THE
OHIO SOCIETY
OF **CPAs**
ADVANCING THE STATE OF BUSINESS
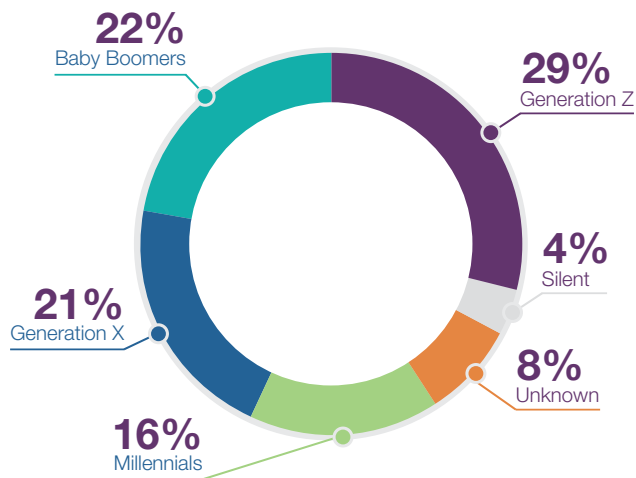
Market & Grow Your Organization

with The Ohio Society of CPAs

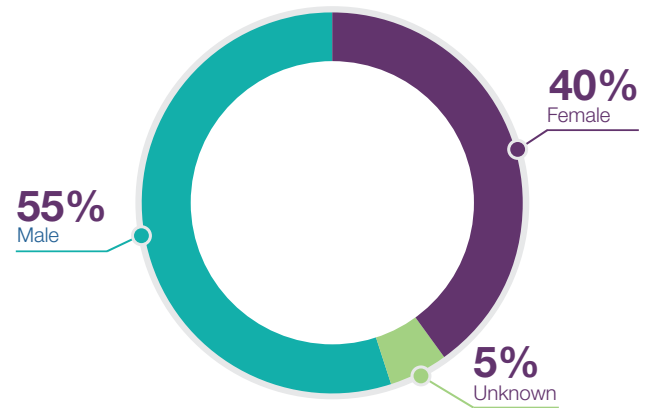Organization Awareness | Thought Leadership | Networking
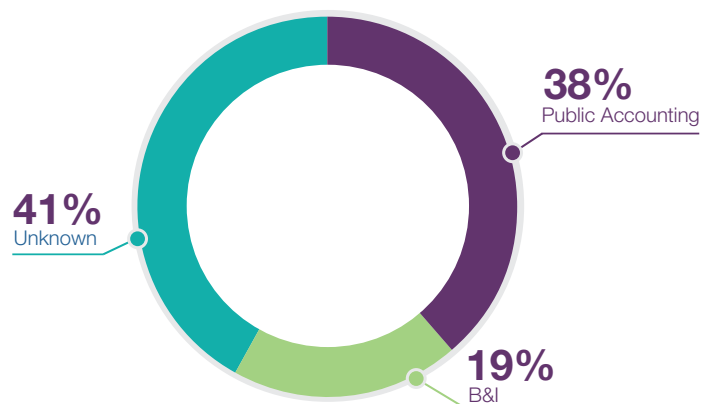
About Us

19,413
members

Generation

22%
Baby Boomers

29%
Generation Z

21%
Generation X

4%
Silent

16%
Millennials

8%
Unknown

Gender

40%
Female

55%
Male

5%
Unknown

Company Type

38%
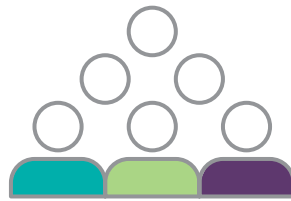Public Accounting

41%
Unknown

19%
B&I

Top Ways to Get Involved

Engagement Marketing

OSCPA offers multiple opportunities to test the waters, without a hefty price tag, to gauge our members' needs for your services.

Thought Leadership

Become a trusted advisor for our members by bringing them relevant and timely information and resources to help them with their careers or to help their organizations.
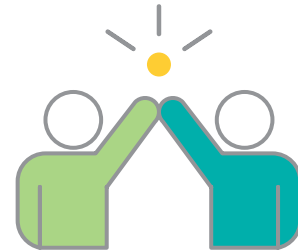
In-person Opportunities

Interested in meeting potential clients face-to-face? Check out our sponsorship packages for for our Power of Change luncheon.

Engagement Marketing

Ways to introduce your products and services to our audience:

OSCPA's Vendor Directory | $1,080 ($125/month)

Add your company's name to a comprehensive list of service providers and vendors who tailor their products and services to the changing needs of CPAs and business professionals in their organizations. The directory also includes our Corporate Partners, which are companies actively supporting OSCPA and working closely with our members.

12-Month Program

The Vendor Directory will be searchable and can be filtered by category, location and company name. The premium Vendor page will feature:

- Company info
- Location
- Business info (logo, social media listings, website URL, contact information
- About us video (optional)
- Member benefits (up to 500 words describing additional offerings such as: discounts, dedicated support desk, hotline, waived fees, etc.)
- Testimonials/references (up to 500 words)
- Resources: up to one per quarter and can include PDFs, articles, sales/marketing collateral, product guides, press releases, case studies, other.

Knowledge Hub Lead Gen Program

Lead generation and content syndication solutions build relationships, power sales, and invite engagement. Our Knowledge Hub generates real-time, high-quality sales leads on a risk-free, cost-per-lead basis throughout the year. You set the rules, the limits, and the budget. It's as easy as that.

Customized Marketing

Custom E-Blast | $2,250

Send an e-blast to our entire membership base of CPAs, accounting professionals and those that support their roles. You provide the content (e-books, thought leadership articles, one-pagers, etc.), and we send it out!

- Audience: 10,000 subscribed members
- Limited availability: Friday dates only
- Content due Monday prior to send date

OSCPA Custom Webinar | $4,500

Showcase your organization's expertise to a captive audience! OSCPA's custom webinars provide your organization the opportunity to be an exclusive presenter for a 60-minute session that educates and engages your target audience on a hot topic, while also promoting your products and services.

- OSCPA and sponsor will agree upon topic.
- You will provide 50 minutes of educational content (10 minutes can be used for Q&A or demo).
- OSCPA requires 6 weeks turnaround time to successfully promote the event.
- OSCPA will send out two e-blasts on your behalf to target audience to promote the event.
- OSCPA will host the event on our platform and take care of registrations and CPE reconciliation.
- Members can attend free of charge and receive 1 hour of free CPE.
- OSCPA will send out e-blast on your behalf after event.
- OSCPA will handle all webcast logistics, promotion and moderation management.
- You will receive a list of attendees pre- and post-webinar.

Virtual Conferences & Events

2024 OSCPA Conference Calendar

Tier 1 Events: Over 325 attendees	Tier 2 Events: 125-325 attendees	Tier 3 Events: 50-125 attendees

Event Name	Dates	Format	Tier
Town Hall	January 23	Virtual	1
Town Hall	February 15	Virtual	1
Town Hall	March 14	Virtual	1
Spring Ethics	March 21	Virtual	3
Strategic Finance and Accounting Summit	April 18	Virtual	3
Employee Benefit Plan Audit	April 26	Virtual	2
Advance (Spring Series)	May 3, 8, 10, 14	Virtual	1
Town Hall	June 20	Virtual	1
Summer Ethics	June 13	Virtual	3
Women, Wealth & Wellness	July 18	Virtual	1
Fraud and Forensic Conference	August 27	Virtual	3
Town Hall	September 19	Virtual	1
Fall Ethics	September 26	Virtual	3
Town Hall	October 10	Virtual	1
October Accounting Show	October 23-24	Virtual	1
Advance (Fall Series)	November	Virtual	1
November Accounting Show	November 13-14	Virtual	1
CORECon - Core Skills Conference	December 13	Virtual	2
Winter Ethics	December 6	Virtual	3
MEGA Tax Conference	December 10-11	Virtual	2

Engagement Marketing Virtual Conferences

Available for all conferences and events.

Virtual Conference Sponsor Opportunity	Organization Awareness	Thought Leader	Presenting
Tier 1: Expected attendees 325+	$1,500	$3,500	$5,500
Tier 2: Expected attendees 125-325	$750	$2,000	$3,500
Tier 3: Expected attendees 50-125	$500	$1,000	$2,500
Complimentary registration(s) for staff or clients	1	3	6
Company logo and link on event marketing	Logo only	Yes	Yes
Verbal acknowledgement during event	Acknowledged as "all sponsors"	Acknowledged as "all sponsors"	Special sponsor callout
Digital ad featured in show welcome powerpoint	Acknowledged on sponsor slide	Larger logo on sponsor slide	Full slide promo
Video to run during sponsor breaks	–	:15 seconds	:30 seconds
Sponsored email sent to attendees via OSCPA	–	Attendees in session	All attendees
E-newsletter feature	–	Possible interview/ article or ad	Possible interview/ article or ad
Event registration list	–	Attendees in session	Full attendees
Speaker opportunity (if content applies) or speaker intro	–	Yes, see thought leader pg 0	Yes, see thought leader pg 0
Listed as presenting sponsor on all marketing assets	–	–	Yes

Thought Leader Opportunities

Make your mark as a thought leader through virtual speaking events.

- Topic must be agreed upon by sponsor and OSCPA.
- Sponsors receive benefits of professional awareness package.

CI= corporate/industry; PA= public accounting firm

Event Name	Dates	Format	Opportunity	Price	Tier
Town Hall	January	~1,000 attendees	20-min. presentation with (interview, Q&A)	$2,000	54% CI, 25% PA
Town Hall	February	~1,000 attendees	20-min. presentation with (interview, Q&A)	$2,000	54% CI, 25% PA
Town Hall	March	~1,000 attendees	20-min. presentation with (interview, Q&A)	$2,000	54% CI, 25% PA
Strategic Finance and Accounting Summit	April	~ 50 attendees	50 or 75-minute presentation	$1,000	89% CI
Employee Benefit Plan Audit	April	~ 175 attendees	50 or 75-minute presentation	$1,000	90% PA, 5% CI
Advance (Spring Series)	May	Over 2,500 attendees in series	Slides and video on topic of expertise	$3,500	56% CI, 26% PA
Town Hall	June	~1,000 attendees	20-min. presentation with (interview, Q&A)	$2,000	54% CI, 25% PA
Fraud and Forensic Conference	August	~ 50 attendees	50 or 75-minute presentation	$1,000	70% CI, 16% PA
Town Hall	September	~1,000 attendees	20-min. presentation with (interview, Q&A)	$2,000	54% CI, 25% PA
Town Hall	October	~1,000 attendees	20-min. presentation with (interview, Q&A)	$2,000	54% CI, 25% PA
Accounting Shows	October/November	~1,000 attendees	50 or 75-minute presentation	$2,000	57% CI, 32% PA
Advance (Fall Series)	November	~ 2,500 attendees	Slides and video on topic of expertise	$3,500	56% CI, 26% PA
CORECon – Core Skills Conference (Virtual)	December	~ 100 attendees	50 or 75-minute presentation	$1,000	71% CI, 17% PA
MEGA Tax	December	~ 300 attendees	50 or 75-minute presentation	$2,000	29% CI, 59% PA

Sponsorship Opportunities

Power of Change Networking & Celebration Luncheon

November 21 | 11:30 – 1:30 PM | Columbus State (Mitchell Hall)

Individual Ticket: $75
- 1 individual registration to networking event, lunch and awards presentation with keynote speaker

Organizational Awareness Sponsor: $750
- 1 registration for event, lunch and awards presentation with keynote speaker
- Organization logo listed on promo material and sponsor slide
- List of attendee's names/titles/organizations

Table Sponsor: $1,000
- 8 individual registrations (full table)
- Organization logo listed on promo material and sponsor slide
- Table signage highlighting organization, if desired

Food & Beverage Sponsor: $2,000 (4 spots available)
- 4 event registrations
- Organization logo listed on promo materials and sponsor slide
- Opportunity to play video of organization at lunch (:30 limit)
- List of attendee's names/titles/organizations

Presenting Sponsor: $3,500 (3 spots available)
- 4 event registrations
- Organization logo listed on promo materials and sponsor slide
- Provide brief overview of organization and introduce Power of Change winners (3 classes)
- List of attendee's names/titles/organizations

Title Sponsor: $5,500 (exclusive opportunity)
- 8 registrations (full table) with signage of organization if desired
- Organization logo listed on promo materials and sponsor slide
- List of attendee's names/titles/organizations
- Opportunity to introduce organization and provide keynote/motivational speaker

In-Person Networking Events

Networking Sponsor | $750

- 1 ticket to event registration
- Logo on all event promotional materials (e-blasts, website, social, etc.)

Drink/Bar Sponsor (Exclusive) | $1,500

- 2 event registrations **plus all benefits of networking sponsor**
- Sponsor signage on bar (only sponsor to be promoted at the open bar)
- Social media shout-out

Food Sponsor (Exclusive) | $1,500

- 4 event registrations **plus benefits of networking sponsor**
- Social media shout-out
- Sponsor signage on food displays/tables (only sponsor to be promoted at food areas)

Presenting/Title Sponsor (Exclusive) | $3,000

- 6 event registrations **plus all benefits of networking sponsor**
- Opportunity to place organization signage at welcome table
- Opportunity to welcome the audience
- Ad in OSCPA e-newsletter the Thursday prior to event

Check our website for updated networking opportunities:
www.ohiocpa.com/getinvolved/networking-opportunities

Additional Print & Digital Advertising Opportunities

CPA Voice Magazine

Print and Digital Options | CPA Voice | 8,500 subscribers per issue

1,300+ readers take the CPA Voice self-assessment—a quiz that covers the content within the publication. Sponsored content is included in the self-assessment and qualifies for 1 hour of CPE.

| Issue	Art Date	Delivery	Theme
Jan/Feb	Dec. 15	Third week of Jan	What to expect from Ohio in 2024
March/April	Feb. 15	Third week of March	The profession evolving to meet new challenges
May/June	April 15	Third week of May	Changing work models
July/Aug	June 15	Third week of June	ChatGPT's impact on the profession
Sept/Oct	August 15	Third week of September	TBD
Nov/Dec	October 15	Third week of November	TBD

CPA Voice Ad Sizes and Dimensions

FULL PAGE
8.125" x 10.75"
plus .125" bleed

HALF PAGE
(horizontal)
8.125" x 4.7"
plus .125" bleed

BUSINESS CARD
(horizontal)
3.5"x 2"
no bleed

QUARTER PAGE
(vertical)
3.75"x 4.75"
no bleed

CPA Voice Ad Specs & Rates

Four-Color Ad Sizes	Investment
Full page (outside back cover)	$2,750
Full page (inside back cover)	$2,550
Full page editorial content	$2,500
Full page	$2,300
Half page	$1,450
Quarter size (vertical only)	$1,050
Business card (horizontal only)	$300
Classified ad (150 words)	$250

Investment listed is per issue of CPA Voice.
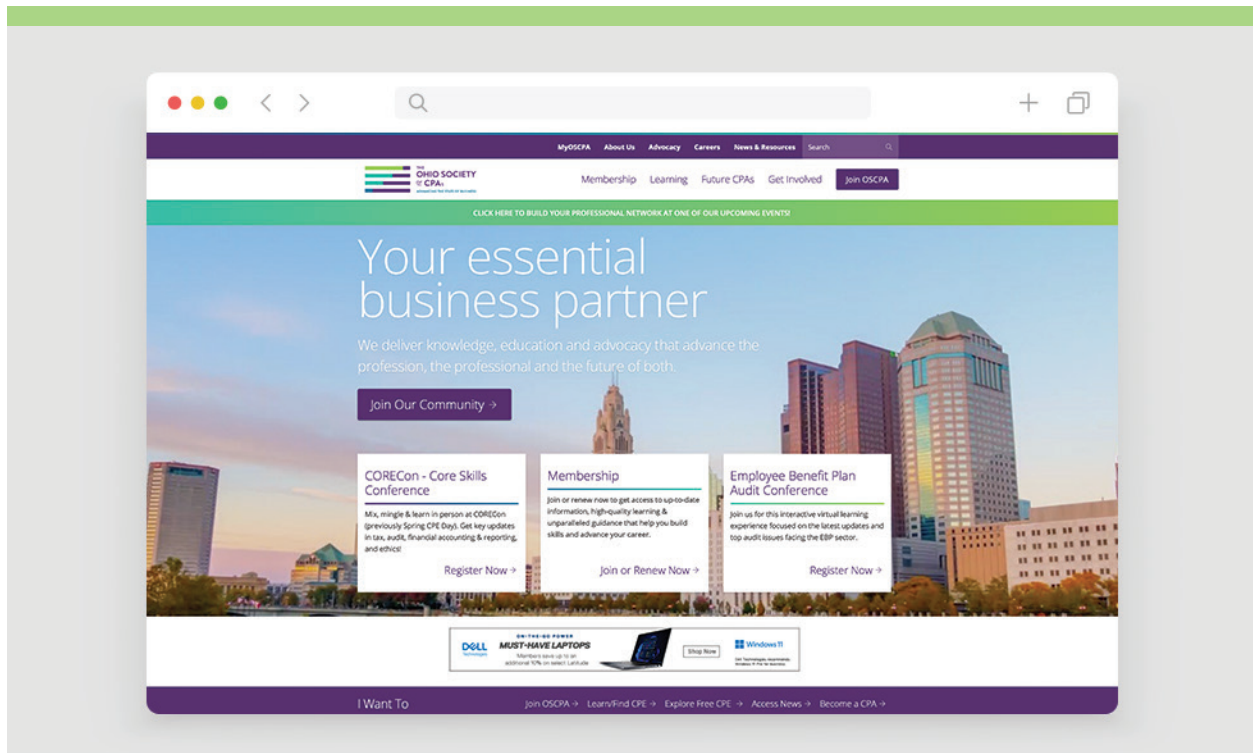
Digital Newsletter, CPA Takeaways
$500 prime placement | $350 best available location

- Circulation: 12,000 subscribers
- Frequency: Every Thursday (excluding holidays)
- 330x330 JPEG plus link to article/website

Web Advertisements Ohiocpa.com
Average monthly users: 105,000 viewers

- Banner ad on OSCPA home page above digital fold $750/month
- Banner ad on OSCPA home page below digital fold $500/month

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To learn more,

contact Thera Gialluca at
twright@ohiocpa.com or **614.321.2254**.

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