

ILLINOIS CPA SOCIETY



ABOUT US



ADVERTISING



SPONSORSHIP

2024

MEDIA KIT

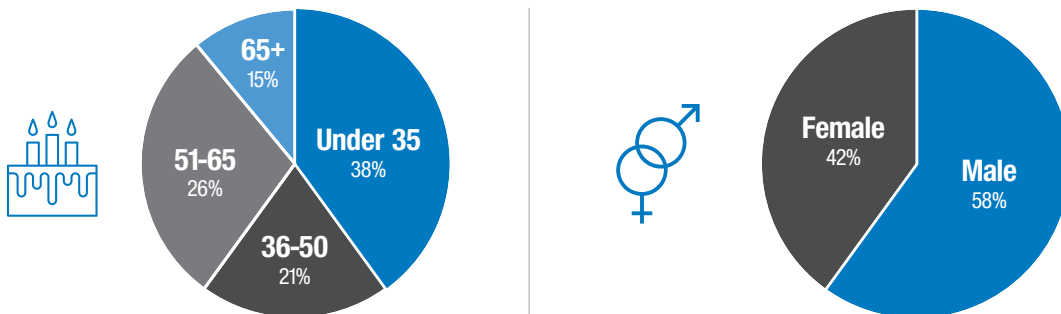
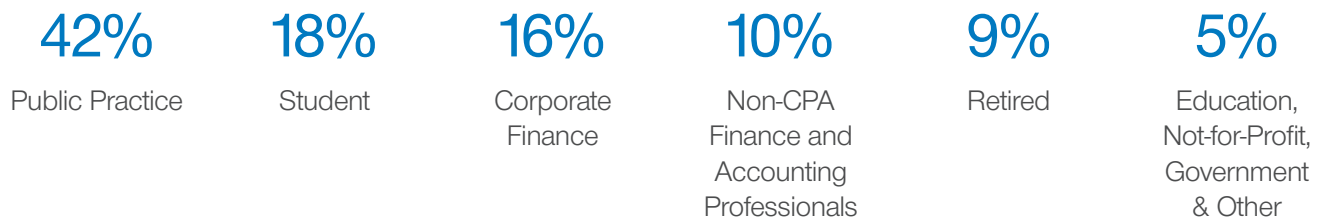


ILLINOIS CPA SOCIETY®
www.icpas.org

Founded in 1903, the Illinois CPA Society (ICPAS) is one of the largest state CPA societies in the nation, with the core mission of “enhancing the value of the CPA profession” through meaningful and convenient education, timely and relevant information, influential advocacy, and countless opportunities to make powerful professional connections.

ICPAS serves an extraordinary community of more than 21,700 accounting and finance professionals in a variety of CPA and non-CPA roles positioned throughout the public accounting, corporate finance, not-for-profit, consulting, education, and government sectors.

21,700 Members



TOP MEMBER FIRMS

Ernst & Young LLP
PwC LLP
KPMG LLP
RSM US LLP
Deloitte LLP
Crowe LLP
Plante Moran PLLC
Grant Thornton LLP
BDO USA LLP
Miller Cooper & Co. Ltd.

TOP TITLES

PUBLIC ACCOUNTING
Partner/Member/Shareholder (20%)
Staff (17%)
Manager/Supervisor (17%)
Individual Practitioner (5%)
Director (4%)

CORPORATE FINANCE
CFO (15%)
Controller/Treasurer (15%)
Manager/Supervisor (14%)
Director (8%)
Staff (7%)

TOP INTERESTS

Tax
Accounting Standards
Audit & Attest
Financial Planning
Not-for-Profits
Business Consulting & Valuation
Corporate Accounting & Governance
Government
Supply Chain Management
Technology

ICPAS offers several advertising and sponsorship opportunities designed to help you reach Illinois' leading accounting and finance professionals and business leaders. Choose one of our packages, or create a custom campaign of your own.

6 Ways to Reach Your Target Audience

1.

Gain maximum exposure to ICPAS members by becoming an Elite Partner

4.

Select an all-inclusive advertising bundle for quarterly, half-year, or year-long exposure

2.

Exhibit at the society's annual ICPAS SUMMIT™

5.

Share your thought leadership through our lead gen or native advertising programs

3.

Advertise in our award-winning Insight magazine to reach 21,700+ readers

6.

Advertise on our website and targeted e-newsletters

Elite Partner Opportunities

Opt for a high-visibility combination of advertising and sponsorship! Elite Partners benefit from incentives and recognition opportunities.

	Diamond	Platinum	Gold	Silver	Bronze
Partner Investment	\$55,000	\$45,000	\$35,000	\$25,000	\$15,000
Additional Investment Discount	35%	30%	25%	20%	15%
Additional Investment Discount					
Website Logo	Y	Y	Y	Y	Y
Partner Logo for Marketing Use	Y	Y	Y	Y	Y
Member Discount Program*	Y	Y	Y	Y	Y
ICPAS SUMMIT					
SUMMIT Booth	Y	Y	Y	Y	Y
Sponsored Email					
3 Sponsored Emails	Y				
2 Sponsored Emails		Y			
1 Sponsored Email			Y	Y	
Insight Magazine					
4 Back Covers	Y				
4 Inside Front Covers		Y			
4 Inside Back Covers			Y		
4 Full Page Ads				Y	
4 Half-Page Ads					Y
Publications Landing Page Ads					
6 Months - Banner	Y				
6 Months - Button		Y			
ICPAS Website Sidebar Ads					
12 Months	Y				
6 Months		Y			
3 Months			Y		
Custom Webinars					
4 Webinars	Y				
3 Webinars		Y			
2 Webinars			Y		
1 Webinar				Y	
E-newsletter Native Placements**					
6 Native Placements	Y				
5 Native Placements		Y			
4 Native Placements			Y		
2 Native Placements				Y	
1 Native Placement					Y
E-newsletter Banners**					
24 Banners	Y				
18 Banners		Y			
12 Banners			Y		
8 Banners				Y	
6 Banners					Y
*If applicable. **Choice of newsletter, space permitting. Monthly auto-payments and quarterly billing options available.					

In supporting ICPAS' mission of "enhancing the value of the CPA profession," and serving as a voice backing the society's broader initiatives, Insight magazine and its family of publications aim to encourage and inspire Illinois' accounting, business, and finance professionals to create positive change in their professional and personal lives and communities through relevant, meaningful, and insightful thought leadership, news, and information.

We focus on the people behind the numbers, how the numbers impact the people, and how the people impact the profession.

Dates

ISSUE

Spring
Summer
Fall
Winter

AD CLOSE

March 11
June 3
August 26
November 18

ART DUE

March 18
June 10
September 2
November 25

DELIVERY

April 12
July 5
September 27
December 20

*Dates subject to change

22

industry awards for
publication excellence.



BONUS



Advertise in the summer
issue to enjoy **bonus**
distribution at our annual
ICPAS SUMMIT.

www.icpas.org/summit

Covers

Four Color Covers	Sizes	1x	2x	4x
Inside Front & Back Cover	8.625" x 11.125" (1/8" bleed)	\$4,250	\$3,800	\$3,600
Back Cover	8.625" x 11.125" (1/8" bleed)	\$5,100	\$4,600	\$4,300

Inside Pages

ICPAS Member Discount 50% Off

Four Color Inside Pages	Size	1x	2x	4x
Four-Page Spread	17" x 11.125" (1/8" bleed)	\$10,800	\$9,000	\$8,750
Four-Page Advertorial Spread	17" x 11.125" (1/8" bleed)	\$10,800	\$9,000	\$8,750
Two-Page Spread	17" x 11.125" (1/8" bleed)	\$6,350	\$5,700	\$5,400
Two-Page Advertorial Spread	17" x 11.125" (1/8" bleed)	\$6,350	\$5,700	\$5,400
Full Page	8.625" x 11.125" (1/8" bleed)	\$3,300	\$3,000	\$2,850
1/2 Page Horizontal	7.125" x 4.625"	\$2,000	\$1,800	\$1,750
1/2 Page Vertical	3.4375" x 9.5"	\$2,000	\$1,800	\$1,750
1/3 Page Horizontal	7.125" x 2.875"	\$1,650	\$1,500	\$1,450
1/3 Page Vertical	2.25" x 9.5"	\$1,650	\$1,500	\$1,450
1/4 Page	3.4375" x 4.625"	\$1,550	\$1,350	\$1,250

Preferred Positions Requests for specific page placement will be honored (space permitting) for an additional \$200 per ad.

Classifieds

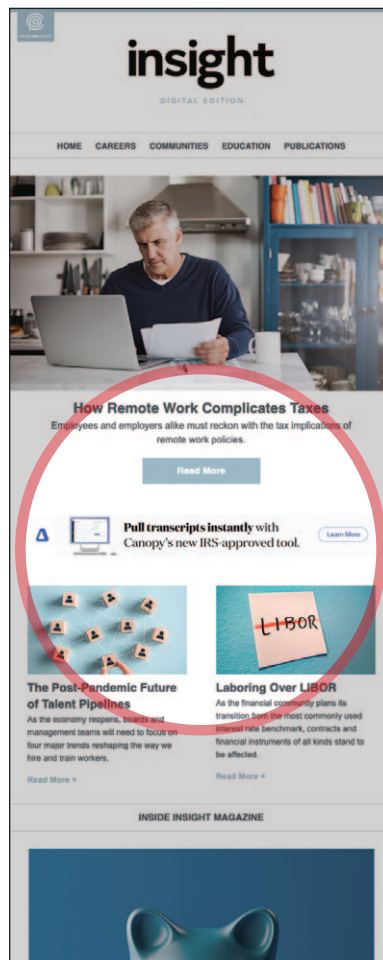
Four Color Classifieds	Size	Rate
1/8 Page	1.5625" x 4.75"	\$650 per placement
Text Only	\$100 Minimum	\$2.50 per word

Your sponsorship helps present Insight magazine and its family of digital publications to our members online with added monthly digital exclusives, annual Special Features, and more.



Audience

Our digital publications are accessible to all ICPAS members and a wide variety of website visitors seeking our thought leadership.



Monthly Sponsorship

\$3,000 per month

Includes:

**Premium Publications
Homepage Banner + Button**

1 - 728w x 90h pixels

1 - 300w x 250h pixels

Premium Insight Email Banner

Makes you part of the monthly email push to alert readers to new print and digital Insight magazine content.

- **Circulation:** All members; 18,500+
- **Frequency:** Monthly
- **Open Rate:** 49%
- **Specs:** 590w x 73h pixels



CAREER
insight

CAREER INSIGHT

Audience: All members
Circulation: 17,000+ (push email)
Frequency: Monthly
Open Rate: 44%

1st Position Per Issue	2nd Position Per Issue
590w x 73h pixels	590w x 73h pixels
\$800	\$750



CORPORATE
FINANCE
insight

CORPORATE FINANCE INSIGHT

Audience: Corporate finance professionals, including CFOs, VPs of Finance, Directors of Finance, Controllers, Consultants, and CPAs in corporate finance advisory roles
Circulation: 10,000+ (push email)
Frequency: Twice monthly
Open Rate: 48%

1st Position Per Issue	2nd Position Per Issue
590w x 73h pixels	590w x 73h pixels
\$600	\$500



CAPITOL
insight

CAPITOL INSIGHT

Audience: All members
Circulation: 16,000+ (push email)
Frequency: Monthly
Open Rate: 41%

1st Position Per Issue	2nd Position Per Issue
590w x 73h pixels	590w x 73h pixels
\$800	\$750



PUBLIC
PRACTICE
insight

PUBLIC PRACTICE INSIGHT

Audience: CPAs and other tax and accounting professionals in public accounting, consulting, advisory, and financial services firms
Circulation: 12,500+ (push email)
Frequency: Twice monthly
Open Rate: 46%

1st Position Per Issue	2nd Position Per Issue
590w x 73h pixels	590w x 73h pixels
\$650	\$600

Our Native Advertising Program distributes your thought leadership—articles, white papers, case studies, research, and more—to thousands of Illinois’ leading accounting and finance professionals and decision makers.

All Native Advertising Placements Include:

- A dedicated “Sponsored Content” slot
- Headline
- Content synopsis (max 60 words)
- Cover image (185w X 240h pixels)
- Link to your content

Tiers

Specialized E-Newsletters | \$2,450 per month

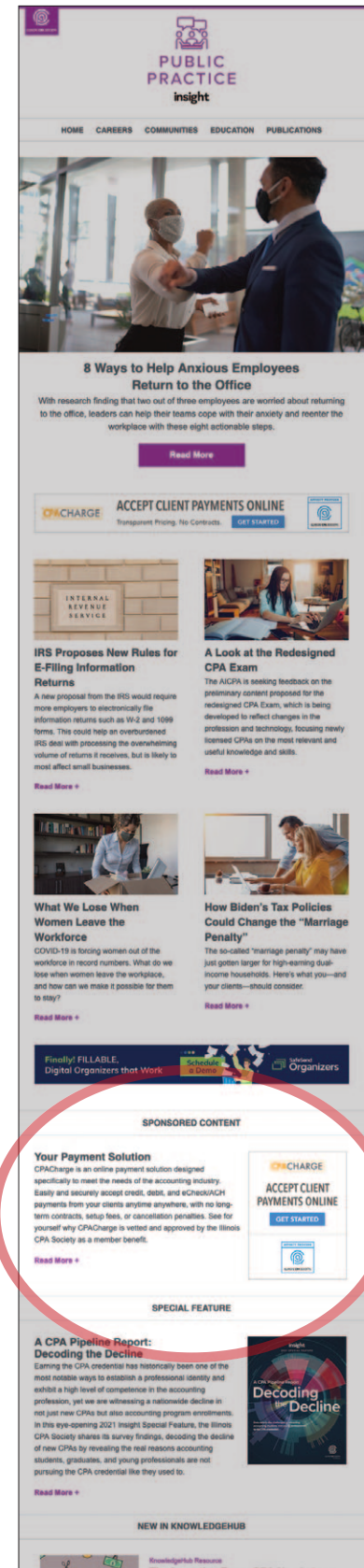
Placement in our twice-monthly Corporate Finance Insight or Public Practice Insight e-newsletters.

All-Member E-Newsletters | \$1,850 per month

Placement in our monthly all-member Capitol Insight, Career Insight, or Insight Digital Edition e-newsletters.

Policies & Disclaimers

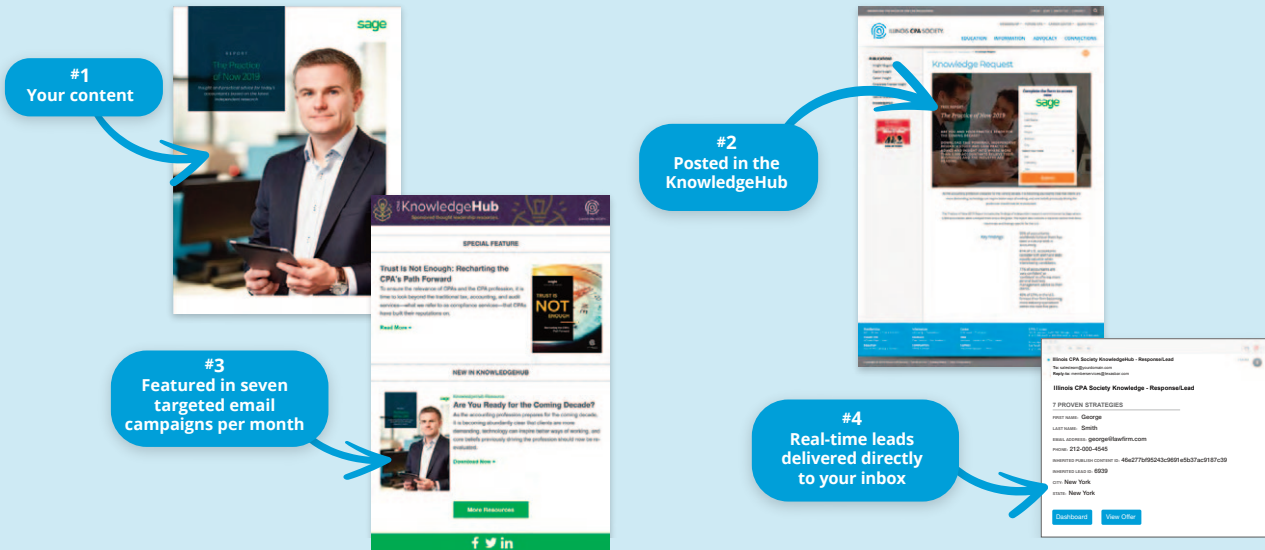
All Native Advertising and Sponsored Content is subject to ICPAS review and approval prior to publication. Participants agree to not release, share or sell ICPAS member information to third parties. ICPAS reserves the right to archive Native Advertising and Sponsored Content online once campaigns are concluded.



Receiving Qualified Business Development Leads Has Never Been Easier

The **Illinois CPA Society KnowledgeHub** syndicates content to a highly-engaged audience of more than 21,700 accounting professionals, who in turn, become the source of high-quality, intent-based, exclusive leads to fuel your business.

Four Simple Steps to Get Started



STEP 1

Provide us with a downloadable resource, such as a whitepaper, case study or targeted analysis.

STEP 2

Approve a design to be published on an online landing page to promote your gated content.

STEP 3

Watch as we drive traffic to your landing page 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 Illinois CPA Society KnowledgeHub?

- Engage with more than 21,700 accounting professionals.
- Utilize turnkey, world class lead generation platform to 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.



Audience

Illinois CPAs and finance professionals in public accounting, consulting, corporate finance, not-for-profit, government, and education, as well as public visitors.

23,000

Average monthly users

158,000

Average monthly page views

Premium Banner

728w x 90h pixels

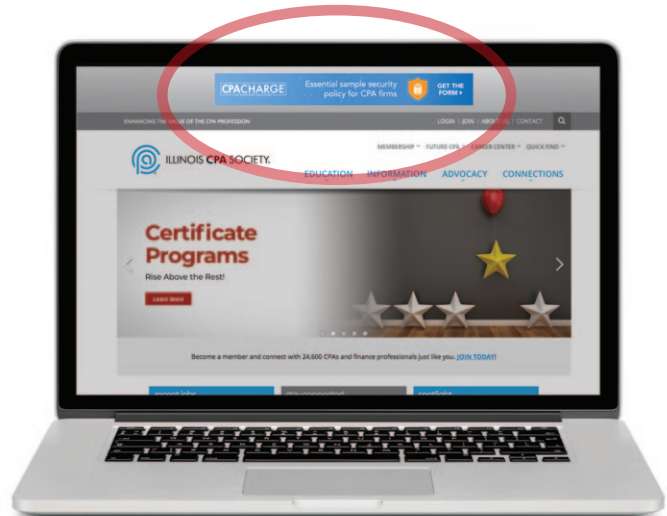
Exclusive Leaderboard:

\$2,450 per month
(space permitting)

Rotating Leaderboard:

\$1,850 per month

Appears atop all pages



Navigation Pane Banners

180w x 150h pixels

1st Position: **\$950 per month**

2nd Position: **\$800 per month**

Receives approximately 30,000 monthly impressions

Appears throughout the website, with the exception of the Publications and Insight homepages and some other landing pages

Our advertising bundles help you reach our diverse and highly-skilled accounting and finance members at every touch point to maximize your exposure and increase your ROI.

All-Inclusive Packages:

Year-Long Coverage

- 4 full-page ads in Insight magazine (published quarterly)
- 12 consecutive monthly digital ads on **www.icpas.org**
- 12 consecutive monthly digital banners in our targeted e-newsletters (your choice of e-newsletters/months, space permitting)
- 6 native advertising placements (your choice of e-newsletters/months)

Cost (w/ Native)

\$35,000

Cost (w/o Native)

\$26,500

Half-Year Coverage

- 2 full-page ads in Insight magazine (published quarterly)
- 6 consecutive monthly digital ads on **www.icpas.org**
- 6 consecutive monthly digital banners in our targeted e-newsletters (your choice of e-newsletters/months, space permitting)
- 3 native advertising placements (your choice of e-newsletters/months)

Cost (w/ Native)

\$18,000

Cost (w/o Native)

\$13,500

Quarterly Coverage

- 1 full-page ad in Insight magazine (published quarterly)
- 3 consecutive monthly digital ads on **www.icpas.org**
- 3 consecutive monthly digital banners in our targeted e-newsletters (your choice of e-newsletters/months, space permitting)
- 2 native advertising placements (your choice of e-newsletters/months)

Cost (w/ Native)

\$10,500

Cost (w/o Native)

\$8,000

Thought Leadership Package

- 1 full-page ad in Insight magazine
- 1 native advertising placement (your choice of e-newsletter/month)
- 1 digital banner in the e-newsletter where your native content appears
- 1 digital banner in our monthly all-member Insight e-newsletter

Cost (w/ Native)

\$6,000

Cost (w/o Native)

\$4,000

ICPAS SUMMIT[™]24

The Premier Event for Accounting and Finance Professionals[™]

ICPAS SUMMIT24 is one of the largest CPA state society events in the U.S., attracting nearly 1,000 CPAs and finance professionals interested in industry trends, innovation, product launches, and networking with others within specific industry markets. Our members prefer to view products, services, and demos in person, allowing them to make the most knowledgeable business purchases for their companies and employees.

summit days and times

Tuesday - Wednesday

August 27-28, 2024

Donald E. Stephens Convention Center
5555 N. River Road, Rosemont, IL

Move-In: Monday, 8.26.24 | 12:00PM - 4:30PM

Event Days: Tuesday, 8.27.24 | 8:00AM - 5:10PM
Wednesday, 8.28.24 | 8:00AM - 5:10PM

Move-Out: Wednesday, 8.28.24 | 4:00PM - 6:00PM

exhibitor benefits

- Free HYPERLINK. In addition to the standard alphabetical listing of all exhibitors and booth numbers, each exhibitor will receive a hyperlink to your company homepage
- Connect to the ICPAS SUMMIT24 website, which displays the most current list of exhibitors and education sessions, as well as registration information
- Direct mail promotions to our members, their staff, clients, other local businesses and association endorsements
- Press releases, press invitations, and press contacts
- Promotion at local conferences and special events
- Post-event mailing list (addresses only, no email or phone)

exhibitor experience

Package Price: \$3,650

Table Rate Includes:

- Plush ballroom carpeting with padding
- 6' skirted table
- 2 side chairs and 1 wastebasket
- 1 standard electric drop
- A sign listing your company's name
- 24-hour perimeter security in the conference center from move-in to move-out
- Daily cleaning and maintenance of the aisles and common exhibit hall areas to ensure a safe and attractive exposition
- Coffee, soda, and pastries daily

Exhibit of products may not extend beyond the limits of the exhibitor's area.

Assignment of table selection is based on a secured contract priority system. For special table size options, please ask.

NOTE: 50% deposit is due when reserving table space, with the balance due by June 3, 2024.

Accessories not listed above can be ordered for a nominal fee. Contact Rosemont Exhibition Services at 847.696.2208 for more information.

Catering options are available for purchase.

sponsorship opportunities

Be seen as our partner and an industry thought leader by becoming a sponsor at our largest event.

All SUMMIT Sponsorship Packages Include:

- Your company name and logo in the SUMMIT24 registration brochure (mailed to all members and inserted into Insight magazine, with bonus distribution at the event) and multiple SUMMIT24 emails
- Your company logo/name/link in the SUMMIT24 Portal, SUMMIT24 Guide (distributed at the event), and ICPAS website (logo with URL)
- On-site signage acknowledging your company as a sponsor
- Opportunities to distribute your promotional materials on-site
- Inclusion in related direct marketing materials as appropriate
- Post-event mailing list (addresses only, no email or phone)
- Table or pop-up display outside the sponsored session room or area

Options:

Let us help you increase the value and reach of your sponsorship by creating a custom package. Custom packages may include, but are not limited to, the options below.

1. Sponsor Education

- **KEYNOTE** | Align your brand with an industry thought leader seen by the entire group of registered attendees
- **EDUCATION SESSION W/ SPEAKER** | Present a session (contingent upon ICPAS approval) that highlights the technical expertise your company excels in
- **EDUCATION SESSION** | Align your brand with one of the many expert-led concurrent sessions delivered at the event

2. Sponsor Attendee Experiences

- **CUSTOM ATTENDEE EXPERIENCE** | As ideas starters, some of the experiences we've offered in the past include game lounges, relaxation areas, charging stations, knowledge sharing boards, live bands, and massage stations

3. Other Opportunities for Maximizing Brand Awareness

- **MORNING COFFEE BREAK**
- **CONFERENCE CENTER WI-FI**
- **BRANDED LANYARD**
- **BRANDED TOTE BAG OR PADFOLIO**
- **BRANDED METER BOARD**

Contact us to discuss other options!

Each year, ICPAS produces a wide variety of special events and resources aimed at targeted audiences that advance specific initiatives within the profession. Becoming a sponsor of these special packages allows you to identify with our causes and provides direct access to specific audiences.

Women

Sponsorship Tiers: Gold \$4,650; Silver \$3,500; Bronze \$2,350

Women's Leadership Forum | May 10, 2024

Increase your visibility with women in accounting and finance at our signature half-day hybrid women's event that draws 300+ women at all stages in their careers. (Gold, Silver, and Bronze sponsors.)

- Logo on all marketing and communications
- Verbal recognition
- Display table at conference
- Complimentary registrations (5 for Gold, 3 for Silver, 2 for Bronze)
- Giveaway opportunities
- Post-event mailing list (addresses only, no email or phone)

Optional add-ons – Available to package sponsors (limit one, based on availability)

- Keynote Sponsor – Introduce the keynote speaker and provide company remarks - \$650
- Awards Sponsor – Introduce the Women to Watch Award Recipients - \$650
- Breakfast Sponsor – Logo displayed and provide company remarks - \$650
- Coffee Break Sponsor – Logo displayed and provide company remarks - \$650

Women's Mentoring Circle E-Newsletter

Logo included in this quarterly e-newsletter focused on developing leadership skills, networking, and empowerment sent to the 100+ female members who participate in our mentoring circles. (Gold sponsors only.)



Sponsors benefit from yearlong visibility and access to our growing and diverse student and non-CPA professional membership groups, reaching thousands of people across the entire state. In addition, they receive ongoing and meaningful recognition at a variety of new and well-established programs.

Students and Future CPAs

All-Inclusive Sponsorship Package: \$4,650

Highlights of the opportunities include:

- Receive the names and emails of 750+ student members who select to have their information shared with sponsors
- Linked logo in e-newsletter sent 5-7 times a year to 2,500+ student members
- Linked logo in CPA promotional emails sent 2-4 times a year to 2,500+ non-CPA professional members
- Logo and company information on related webpages, marketing materials, and event materials
- Complimentary registrations to programs
- Display table and verbal recognition at programs
- Invitation to train ICPAS Student Influencers on company products and services
- Invitations to co-present about the CPA credential and resources at select colleges
- Invitation to connect with accounting department chairs at meeting hosted by ICPAS
- Distribute promotional materials or giveaways to program attendees
- Receive contact information and/or resumes of program attendees

For more detailed information about our Student and Future CPAs sponsorship package, please contact ICPAS staff at 312.517.7622.



Young Professionals

Sponsorship Tiers: Gold \$4,650; Silver \$3,500; Bronze \$2,350

Young Professional Leadership Conference

Gain exposure to 150+ young accounting and finance professionals at our premier half-day hybrid event for young professionals focusing on leadership and career development. (Gold, Silver, and Bronze sponsors.)

- Logo on all marketing and communications
- Verbal recognition
- Display table at conference
- Complimentary registrations (5 for Gold, 3 for Silver, 2 for Bronze)
- Giveaway opportunities
- Post-event mailing list (addresses only, no email or phone)

Optional add-ons – Available to package sponsors (limit one, based on availability)

- Speaker Sponsor – Introduce a speaker and provide company remarks - \$650
- Breakfast Sponsor – Logo displayed and provide company remarks - \$650
- Coffee Break Sponsor – Logo displayed and provide company remarks - \$650

YP Rundown E-Newsletter

Logo included in a monthly e-newsletter sent to 6,500+ young professional members highlighting upcoming events, leadership, development opportunities, and other items of interest to young professionals. (Gold sponsors only.)



Sponsor benefits will be adjusted if opportunities are changed, postponed, or moved online.

Sponsored Webinars

Showcase your organization's expertise to a captive audience. ICPAS' custom webinars provide your organization the opportunity to be an exclusive presenter for a 50-minute session that educates and engages your target audience on a technical or professional development topic (subject to ICPAS approval).

Member-Only Webinars (May-February)

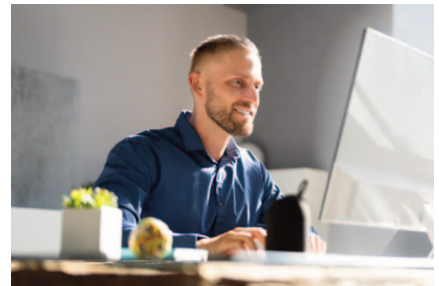
1 CPE credit for a 50-minute session: \$2,000

Sponsorship includes:

- Logo on all marketing and communications
- E-blast to ICPAS members showcasing the session through various publications (e.g., ConnectEd, Public Practice Insight, Experience, etc.)
- LinkedIn post from ICPAS promoting the webinar
- Verbal acknowledgement during the introductory/welcome remarks before your sponsored session and at the conclusion
- Electronic distribution of program materials and speaker bios (must be submitted to ICPAS six weeks in advance of the session)
- Evaluation scores for presenter(s)
- Post-event attendee mailing list (up to 50 email addresses and phone numbers are included—attendees are notified at registration)

Optional add-on:

- Ability to pay \$40 per registrant email and phone number above and beyond 50 registrants





Conferences

\$1,400 full-day | \$750 half-day

All Conference Sponsorship Packages include:

- Logo on all marketing and communications
- Verbal recognition
- Display table at conference*
- Two complimentary registrations*
- Giveaway opportunities
- Post-event mailing list (addresses only, no email or phone)
- Virtual Conference Platform
 - Company name and description on event landing page
 - Ad banner with logo (985x80) with URL
 - Pop-up offers with logo (162x240) and URL
 - PDFs for attendees to download
 - YouTube link or video to play during break

*Hybrid events only.

Conference Calendar

March

Corporate Finance

March 20, 2024 | Chicago & Virtual

May

Government

May 1, 2024 | Springfield & Virtual

Employee Benefits

May 16, 2024 | Chicago & Virtual

Estate, Gift & Trust

May 22, 2024 | Chicago & Virtual

June

Taxation on Real Estate

June 11, 2024 | Virtual Only

Advanced Not-for-Profit

June 13, 2024 | Chicago & Virtual

September

Financial Reporting Symposium

September 18, 2024

October

Construction

October 23, 2024

November

IRS/Tax Practitioners Symposium

November 13, 2024

Accounting & Auditing

November 14, 2024 | Chicago & Virtual

Post-conference Half-day

November 15, 2024

Not-for-Profit

November 21, 2024 | Chicago & Virtual

December

Advanced Topics in Flow-Through Taxation

Date TBD

Dates and conferences subject to change.



ILLINOIS CPA SOCIETY®
www.icpas.org



Sponsorships, Advertising, and ICPAS SUMMIT Booth Sales

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Editorial

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