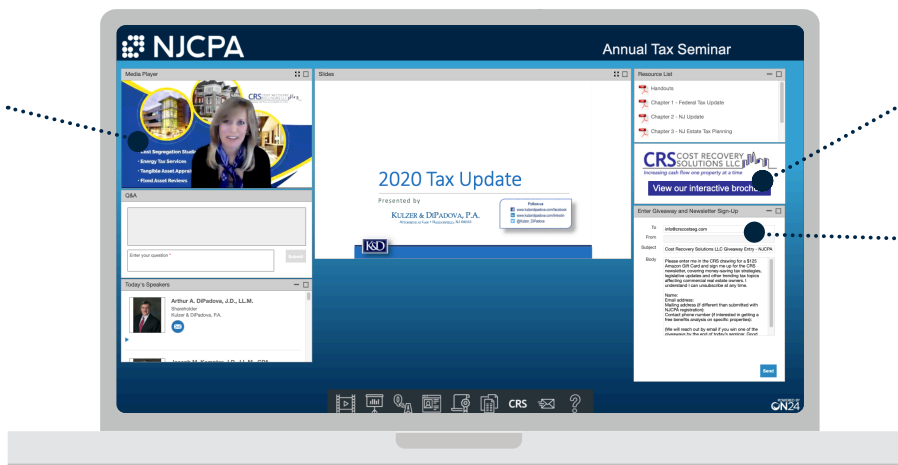
Virtual Sponsorship Packages Include

- ✓ 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)



Reach Up to 1,000 Attendees

FEATURED OPPORTUNITIES

✓ Membership+ Webinars

Monthly webinars geared to all CPAs
400-1,000 attendees

✓ Conferences

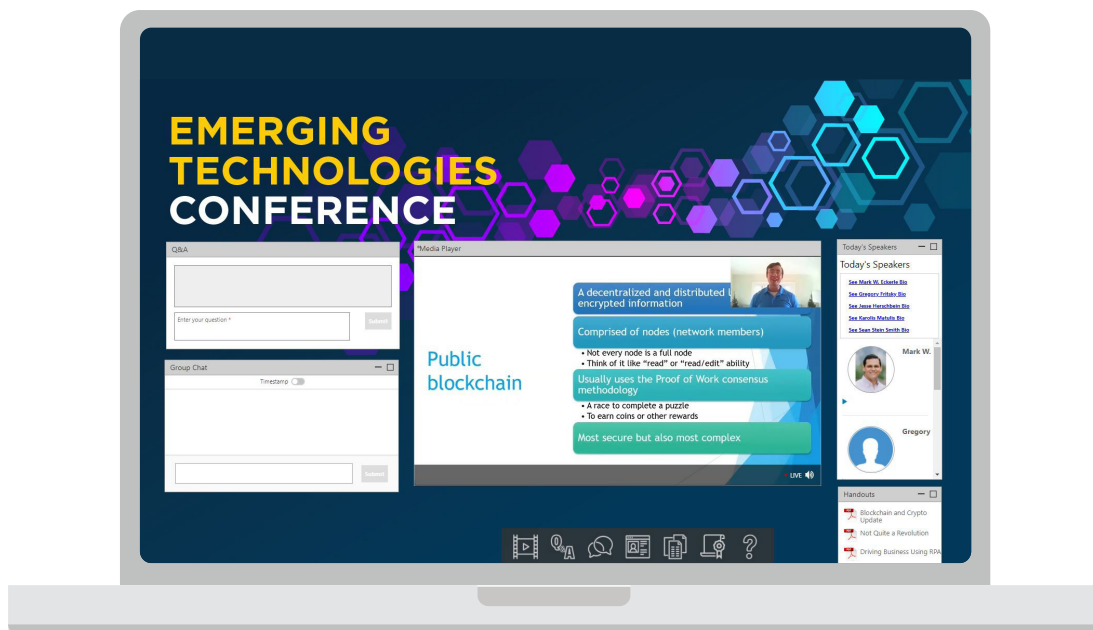
Nine NJCPA conferences from
May through December
75-300 attendees

✓ CPE Virtual Pass

Bundle of eight NJCPA webinars
150 attendees

✓ Annual Tax Seminar

Half-day program for public accountants
30-150 attendees



Speak to Us About New Opportunities

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

ADDITIONAL OPPORTUNITIES

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



PREMIER EVENT — NJCPA ANNUAL CONVENTION & EXPO

June 16-19, 2026 / 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 for full details on booth packages and sponsorships.

Booth Package: \$2,500 which includes an NJCPA Marketplace listing. You can also choose to do a customized sponsorship package with the NJCPA.



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 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 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.





Connect

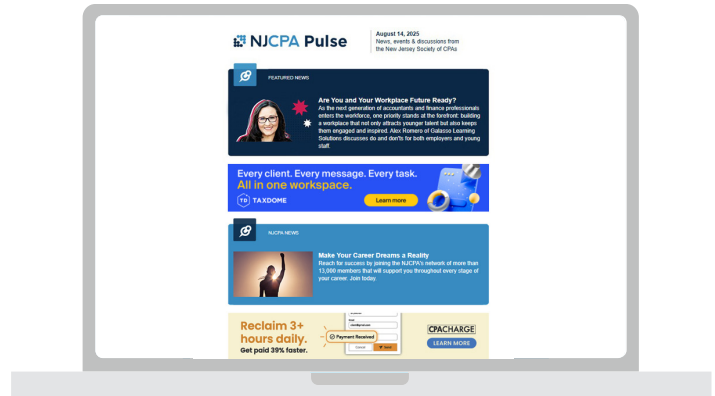
Connect is an online community exclusively for NJCPA members. The NJCPA's more than 13,000 members have access to the site. Features include discussion groups, a member directory and document libraries. Currently the site serves up an average of 16,000 page views per month.

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. 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. Questions? Contact Maureen Price at mprice@njcpa.org or 862-702-5614.

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



PRINT

New Jersey CPA magazine

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

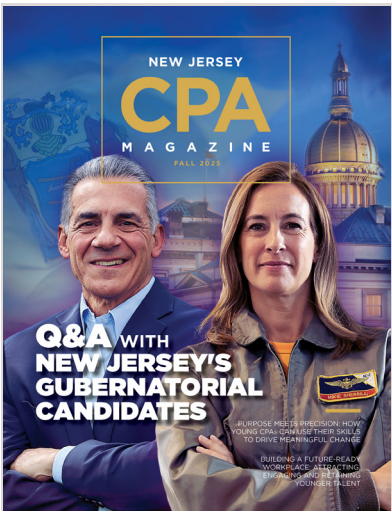
#njcpamag

✓ 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
WINTER 2025/26	Oct. 10
SPRING 2026	Jan. 5
SUMMER 2026	April 3

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

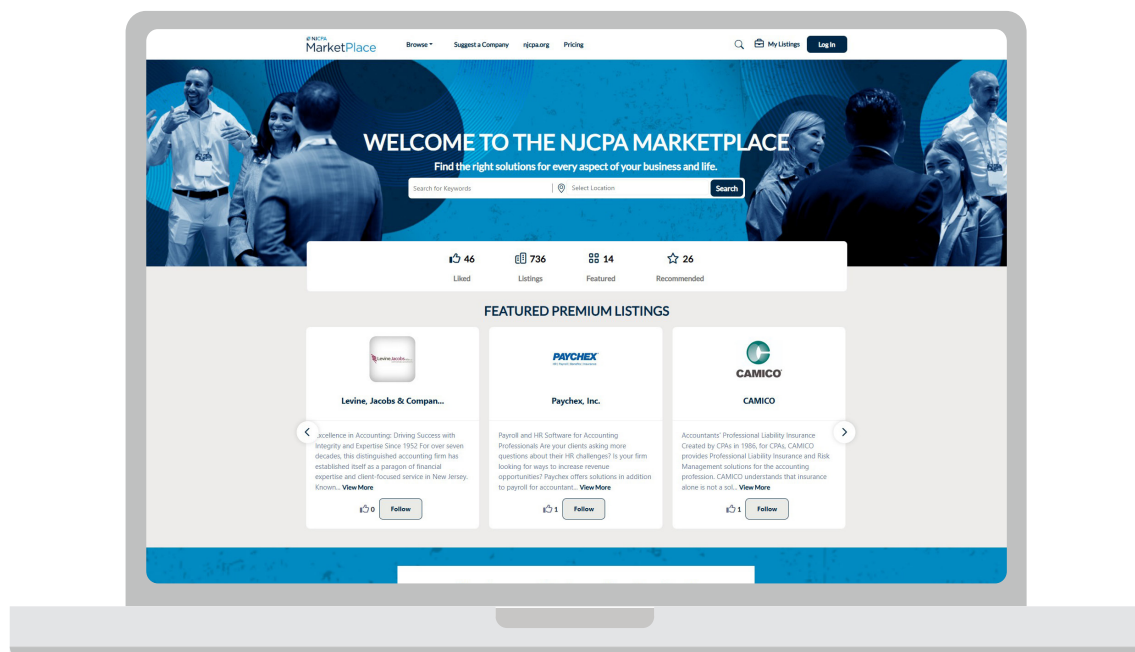
Discounts are available for multiple insertions.



MarketPlace

The NJCPA Marketplace is where New Jersey's accountants go to discover solutions for their businesses, professional development and even their personal lives. Your company can receive a dedicated page on the Marketplace site featuring your products and services, thought leadership (including articles, reports and videos) and endorsements from NJCPA members. Best of all, you can update your page anytime to refresh or add new content.

It's more than a listing. It's a lead generator.



What truly sets the NJCPA Marketplace apart is that it doesn't just display your business, it provides you with contact information of users in exchange for viewing your gated content. You're not just gaining visibility; you're receiving qualified leads who are interested in what you offer. You'll receive notifications about leads the moment they engage with your content, so you can follow up quickly and turn interest into opportunity.

By joining, you're tapping into a trusted referral network built by and for CPAs.

Visit **marketplace.njcpa.org/pricing** to get started.



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.

BUSINESS MANAGEMENT

SPONSORED CONTENT

Employee Benefits: Key Issues and What Happens When Open Enrollment is Missed

BY PAYCHEX

Offering employee benefits is a crucial element and investment in hiring and retention. CFOs, finance directors and those involved in human resources (HR) capacities need to keep a close eye on the management and administration of benefits to ensure employees are enrolling and taking advantage of what's available to them.

WHAT IS AN OPEN ENROLLMENT PERIOD?
Open enrollment is a designated time when employees can review and choose the health benefits that work best for them and their families. These benefits often include options like vision, dental and healthcare coverage.

New hires typically have a 30-day window to enroll in the company's health plans. For existing employees, changes to benefits can be made during the annual open enrollment period, typically two to four weeks in the fall, or after a qualifying life event.

WHO CAN PARTICIPATE IN OPEN ENROLLMENT?
Eligibility for health benefits during open enrollment depends on the type of employees hired. Full-time, part-time and contract workers may all be eligible, depending on the company's offerings and needs. For smaller businesses or startups, it might make more financial sense to provide benefits exclusively to full-time employees.

Qualified employees can enroll themselves and their immediate family members in the provided benefits.

WHO IS RESPONSIBLE IF AN EMPLOYEE MISSES THE OPEN ENROLLMENT PERIOD?
All employers have certain responsibilities to notify employees about benefits-related deadlines; however, employees are responsible for registering for benefits and completing any required paperwork. Employers should make employees aware of what happens if they miss open enrollment.

OPTIONS FOR AN EMPLOYEE WHO MISSED OPEN ENROLLMENT AT WORK
The most common option for employees who missed the 30-day enrollment period is to wait until the next enrollment period to register for benefits. In some circumstances, employees may be granted a special exception that allows them to retroactively register for benefits outside the standard enrollment window.

- ✓ **Special Enrollment Period (SEP):** The SEP allows employees to update or change their insurance plans outside the regular enrollment window. This is available when a qualifying life event occurs.
- ✓ **Affordable Care Act (ACA):** If an employee misses open enrollment, they may be eligible to apply for health insurance through the Health Insurance Marketplace.
- ✓ **Medicaid/CHIP health coverage:** If an employee experiences a decrease in income, they may be eligible to apply for health coverage through the government's Medicaid and Children's Health Insurance Program (CHIP).
- ✓ **Short-term health insurance:** Individuals who are in transition may qualify to register for a short-term insurance plan, if offered in their state.

HOW CAN EMPLOYERS PREVENT EMPLOYEES FROM MISSING OPEN ENROLLMENT?
Missing open enrollment can be a costly mistake for employees. Employers can take the following simple steps to ensure a successful open enrollment period:

- ✓ **Require waivers of coverage.** Waiver of coverage documents verify that employees reviewed and declined benefits options during the open enrollment period. These waivers also protect an employee's ability to immediately enroll for benefits if they lose coverage from an outside health plan, such as a spouse's employer.
- ✓ **Provide adequate notices.** Giving employees multiple notices surrounding open enrollment can ensure that they are aware of the deadlines and have ample opportunity to complete their enrollment. Consider giving pre-open enrollment notifications and reminder notifications to all employees.
- ✓ **Regularly educate employees.** Providing multiple information channels during open enrollment can ensure that employees are well-informed and have the resources to make decisions about their benefits.
- ✓ **Ask for employee feedback.** Employees can be a great resource for offering suggestions about the best ways to structure benefits enrollment to ensure maximum participation.

Starting the conversation about open enrollment early and providing multiple information channels throughout the open enrollment period can help ensure that employees don't miss out. If your HR team is overloaded, using trusted HR consulting services can help lighten the load and provide extra support to employees through open enrollment.

Access the full article on open enrollment at paychex.com/articles/human-resources/employee-misses-open-enrollment.

HR | Payroll | Benefits | Insurance

Paychex is an NJCPA member benefit provider. Learn more at marketplace.njcpa.org/listing/paychex.

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 PARTNERSHIPS

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. 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	8AM CPACHARGE	MERCHANT ADVOCATE	SYS CLOUD
	ADP	PAYCHEX	UPS
	ENERGY PLUS	SMI	WOLTERS KLUWER
GUIDANCE AND LEARNING	GLEIM CPA REVIEW	UWORLD CPA REVIEW	
	SURGENT CPA REVIEW	WOLTERS KLUWER	
FINANCIAL AND INSURANCE	CAMICO AND ARTHUR J. GALLAGHER & CO.	GUARANTEED RATE/ MARC DEMETRIOU	USI AFFINITY
	GALLAGHER AFFINITY	PLYMOUTH ROCK	
TRAVEL, LIFESTYLE, SHOPPING AND FAMILY	AVIS	BUYER'S EDGE	PERKSPOT
	BUDGET	KINDER CARE	



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

For more information or to reserve space, call Randi Farrell at 862-702-5626 or 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

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.



