

# MNCPA 2024 Media Kit

Elevate your impact.

# Welcome

As the MNCPA's strategic partnership specialist, I experience no greater joy than connecting our members with companies that can benefit them.

I appreciate you considering investing your all-important marketing dollars with the Minnesota Society of Certified Public Accountants. Our members are trusted business advisers within their firms and businesses, and helping you connect with them is of the utmost importance to me. I've been in this role for 18 years and it's been an honor to serve countless businesses and partners in that time.

Through the years, I've seen a lot of change in how companies interact with our members and I certainly appreciate the increased challenges of the past few years. I want to make sure I help find the best fit for you.

I look forward to working with you and learning how the MNCPA can help connect you with the CPAs and finance professionals of today, as well as those coming into the accounting profession.



Leslie Mueller  
Strategic Partnership Specialist  
lmueller@mncpa.org | 952-885-5520

# Membership

**Community. Knowledge. Excellence. Advocacy.** These are the value drivers of MNCPA members. They are the decision-makers, the thought leaders and the engines pushing their companies and clients forward.

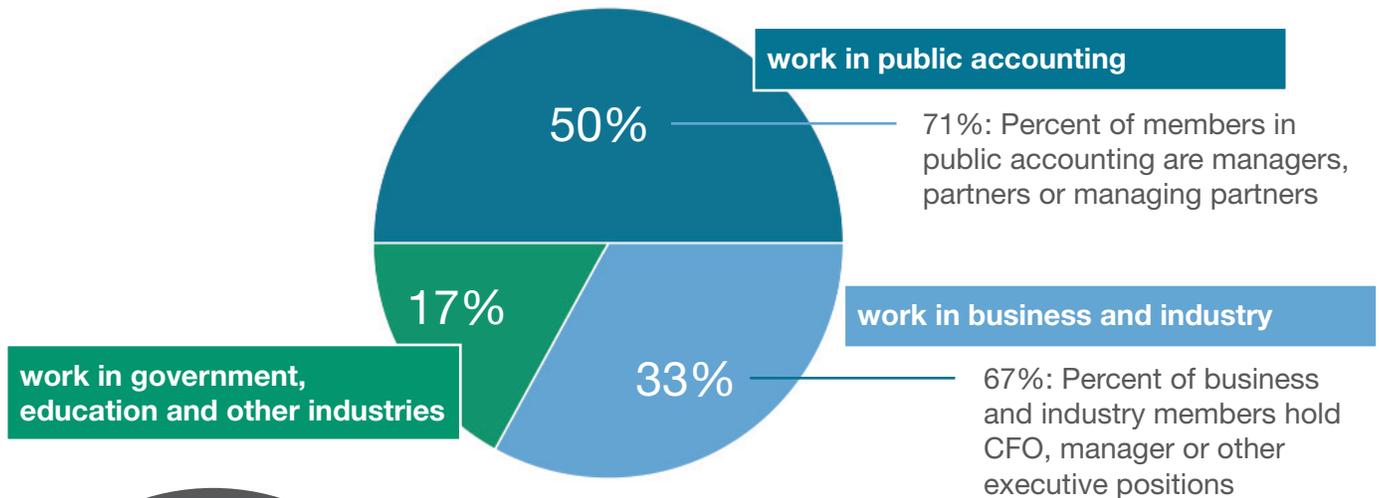
The MNCPA is the professional home of Minnesota CPAs. We provide education, professional development and resources that fit our members' needs.

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 showcase your product to a targeted audience.

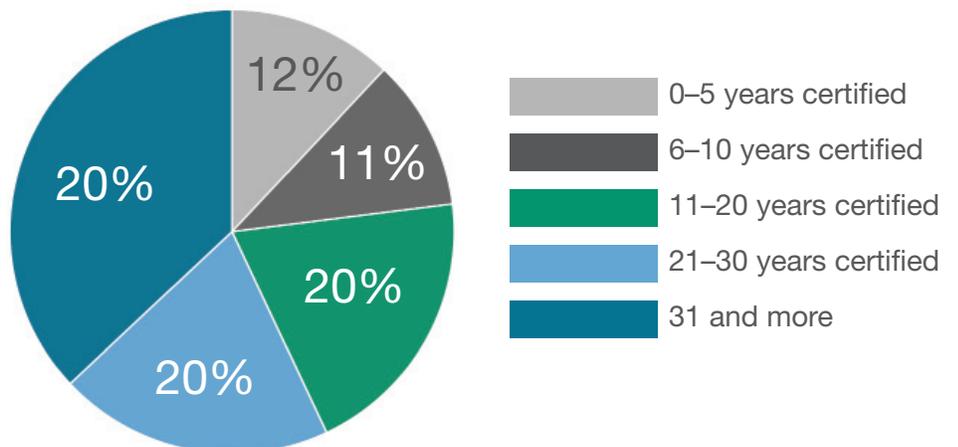
Together, we are the essential elements elevating the CPA profession.

There are numerous ways to connect with MNCPA members both as a whole and as targeted groups. Specific audiences include members who work in public practice, business and industry, as well as members who are in their first 10 years of being a CPA and prospective CPAs through our student membership.

## OUR 7,500 MEMBERS AT A GLANCE



## YEARS CERTIFIED BREAKDOWN



# Footnote advertising

## PRINT 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:

### IT’S IN THEIR HANDS.

Nearly all MNCPA members receive Footnote and nearly half keep their copy of Footnote to reference later.

### THE POWER IS YOURS.

You control the images, text, colors and fonts, solidifying your brand identity.

### YOU HAVE THE RIGHT EYES ON YOUR MARKETING.

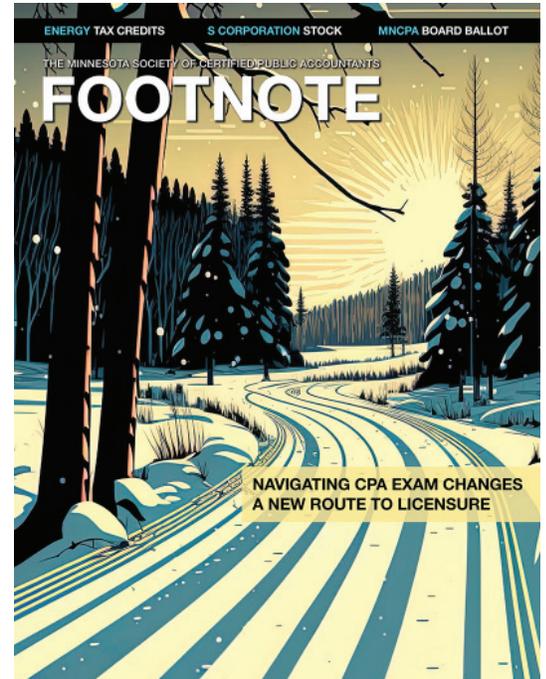
Footnote is written specifically for CPAs and finance professionals. Your message will get in front of the right people.

### ENGAGEMENT IS THE NAME OF THE GAME.

Unlike websites, which get skimmed by readers, Footnote contains relevant articles enticing members to thoroughly read the entire publication.

### CREDIBILITY IS DEVELOPED.

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.



Footnote magazine cover example.

“FOOTNOTE ALLOWS US TO ECONOMICALLY AND ACCURATELY BUILD OUR BRAND WITH THIS KEY CONSTITUENCY OF CPAS.”

— DAN MULVANEY, TRUE NORTH MERGERS & ACQUISITIONS

Page	Size	1x	3x	6x
Full page	8.5” x 11” with 1/4” bleed	\$1,715	\$1,650	\$1,605
Half page	7.5” x 4.875”	\$985	\$920	\$875
Third page	2.33” x 10”	\$750	\$725	\$685
Quarter page	3.625” x 4.875”	\$625	\$560	\$525
Eighth page	3.625” x 2.315”	\$460	\$395	\$360
Back cover	8.5” x 11” with 1/4” bleed	\$2,470	\$2,400	\$2,365
Inside/back front cover	8.5” x 11” with 1/4” bleed	\$2,100	\$2,030	\$1,995

Note: Footnote is a full-color publication. No advertising agency discounts.

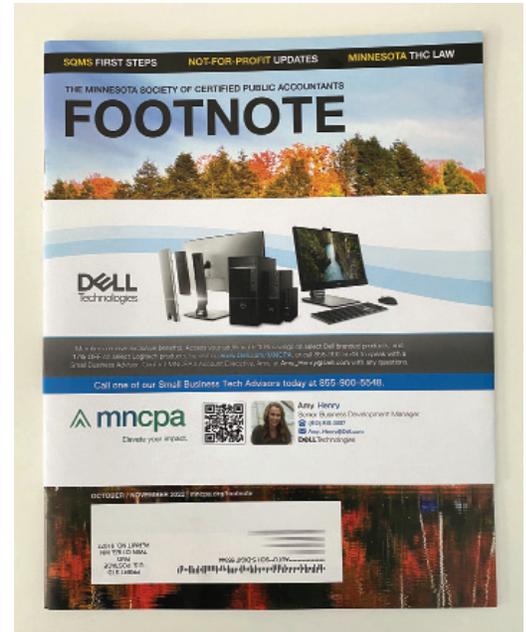
# Footnote advertising

## BELLYBAND

Grab members' attention with a Footnote bellyband. Your company's brand is the first thing our members will see when our flagship publication hits their mailboxes. Send to all members or target a select group.

**FEE:** \$2,500 and up — reach as many as 50% of members

*The MNCPA has the ability to create a mailing query targeting your ad to groups of members, such as those in business and industry or public practice. Pricing may vary depending on the size of the audience you wish to reach.*



A bellyband example.

## POLYBAG INSERT

Have your company provide an insert and the MNCPA will package your marketing materials with our magazine. Members will feel like they are opening a gift — your gift! Send to all members or target a select group.

**FEE:** \$5,000 and up — reach as many as 50% of members

*The MNCPA has the ability to create a mailing query targeting your ad to groups of members, such as those in business & industry or public practice. Pricing may vary depending on the weight of the insert and the size of the audience you wish to reach.*

Learn more at [www.mncpa.org/advertise/footnote](http://www.mncpa.org/advertise/footnote).



A polybag example.

# 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.

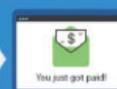
## WEBSITE BANNER ADVERTISING

The MNCPA website receives an average of 108,000 page visits every month.

**FEE:** \$500/90 days per section

AN INTEGRATION MADE FOR  
ACCOUNTING PROFESSIONALS

**CPACharge + QuickBooks Online**  
Easy payments and deposit reconciliation



**CPACHARGE**

*A website banner ad example.*

## 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
<b>This Just In</b>	67% of all members	Daily	5,000
<b>Firm Administrators</b>	Accounting practice firm administrators	Monthly	325
<b>Accounting Educators</b>	Minnesota college and university educators	3-4x per year	500
<b>Student eNews</b>	Minnesota college/university accounting students	Twice monthly	150

**FEE:** \$300 banner ad | \$1,200 weekly rate  
\$500 sponsored content/article

### SPECIFICATIONS:

- 540px by 70px.
- Resolution 96 DPI, preferred.
- Minimum of 14 px (10.5pt) font, preferred.
- Must include company name or logo in the banner.
- JPG, GIF or PNG, static images only. Animated GIFs are acceptable. Flash cannot be used.
- URL to link image.

Learn more at [www.mncpa.org/advertise/digital](http://www.mncpa.org/advertise/digital).

# Sponsored education

Who can tell your story better than you? No one! Take advantage of one of our sponsored content options to connect with a targeted audience.

## WEBINARS

A sponsored webinar showcases your company and the expertise it offers to our members. MNCPA members who participate receive one free CPE credit.

### INCLUDED WITH A SPONSORED WEBINAR:

- Company logo featured on each presentation slide.
- Webinar listed on MNCPA website.
- Banner ad in CPE section of website for 30 days prior to webinar.
- Promotion in two emails. One will be a dedicated email to targeted MNCPA members (sent by the MNCPA).
- Attendee list for follow-up mailing (contains full name, company and mailing address).
- Follow-up evaluation survey at end of webinar sent at the end of event with an opportunity to obtain additional contact information.
- Archived on MNCPA website.

**FEE:** \$2,000

Availability is based on the MNCPA webinar calendar. Learn more at [www.mncpa.org/sponsoredwebinars](http://www.mncpa.org/sponsoredwebinars).

## CONFERENCE SESSIONS

Get in front of members and nonmembers alike at one of our two largest events of the year. More information about these opportunities can be found on page 9.

**FEE:** MBAC Sponsorship packages start at \$2,500.  
TAX Sponsorship packages start at \$2,500.

*“THIS WAS A GREAT SESSION WITH PRACTICAL, USEFUL TIPS!”*

*— MNCPA MEMBER KRIS B.*

*“THE CONTENT WAS REALLY GREAT!”*

*— MNCPA MEMBER STACY M.*

*“THIS WAS AN INTERESTING DISCUSSION TO MAKE ME THINK MORE ABOUT DECISION-MAKING.”*

*— MNCPA MEMBER LAURA P.*

# Sponsored content

## BUSINESS PERSPECTIVES (FOOTNOTE ADVERTORIAL)

The options are limitless with this one- or two-page, direct-to-members option in our very popular magazine. Want to tell the story of your company? Great! Want to highlight a new feature, product or an area of expertise your organization offers? Wonderful! Want to talk about your company’s workplace culture as a way to illustrate why you’re a good company to do business with? Sounds good!

### 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.

**FEE:** \$2,790 — One page  
(600 total words, including title and subheads.)  
\$4,150 — Two pages  
(1,200 total words, including title and subheads.)

Versique Search & Consulting — Business Perspective

---

### Entering a positive work culture

A Q&A with Paige Batcha, CPA, MBA, former CFO and current Vice President of Finance and Accounting Interim Solutions at Versique Search & Consulting

**What does culture mean to you?**  
It feels like culture is the new buzzword across organizations. For me, it is far from abstract. Culture is the heartbeat of an organization, which extends all the way to every employee from the workplace to their personal lives. I truly believe a positive culture affects positively within an employee's personal life. The impact a workplace culture can have on a person's life should not be taken lightly, thus I don't believe the term should be taken lightly. I would love to see this word be a constant reference and check-in rather than a buzzword. Culture grows within an organization and should be illustrated with touchpoints with all employees across all levels.

**Describe your previous roles and how COVID impacted you?**  
In short, I was on-edge, I was aggressive and directive. I was not as present for my husband or children, and I was not the person I wanted to be. It took me having a breaking point and I knew — and wanted — to make a dramatic change. During the pandemic, like many, I did not see change. I wrote a list of what I wanted to pursue in my next role, as well as activities I wanted to not repeat. I hoped my list on my list of desires was a support environment where I would be consistently challenged and constantly uncomfortable. It was important for me to feel connected and supported in my most vulnerable moments.

**How did you feel leaving your previous position and joining Versique?**  
Initially, I feared the unknown. I felt vulnerable and hesitant as I was venturing into a brand new industry and building a practice from the ground up. I kept reminding myself why I was taking this leap. The "why" has fueled my every day. I have never felt more connected with my colleagues and with my internal passion. And, honestly, showing up is my true and authentic self each day is so freeing and non-exhausting.

**How do you feel today?**  
Simply put, I feel whole. At Versique, we believe it is the "people who make it possible" and if your people are not happy, how can you make the organization possible? I am constantly sharing my story — and the story of Versique — and the underlying "why" resonates with people. I am making small, positive aspects on lives and it feels fulfilling and purposeful.



**CONNECT**  
**Versique Search & Consulting**  
Contact: Paige F. Batcha, CPA, Vice President, Finance & Accounting Interim Solutions  
Email: pfbatcha@versique.com  
Phone: 952-787-1122 | [Web: versique.com](http://www.versique.com)

**Can you describe the support of the vulnerability and the rise of the confidence in yourself?**  
The power of positivity is real, and it can be life-changing. I share my journey hoping it inspires others to continue the search for a positive culture to immerse themselves in, or in hopes it inspires leaders to prioritize fostering a positive culture for them and their colleagues alike. The ability to show up as my authentic self each day is incredible.

**How do you feel the role of interim/consulting opportunities has changed since COVID?**  
Similar to myself, individuals are seeking opportunities granting purpose and giving the ability to feel whole. The flexibility of consulting is a great avenue to accomplish both purpose and wholeness.

mncpa.org/resources | 11

*A Business Perspectives example.*

## 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.

**FEE:** \$500 per article

Learn more at [www.mncpa.org/sponsoredcontent](http://www.mncpa.org/sponsoredcontent).

# Premier events

The MNCPA hosts two large conferences every year: The Management & Business Advisers Conference in June, and the Tax Conference in November.

Get in front of our largest audiences and key decision-makers with a customizable exhibiting and sponsorship package that ensures your company is being presented recognized in a way to achieve your marketing 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.
- Add-on to be a sponsored session.



## MANAGEMENT & BUSINESS ADVISERS CONFERENCE

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.

**FEE:** Exhibiting and sponsorship opportunities start at \$1,500.

*Left: Attendees had a chance to mingle with exhibitors, including Tina Zignego, Jeff Zignego and Matthew Jakubowski, who were representing West Bend Mutual Insurance Company.*



## TAX CONFERENCE

Tax Conference is the MNCPA's largest event of the year, bringing attendees to the Minneapolis Convention Center from all over the world, in addition to an online component of the conference. Educational sessions include the latest tax developments, practice management, ethics and more across three days.

**FEE:** Exhibiting and sponsorship opportunities start at \$1,790.

*Longtime MNCPA member Herb Schechter stops at first-time exhibitor ABGi USA's booth.*

Learn more at [www.mncpa.org/exhibit](http://www.mncpa.org/exhibit).

# 2024 event schedule

While the MNCPA showcases its premier conferences, we offer several other conferences as opportunities to connect with targeted groups.

## SAVE THE DATE FOR THESE 2024 MNCPA CONFERENCES

- May 20 | Audits of Employee Benefit Plans Conference
- June 5 | Audits of School Districts Conference
- June 11–13 | Management & Business Advisers Conference (MBAC24)
- June 17– 18 | Estate & Personal Financial Planning Conference
- Aug. 14 | Agriculture Tax & Accounting Conference
- Sept. 26 | Audits of Lawful Gambling Conference
- Oct. 21 | Audits of Local Governments Conference
- Oct. 22 | Not-for-Profit Conference
- Nov. 6 | Business Valuation Conference
- Nov. 18 – 20 | Tax Conference (TAX24)



# Young professionals and student members

The MNCPA young professional members are those who have been a certified CPA for fewer than 10 years. They are the lynchpin between the foundation of the accounting profession today and what it will become in the future. Connect with the young professionals by getting involved with their sponsored events, which happen throughout the year.

MNCPA student members are tomorrow's leaders in the accounting, financial and business worlds. Connect with them now to bring your brand to their eyes to build a relationship that can serve them for decades to come.

## HERE'S HOW YOUR COMPANY CAN GET IN FRONT OF MNCPA STUDENT MEMBERS:

- Advertise in a dedicated newsletter to them.
- Get involved in the MNCPA visits to campuses.
- Support MNCPA efforts in recruitment of student members.

Connect with Leslie Mueller at [lmueller@mncpa.org](mailto:lmueller@mncpa.org) or 952-885-5520 to learn more about these opportunities.



Judy Wright, vice president of finance, BTM Global, met weekly with accounting students at Eden Prairie High School to speak about the many career paths available to accountants.



The Young Professionals Group enjoyed pints, puppies and CPA peers at this popular event.



MNCPA Scholars Program high school students visited the University of Minnesota Carlson School of Management.



MNCPA mentors and scholars gathered to celebrate completing the MNCPA Scholars Program.

# MNCPA Golf Outing

The MNCPA Golf Outing is the highlight of the summer of many MNCPA members. Whether as a solo, duos or foursomes, the greens of The Wild Golf Club in Prior Lake are packed for this annual event.

Get involved as an event sponsor!



*GROWTH Operators, a hole sponsor at a prior Golf Outing, were all smiles as they educated and entertained members all day long.*

## HOLE OPPORTUNITIES:

\$550 | Hole sponsor

\$450 | Putting green sponsor

## GAME SPONSORSHIPS:

For an extra \$200, you can sponsor one of our games and have the opportunity to include a logoed item into each gift bag!

- Closest to the pin
- Hole-in-one
- Longest putt
- Longest drive

## PREMIERE SPONSORSHIP OPPORTUNITIES

\$1,000 | Golf cart sponsor — includes two golfers, logoed item in bag.

\$1,550 | Drink ticket sponsor — includes hole sponsorship, two golfers, logoed item in bag.

\$1,750 | Boxed lunch sponsor — includes hole sponsorship, two golfers, logoed item in bag.

\$2,250 | Dinner sponsor — includes hole sponsorship, two golfers, logoed item in bag.

Find more info at [www.mncpa.org/golf](http://www.mncpa.org/golf).

# Meeting room rental

## CONNECT | COLLABORATE | CONVENE

Host your next meeting at our place.

Make your next meeting or team training a success (within budget) at the MNCPA Education Center.

- Conveniently located in Bloomington, MN.
- Pricing starts at \$599 per day, with no additional taxes or service charges.
- Newly renovated spaces for groups up to 75.
- Updated tech and A/V equipment.

### INCLUDED IN YOUR RENTAL RATE:

- High-quality A/V equipment — screens, projectors, cameras and microphones.
- Wireless internet.
- Powered tables for convenient laptop and phone charging.
- Notepads, pens, flipcharts and markers.
- Snacks and bottomless soda, coffee and tea.
- Surface lot and covered ramp parking.

**No taxes or service charges!**



*Meeting rooms accommodate boardroom or cluster setups for small teams and classroom setup for groups up to 75 people.*

## LOCATION

MNCPA Education Center  
1650 W. 82nd St., Suite 600  
Bloomington, MN 55431



### SCHEDULE A TOUR OR LEARN MORE:

952-831-2707

[www.mncpa.org/rental](http://www.mncpa.org/rental)