

2020

MNCPA MEDIA KIT

THE ELEMENTS TO TAKE **YOUR BRAND** PLACES



MINNESOTA SOCIETY of
CERTIFIED PUBLIC ACCOUNTANTS





Thank you for taking the time to learn more about the Minnesota Society of Certified Public Accountants (MNCPA) and our members.

Choosing where to invest your marketing dollars is a big decision. You want opportunities targeted to your specific audience and customized to fit your goals. We understand this challenge, which is why we make your business our business.

For more than 10 years, I've been honored to work with companies from around the country, designing strategic marketing packages showcasing their business services to our members. Whether it's a 90-day banner ad or an event sponsorship, my goal is for you to view us as a part of your own marketing team.

I look forward to working with you and learning how we can help you connect with CPAs and financial professionals.



Leslie Mueller
Business Development
lmueller@mncpa.org | 952-885-5520

Ethical. Trusted. Respected. Those words are what sets a CPA apart in the professional world.

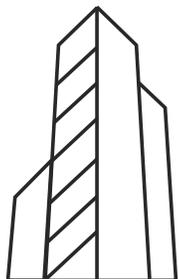
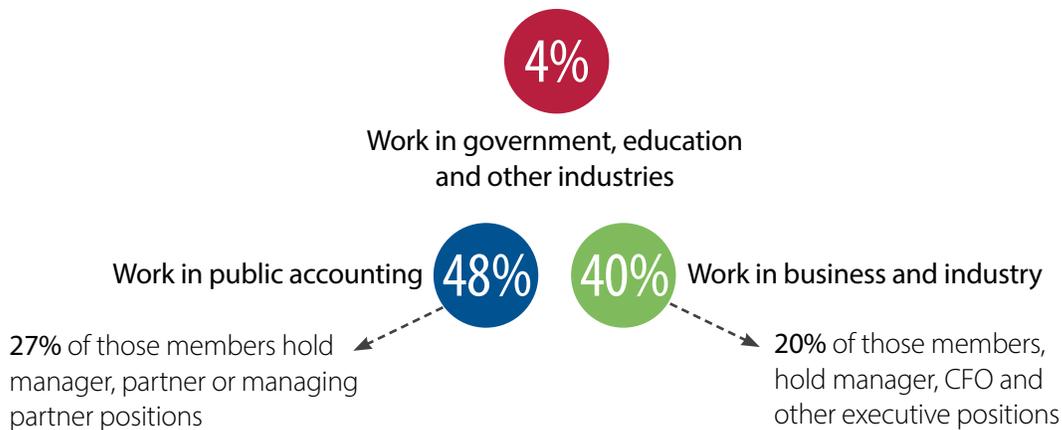
The MNCPA is the professional home of Minnesota CPAs. We provide education, professional development and resources that fit our members' needs.

The MNCPA also believes in the products and services you provide to help make our members' professional lives easier and more efficient. We learn about your mission and goals, and work with you to create customized marketing packages that will showcase your product to a targeted audience.

Together, we are the essential elements to elevating the CPA profession.

Our 8,500 members at a glance

POSITIONS



LOCATION

72%

are located in the Twin Cities area

AGE

Younger than 30

9%

Between 30 and 50

35%

Between 51 and 60

28%

TOP INTEREST AREAS

Accounting and auditing

Fraud prevention

Leadership and personal development

Personal financial and estate planning

Tax (state and federal)

Technology



ADVERTISING

Grow brand awareness

Footnote advertising

Footnote is the MNCPA's flagship publication covering accounting news, technology trends, personal development tips and MNCPA offerings.

Five reasons to consider a print advertising campaign:

- 1 **It's tangible.** Nearly all MNCPA members receive Footnote and almost half keep their copy of Footnote to reference later.
- 2 **It strengthens your brand.** You control the images, text, colors and fonts, solidifying your brand identity.
- 3 **It reaches a targeted audience.** Footnote is written specifically for CPAs and financial professionals. Your message will reach the right hands.
- 4 **It engages with members.** Unlike websites, which get skimmed by readers, Footnote contains relevant articles enticing members to thoroughly read the entire publication.
- 5 **It shows credibility.** Driving members to your website or business through print assures them that you are a legitimate business ready to help them solve a business need. **20%** of MNCPA members reportedly visit the website or contact the company after seeing a print advertisement in Footnote.

“Advertising in Footnote is a **smart investment** for my business. Most of our leads come from referrals, and CPAs are some of the best referral sources. Footnote allows us to economically and accurately **build our brand** with this key constituency group of Minnesota-based CPAs.”

– Dan Mulvaney, M&A advisor
Sunbelt Business Advisors

Page	Size	1x	3x	6x	9x
Back cover	8.5" x 11" with 1/4" bleed	\$2,195	\$2,135	\$2,100	\$2,015
Inside front cover	8.5" x 11" with 1/4" bleed	\$1,865	\$1,805	\$1,770	\$1,730
Inside back cover	8.5" x 11" with 1/4" bleed	\$1,865	\$1,805	\$1,770	\$1,730
Full page	8.5" x 11" with 1/4" bleed	\$1,525	\$1,465	\$1,425	\$1,375
Half page	7.5" x 4.875"	\$880	\$815	\$780	\$735
Third page	2.33" x 10"	n/a	\$645	\$605	\$560
Quarter page	3.625" x 4.875"	\$555	\$500	\$465	\$425
Eighth page	3.625" x 2.315"	\$410	\$350	\$320	\$275

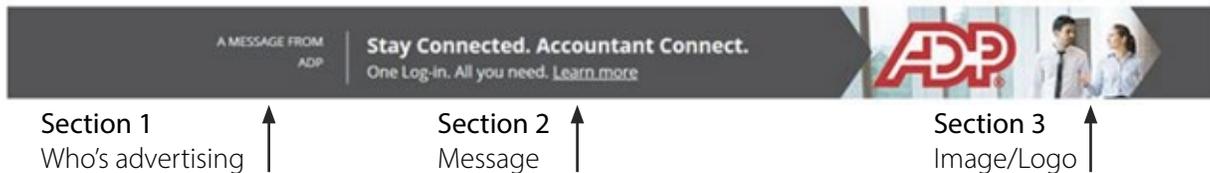
Footnote is a full-color publication. Black and white ad rates are available upon request. No advertising agency discounts.

Digital advertising

Your business grows when you diversify your reach. Target your message through various digital outlets, including the MNCPA's website, the foremost online CPA resource in the Upper Midwest, and our popular e-newsletters.

WEBSITE BANNER ADVERTISING

The MNCPA website has more than 20,000 monthly views.



Fees: \$500/90 days per section

Available website sections

Professional Education (CPE) | News & Resources | Involvement | Career | Become a CPA

E-NEWSLETTER ADVERTISING

Each publication reaches a specific member segment, and all achieve click-through rates well above the industry average.

E-newsletter	Audience	Frequency	Approximate Subscribers
Public Practice eNews	CPAs working in public accounting	Monthly	3,500
B & I eNews	CPAs working in corporate industry	Twice per month	3,500
Young Professionals eNews	CPAs certified less than 10 years	Monthly	2,300
Firm Administrators	Accounting practice firm administrators	Monthly	325
Accounting Educators	Minnesota college and university educators	3-4x per year	500

Fees:

\$500 banner ad (maximum of two banner ads per publication)
 \$700 sponsored content/article

Specifications:

- High-quality 456 x 58-pixel gif, jpg or png file
- Animation and/or flash may not be used
- URL for website to which you wish to direct individuals



SPONSORED CONTENT

Ignite your creativity

Content marketing is imperative to position yourself as a leader in your industry. Connect with your audience with any of these three sponsored-content opportunities.

Sponsored webinars

A sponsored webinar highlights your company's brand while providing valuable education to as many as 185 viewers. MNCPA members who participate receive one free CPE credit.

Includes:

- One dedicated promotional email
- A listing on the webinar description page
- A featured news spot on the MNCPA's CPE home page
- A listing in our course catalog
- One follow-up email with an opportunity to obtain full contact information
- Featured in a second email
- An upload to our archives for later viewing (no CPE credit)

Fees:

\$1,500

Availability is based on the MNCPA webinar calendar.

Past topics include:

- Hiring and recruitment
- Mergers and acquisitions
- Cybersecurity
- Technology trends
- Tax resources
- Practice management



“Sponsored webinars have helped us build our business and **raise awareness** about our services among the CPA community. The webinars allow us to provide thought leadership in a powerful, memorable and positive way. They position us as experts in our industry, helping to **build trust** amongst our potential customers. MNCPA sponsored webinars are a **powerful tool** that we will continue to use as part of our CPA marketing strategy.”

*Dan Moshe, founder
Tech Guru*

Sponsored e-newsletter article

Does your company publish original articles or reports? Promote them in one of our e-newsletters to target a specific audience.

Fees:

\$700 per article

See page 5 for details on the following e-newsletters:

- Public Practice eNews
- B&I eNews
- Young Professionals eNews
- Firm Administrators
- Accounting Educators

Footnote advertorials: Business Perspective

Advertorials in Footnote read like an article, but have the impact of an advertisement. Our advertorial feature, Business Perspective, provides you an opportunity to tell the whole story of your company: its history, mission statement, philosophy and approach to doing business.

You can use Business Perspective to:

- Run profiles of your executives and key personnel.
- Feature an in-depth launch of a new product or innovative service.
- Showcase your facility to readers.
- Provide testimonials from some of your most prestigious customers.

Fees:

\$2,780 — One page
(600 total words, including title and subheadings)

\$4,150 — Two pages
(1,200 total words, including title and subheads)

Past topics include:

- Human resources
- Networking
- Regulation changes
- Hiring best practices
- Recruitment
- Technology
- Practice Management

“I read Footnote because there are **well-written articles** that apply to life, as well as my career. The content is always **relevant and interesting**. Usually, one article catches my eye, and then I end up reading the entire thing!”

*Krista Cook, CPA, director,
U.S. Microsoft Alliance, PricewaterhouseCoopers*

Business Perspective — Thomson Reuters

The future of accounting: From transactions to enduring relationships



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on advising your clients, and less time managing your business. Your greatest asset isn't how well you can crunch numbers; it's about your ability to assess any client situation and provide expert guidance to improve that situation. New technology tools help you do that with more regularity by helping you with:

- Data mining to leverage client information into actionable advice.
- Secure cloud and portal spaces that save time for you and your clients.
- Workflow management to make your business processes more efficient and accurate for you and your staff.
- Integrated tax preparation and customer relationship management (CRM) software.

Growing an advisory practice means using tools that give you more time to advise.

The road forward
Making the transition to be a proactive advisor doesn't have to happen all at once. Take inventory of your clients, your target markets and your skill sets. Begin to change the way you talk about your business, how your business is structured and how your services are priced. Listen to your clients and dive deeply into identifying their needs, both now and in the future. This is not just an inventory of client needs, but an ongoing dialogue.

Do you embody the future CPA? The future of accounting is here.

“The only constant is change.”
An old cliché, for sure. But, just because it's a cliché doesn't make it untrue. When it comes to your accounting business and the work you do, it certainly applies. New regulations, new rulings, new federal and state legislation, changing IRS guidance, changing client expectations — they all work together to make your work a challenge every day.

The accounting profession is changing. It is evolving quickly in ways that will require you to modify your approach to client service if you want to create a sustainable, profitable business.

For the last 500 years, ever since double-entry bookkeeping was invented (and considered one of the biggest advancements in business and commerce), accounting practices haven't changed much at all. However, with the advancements of artificial intelligence, automation and other new technologies, the accounting industry is now facing a dramatic shift. The future of accounting is rife with opportunity if you're able to adjust your mindset from focusing on traditional compliance services to value-added advisory services.

Are you looking forward or holding on to the past?
Your clients — and your clients' businesses — are constantly looking forward. They are always trying to anticipate markets, economics, income and expenses. Are you going to look forward with them — and walk alongside them to help them succeed — or look backward and provide reactive services that, really, most of your competitors can provide?

Consider a somewhat mundane analogy. Let's say you take your car in for a scheduled service. Do you want to work with a mechanic who only does the work recommended by the manufacturer, or do you want to work with one who also anticipates potential issues and offers a variety of solutions to proactively address them? One of those creates a lasting bond that not only garners your trust, but also results in a better reputation and more revenue for the mechanic — not just for now, but for his or her business long-term.

Leverage technology to drive a new advisory model
Embracing change in how you do business involves adopting technologies that support your new business model. Emerging technologies allow you to work faster, cheaper and more accurately. They deliver efficiencies that give you and your staff more time to spend

mncpa.org/footnote | 21



EVENT SPONSORSHIP

Make a splash

Nothing makes waves more than sponsoring an MNCPA event. Whether you're looking to connect with a small audience of young professionals, or want to have your name in front of 1,500 tax managers and partners, we can customize an exhibiting and sponsorship package to ensure that your company is being recognized according to your goals.

Event sponsorship allows you to:

- Connect one-on-one with new prospects
- Build relationships with exhibiting customers
- Increase exposure of your company's products and services

“My experience in working with the MNCPA has been **outstanding**. Their processes, reporting, (pre and post event) organization at shows and coordinating webinars makes it a pleasant, **efficient experience** for both the clients, as well as the vendors/sponsors. Very much looking forward to working together in 2020 and beyond.”

– Holly Swirtz, *strategic relationships*
Thomson Reuters

Estate & Personal Financial Planning Conference

June 16-17, 2020

More than 250 CPAs, financial planners and other professionals attend the Estate & Personal Financial Planning Conference. Attendees at this event advise on estate and/or personal financial planning issues, Social Security, wills and trusts, annuities, Form 1041, behavioral finance and much more. Sponsoring or exhibiting at this event will put your company in front of these hard-to-reach professionals.

Eight-foot display tables are \$785 for this specialized event.

Average attendance — 250

55% work in CPA firms in Minnesota

36% work in a corporation focusing on financial services

Management & Business Advisers Conference

June 23-24, 2020

The MNCPA's Management & Business Advisers Conference (MBAC) is specifically designed for corporate financial professionals, providing them with quality education to help them run their companies.

Single booths start at \$1,215, and sponsorship packages start at \$1,500. Contact Leslie Mueller for more information.

Average attendance — 950

78% work at corporate businesses

22% hold titles of CFO or controller

18% hold titles of manager or other financial executive

Tax Conference

Nov. 16-17, 2020

Tax Conference is the MNCPA's largest event of the year, attracting more than 1,500 tax professionals from across the country. Educational sessions include the latest tax developments, practice management and ethics.

Single booths start at \$1,540, and sponsorship packages start at \$2,500. Contact Leslie Mueller for more information.

Average attendance — 1,400

- 64% work in public accounting and 32% of these attendees hold the position of partner or sole practitioner
- 29% work in corporate industry with 15% holding titles of CFO, controller/comptroller, executive and manager
- 89% live in the state of Minnesota with 70% of these living in the Twin Cities metropolitan area

“We have been involved with the Minnesota Society of CPAs for more than a decade. Event sponsorship and exhibitor opportunities provide us with a tremendous opportunity to **establish new relationships** and strengthen existing ones. The annual Tax Conference in particular is a can't-miss event!”

— *Melissa Block, VP, marketing & communications*
Venture Bank





Unable to attend?

Consider advertising in our conference programs. Conference programs are available for both the Management & Business Advisers Conference and Tax Conference.

Create your customized marketing package today

When you work with the MNCPA, your company's services will be in front of thousands of CPAs, financial professionals and decision-makers.

Together, we will develop a package that best fits your goals and budget, making your marketing efforts a breeze.



“ADP has partnered with the MNCPA for more than 10 years. Our **investment** with the association allows us to connect with CPAs while showing our support for the MNCPA and its mission. The MNCPA staff works with us to ensure our brand is seen with **intention and purpose**. We greatly appreciate and value our partnership.”

– Amy Selich, VP of marketing, accountant & client channels
ADP – Small Business Services

2020 Events	Date/timeframe
Audits of Employee Benefit Plans Conference	May 18
Young Professionals Group networking events	May–December
Candid Conversations With Women	Summer
School District Audits Conference	June 1
SALT Conference	June 8
Estate & Personal Financial Planning Conference	June 16–17
Management & Business Advisers Conference	June 23–24
Audits of Local Government Conference	Oct. 19
Not-for-Profit Conference	Oct. 20
Business Valuation Conference	Oct. 26
Tax Conference	Nov. 16–17
Federal Tax Adviser Updates	October–January
MNCPA College Roadshows	Winter
Special Interest Sections (controllers, human resources, not-for-profit, small firms and women)	Quarterly

Visit www.mncpa.org/sponsor for more information

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