

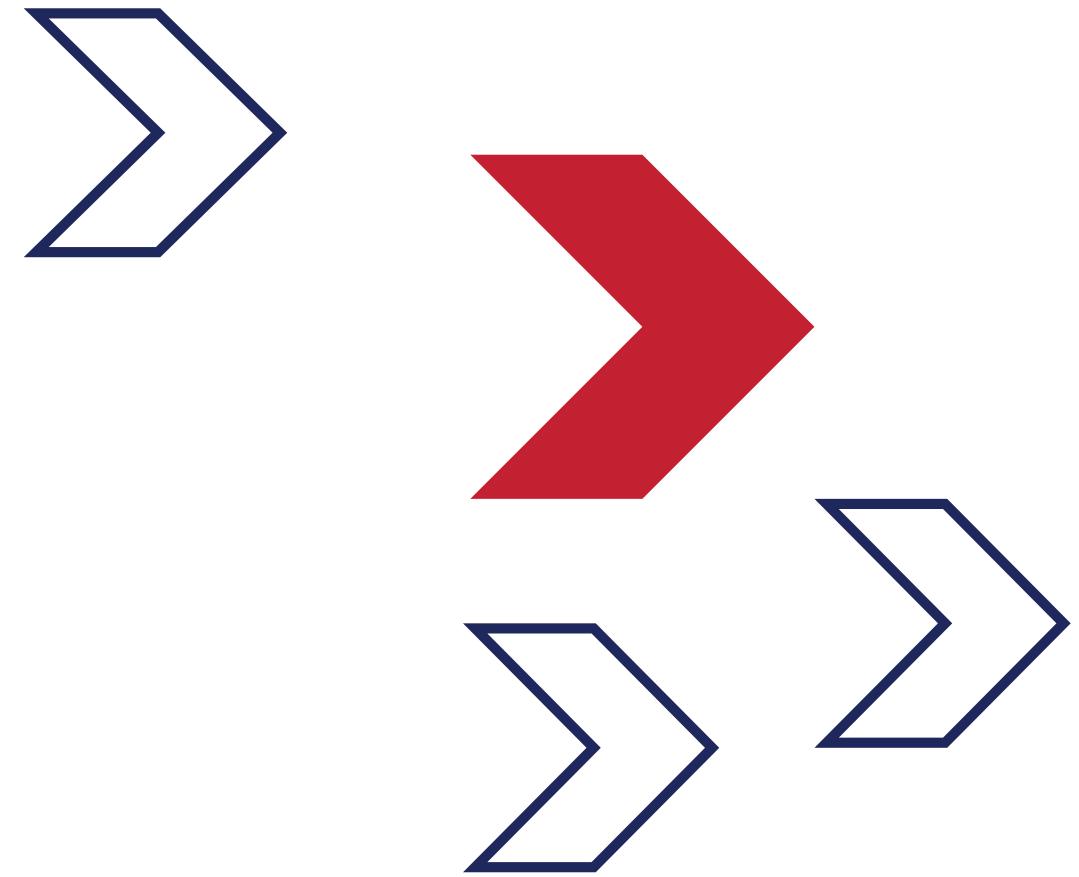


# MEDIA KIT

Partnership | Sponsorship | Advertising Opportunities

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Your guide for reaching CPAs &  
financial professionals in Indiana

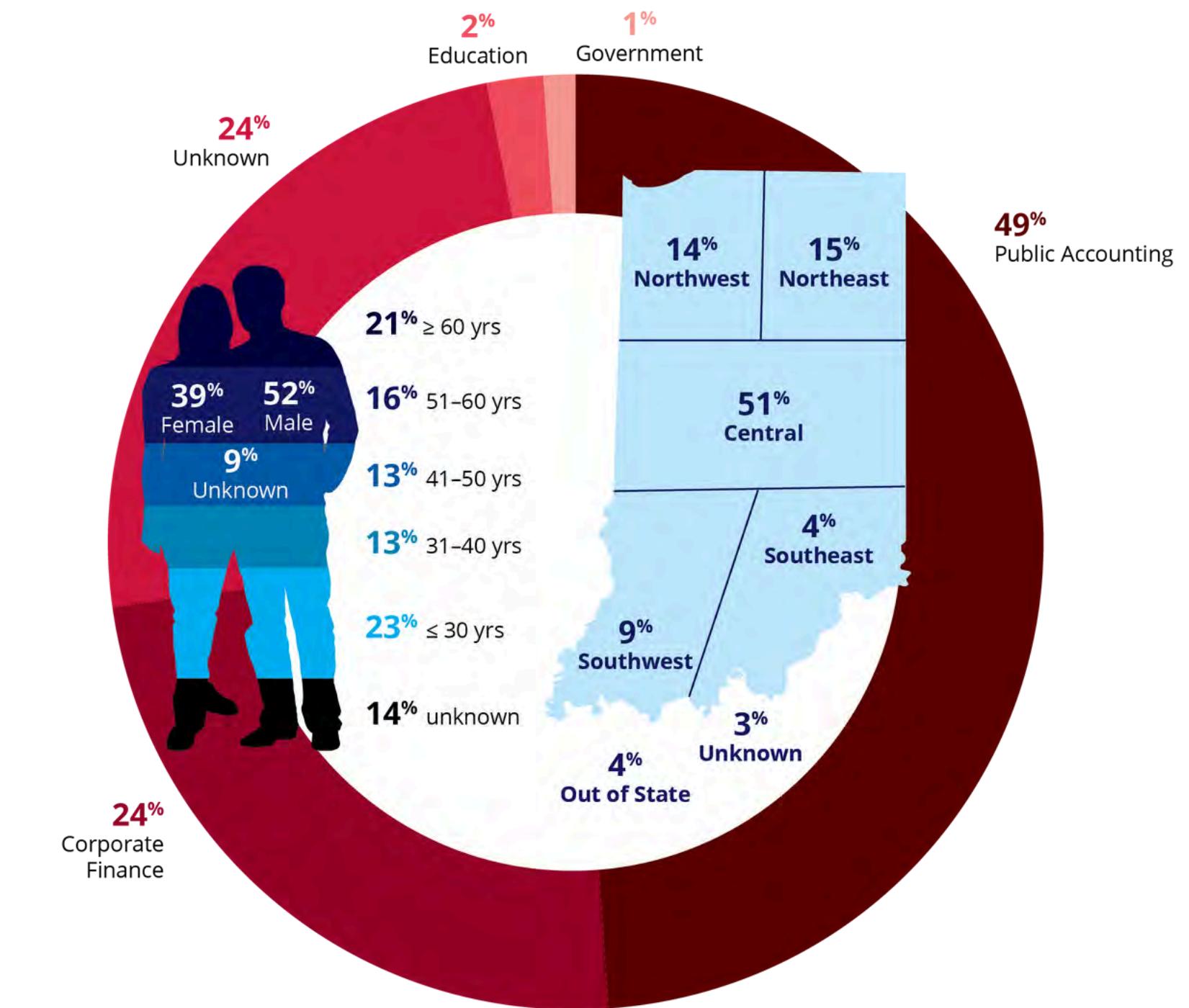


# Partnership with INCPAS

**Build relationships and increase your brand exposure through partnership with INCPAS. From advertising in one of our publications to sponsoring an event, there's a partnership opportunity for every budget to put your organization in front of the key decision makers transforming businesses in Indiana.**

**INCPAS is ...  
a statewide  
professional  
association**

*Representing*  
**6,000**  
CPAs  
Aspiring CPAs  
Accounting Professionals



# How Can You Partner with INCPAS?



## Preferred Provider Program

Unlock premier access to INCPAS members and stakeholders through exclusive opportunities available only to INCPAS' Preferred Providers.

[LEARN MORE →](#)



## Event Sponsorships

Sponsoring an event or conference lets you highlight your professional partnership and expertise to attendees at INCPAS-organized in-person or virtual events.

[LEARN MORE →](#)



## Advertising Opportunities

Align your brand with Indiana's most trusted professional accounting network by partnering with INCPAS for your advertising needs.

[LEARN MORE →](#)



## Content Marketing

Engage with INCPAS members via our award-winning media platforms, offering opportunities for experts and thought leaders to connect and share insights.

[LEARN MORE →](#)

## BECOME AN INCPAS **Preferred Provider**

INCPAS Preferred Providers enjoy premier access to members and stakeholders, allowing them to become genuine "partners of the profession."

This sponsorship provides year-round opportunities for brand visibility, event involvement, content sharing, advertising, social media promotion, and much more.

“

INCPAS is one of my favorite organizations to work with.

“All of the leaders and members of the organization are progressive, forward thinking, and embody the values of our profession. They treat their partners as true partners, and not just vendors.”

# Strategic Partner Rights & Benefits



## Promotional Rights/ Brand Awareness

- Brand Visibility:** Year-round recognition as a Strategic Partner on the INCPAS Partner webpage, social media channels, and in the annual Vendor Directory.
- Enhanced Marketing Opportunities:** Access to Strategic Partner logos, joint press releases, and the ability to make exclusive promotional offers to INCPAS members.
- Direct Member Outreach:** Two email campaigns annually from the INCPAS CEO highlighting your partnership and support.

## Thought Leadership

- Content Distribution:** Share thought leadership, white papers, and other content with members online four times a year and in INCPAS publications like Connect and the Daily 3@3 news bulletin.
- Event Sponsorship:** Sponsor or co-create two In the Know webinars annually to showcase your expertise.
- Member Engagement Opportunities:** Host a roundtable, lunch-and-learn, or survey select members for insights and feedback.
- Targeted Networking:** Receive invitations to participate in member network groups when appropriate.

## Member Sections Sponsorship

- Exclusive Sponsorship:** Gain naming rights to a Member Section (e.g., NFP Member Section sponsored by XYZ Co.).
- Speaking Opportunities:** Present as a speaker or sponsor a speaker for one webinar and one roundtable annually.
- Community Engagement:** Access private member section online communities to share content and resources directly with members.

# Strategic Partner Rights & Benefits *Continued*



## Conference and Event Sponsorship

- **Event Sponsorships & Recognition:** Present at Member Appreciation Day, sponsor two additional conferences with breakout session opportunities, and title sponsor for INCPAS Townhalls.
- **Exclusive Access:** Enjoy table displays at in-person events, attendee lists, and two registrations for both conferences and CPA Celebration.
- **CPA Celebration Perks:** Strategic Partner recognition, table of 10 and opportunity to present award.

## Servicing

- **Exclusive Sponsorship:** Gain naming rights to a Member Section (e.g., NFP Member Section sponsored by XYZ Co.).
- **Speaking Opportunities:** Present as a speaker or sponsor a speaker for one webinar and one roundtable annually.
- **Community Engagement:** Access private member section online communities to share content and resources directly with members.

**Minimum Commitment Annually: \$20,000**

# Alliance Partner Rights & Benefits



## Promotional Rights/ Brand Awareness

- **Brand Visibility:** Year-round recognition as an Alliance Partner on the INCPAS Partner webpage, social media channels, and in the annual Vendor Directory.
- **Marketing Opportunities:** Access to Alliance Partner logos and a joint press release highlighting your commitment to INCPAS and the profession.
- **Member Outreach:** Promotion of your company's offers and resources to INCPAS members, along with a one-time letter or email from the INCPAS CEO emphasizing your partnership.

## Conference and Event Sponsorship

- **Event Sponsorships & Recognition:** Present at Member Appreciation Day, sponsor one additional conference with breakout session opportunities, and serve as the Food and Beverage sponsor for INCPAS Townhalls.
- **Exclusive Access:** Enjoy table displays at in-person events, attendee lists, and two registrations for both conferences and CPA Celebration.
- **CPA Celebration Perks:** Alliance Partner recognition and the opportunity to present an award at CPA Celebration.



# Alliance Partner Rights & Benefits *Continued*

## Thought Leadership

- **Content Distribution:** Share thought leadership and white papers with members online twice a year and in INCPAS publications like Connect and the Daily 3@3 news bulletin.
- **Event Sponsorship:** Sponsor or co-create one In the Know webinar annually to showcase your expertise.
- **Speaking Opportunities:** Present at a Member Section roundtable or webinar to engage directly with members.

## Servicing

- **Strategic Collaboration:** Quarterly meetings to discuss goals and measure progress.
- **Exclusive Resources:** Access to relevant research, papers, and surveys.
- **Impact Reporting:** Receive an investment fulfillment report to evaluate ROI and guide future partnerships.

**Minimum Commitment Annually: \$15,000**

# Conference + Sponsor Rights & Benefits



## Promotional Rights/Brand Awareness

- **Visibility:** Annual listing in the INCPAS Vendor Directory.
- **Content Promotion:** Quarterly distribution of sponsored content in the Daily 3@3 news bulletin.

## Servicing

- **Strategic Insights:** Post-event meeting to review goals and measure outcomes.
- **Exclusive Resources:** Access to relevant research, papers, and surveys.

## Conference and Event Sponsorship

- **Event Sponsorships & Speaking Opportunities:** Sponsor and speak at Member Appreciation CPE Day and one additional conference, with recognition across event promotions, web pages, and the app.
- **Event Participation:** Enjoy exhibit tables at in-person events, access to attendee lists, and one registration per event.

**Minimum Commitment Annually: \$7,500**

# Member Section Sponsor Rights & Benefits



Custom peer networks dedicated to sharing ideas, successes, and failures so you don't have to constantly "reinvent the wheel."

## Sponsorship Includes:

- **Exclusive Sponsorship:** Naming rights to one Member Section (e.g., NFP Member Section sponsored by XYZ Co.).
- **Engagement Opportunities:** Present or sponsor a speaker for one webinar or roundtable and access the private online community to share content and resources.

**MEMBER SECTION MONTHLY** 

**Practice Management**

**Katie:** This is your monthly Practice Management Member Section enewsletter highlighting the additional, customized benefits above your traditional INCPAS membership. Be sure to take advantage of your exclusive CPE and new resources for this month!

**CPE**

**NEW Staff Training Webinars**  
INCPAS has partnered with AHI Associates to bring you a 5-course series to help your team with whatever level they're at!  
First seminar is [Level 1: Basic Staff Training](#) on October 17-18.

**FREE Digital Transformations for CPA Firms — Insights & Strategies from the 2024 CPA Firm Tech Report**  
September 20 @ 11 a.m. ET | 1 hour CPE | Virtual  
Bonus: Receive access to full whitepaper results after webinar.

**JUST ADDED & FREE Succession Planning for Your Firm**  
October 24 @ Noon ET | 1 hour CPE | Virtual

**JUST ADDED & FREE Resolving Conflict in the Workplace: What Young Accounting Professionals Need to Know**  
December 3 @ Noon ET | 1 hour CPE | Virtual

**800+**

**MAP**

**NFP**

**Tech**

**CAS**

**Corporate Finance**

**Commitment Annually: \$5,000**



## BECOME AN INCPAS **Event Sponsor**

When you sponsor an event or conference, you are showcasing your professional partnership and knowledge to attendees.

INCPAS offers sponsorship opportunities for both in-person and virtual events.





# Event Sponsor In-Person Opportunities



**Month:** March

**Average Attendance:** 75

**Audience:** Current or aspiring controllers, financial managers and CFOs in business/industry.

**Location:** INCPAS Learning Center



**Month:** August

**Average Attendance:** 70

**Audience:** CPAs looking for a high level review of current trends affecting the profession.

**Location:** INCPAS Learning Center



**Month:** May

**Average Attendance:** 35

**Audience:** College educators.

**Location:** INCPAS Learning Center



**Month:** September

**Average Attendance:** 114

**Audience:** CPAs dedicated to advancing women leaders in the profession.

**Location:** INCPAS Learning Center



**Month:** June

**Average Attendance:** 50

**Audience:** CPAs employed in the business and industry sector.

**Location:** INCPAS Learning Center/Hybrid



**Month:** October

**Average Attendance:** 40

**Audience:** Any Young Pro, 35 and under, looking to connect and network with others

**Location:** Conference Facility



**Month:** July

**Average Attendance:** 180

**Audience:** CPAs working as staff at not-for-profit organizations and CPAs in public accounting with not-for-profit clients.

**Location:** Conference Facility



**Month:** December

**Average Attendance:** 50

**Audience:** CPAs looking to get in-depth look at the Indiana tax code, legislative changes, regulatory updates and ethical best practices.

**Location:** INCPAS Learning Center

**Sponsorship Fee:** \$1,500

[www.incpas.org](http://www.incpas.org)



# CPA Celebration Sponsorship

Celebrate the award winners and finalists while showcasing your brand to Indiana's top CPAs! Sponsor the event and support the Indiana CPA Educational Foundation's 2025 programs and scholarships, aligning your organization with excellence and future leaders in the profession.

**Sponsorship Fee: \$2,500 - \$5,000**

## Opportunities:

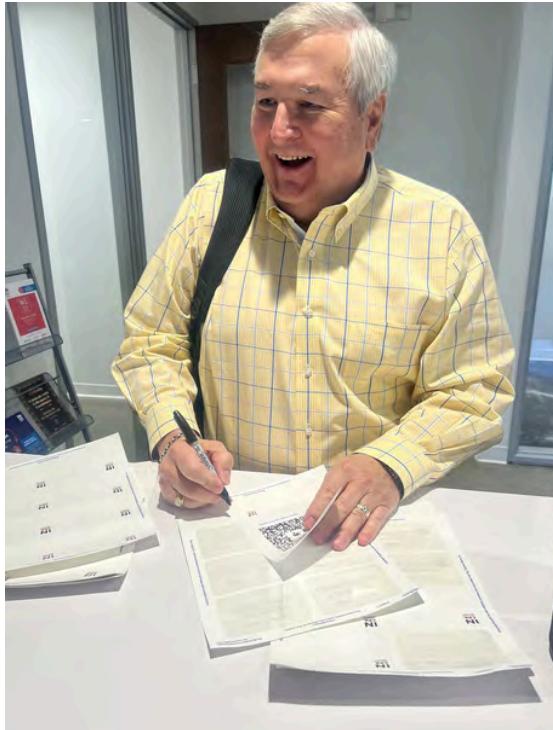
- Exam Candidate Gift
- Signature Drink
- Photobooth
- Dinner





# Town Halls Sponsorship

INCPAS Town Hall experience is a series of unique in-person events held across the state, each one exploring a professional trend or issue. Sponsors are invited to attend and will have a two-minute speaking opportunity. *Expected attendance: 25-75 members*



**Sponsorship Fee: \$1,000**



# In the Know Webinar Sponsorship

Connect with Indiana's top CPAs and finance professionals by sponsoring In the Know, a webinar series that provides participants with 10+ hours of free live CPE annually. *Expected attendance: 175 members*

This highly valued series features:

- **Timely Content:** Expert insights on hot topics, emerging trends and key issues impacting the profession.
- **Diverse Perspectives:** A wide range of strategic topics presented by industry leaders and experts.
- **Exclusive Updates:** Quarterly briefings from INCPAS President & CEO Courtney Kincaid, CAE, on Society initiatives and the profession's future.

**Sponsorship Fee: \$2,000**



# Vision 2027

## Sponsor

Leaders in the accounting profession from across the country attend **Vision 2027** in May to collaborate on expanding the CPA pipeline. INCPAS' goal is to connect key stakeholders together to engage in meaningful, face-to-face discussions on transforming the future of the profession.



**Sponsorship Fee:** Contact [sponsors@incpas.org](mailto:sponsors@incpas.org) for more information.



# BECOME AN INCPAS Advertiser

When you advertise with INCPAS, you align your brand with Indiana's most trusted network of accounting and finance professionals. We offer a variety of advertising opportunities to connect you with our engaged membership, including placements in our publications, digital platforms, and events.

## MEMBER SECTION MONTHLY



### Practice Management

Katie: This is your monthly Practice Management Member Section enewsletter highlighting the additional, customized benefits above your traditional INCPAS membership. Be sure to take advantage of your exclusive CPE and new resources for this month!

#### CPE

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October 24 @ Noon ET | 1 hour CPE | Virtual

##### **JUST ADDED & FREE** Resolving Conflict in the Workplace: What Young Accounting Professionals Need to Know

December 3 @ Noon ET | 1 hour CPE | Virtual

## News to Know

### TOP 3 @ 3

1. [Federal district court injunction suspends implementation of BOI reporting requirements](#)  
Read AICPA and state CPA society response.
2. [Trump selects former Missouri congressman Billy Long to serve as IRS commissioner](#)  
Free login required.
3. [3 tips to manage holiday season stress](#)  
Limited number of free articles.

## REGISTER NOW INCPAS WINTER FRENZY

December 16-18 | Up to 24 hours CPE | Virtual Live  
This virtual event is an easy, convenient way to earn your last CPE hours before year-end!

See 12 Course Options & Register



## CPA Talent Pipeline

### Diversity, Equity & Inclusion

Katie: See below for stories, news, events and education to add to your pipeline, diversity, equity and inclusion toolkit. To find more helpful tips year-round, you can also visit our [resource hub](#) at any time.

#### Spotlight

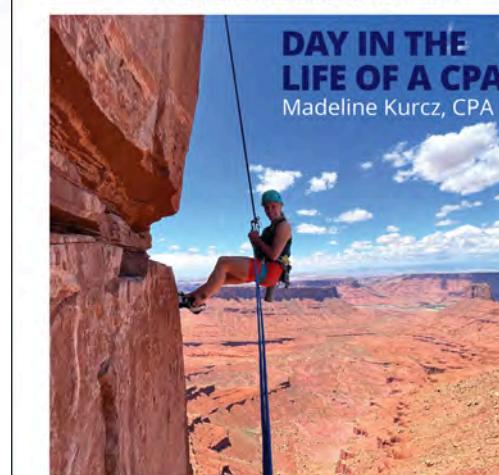


"My biggest takeaway from the INCPAS Scholars program is the invaluable relationships I developed." Ashley participated in the 2016-17 INCPAS Scholars program and started working full-time at Independent Mortgage Corporation as a Financial Analyst immediately after graduation.

MAY | 2024

## CONNECT

THE PERSONAL SIDE OF YOUR PROFESSIONAL NETWORK



### DAY IN THE LIFE OF A CPA

Madeline Kurcz, CPA

## CPE Weekly

Your guide to upcoming courses

### FEATURED OFFERINGS IN NEXT 2 WEEKS

Everything Qualifies for Live CPE



#### **COMING SOON** Center for Accounting Transformation Webinars

1 to 2 hours CPE each | Virtual

November 5 | [Crypto Tax Planning: Beyond the Basics & What Practitioners Need To Know Going Forward](#)

November 5 | [Non-Techie Cybersecurity Update for Tax Practitioners](#)

November 6 | [Cybersecurity for the Small Tax Firm?](#)

November 7 | [Business Continuity Planning for Non-Techies?](#)

November 7 | [Options to Automate Your Tax Preparation Workflow](#)

November 12 | [How Automation & AI Are Enhancing Assessment Assessments](#)



# BECOME AN INCPAS Magazine Advertiser

Reach nearly 6,000 INCPAS members!

## Connect

Color magazine sent three times a year.

## 2025 Advertising Rates

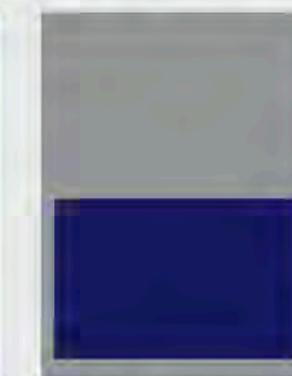
AD SIZE	PRICE
1/4 Page	\$1,000
1/2 Page	\$1,500
Full Page	\$2,180
Inside Front Cover	\$2,500
Inside Back Cover	\$2,500
Back Cover	\$2,850
Classified: 40 word limit	\$150
Price per word over 40	\$2

### Print Advertising Specifications

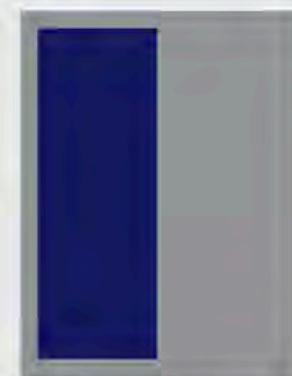
Full, half and quarter page spaces are available in Connect as shown below:



Full Page (*full bleed*)  
9.125" w x 11.0625" h



1/2 Page Horizontal  
7.75" w x 4.5104" h



1/2 Page Vertical  
3.7917" w x 9.3125" h

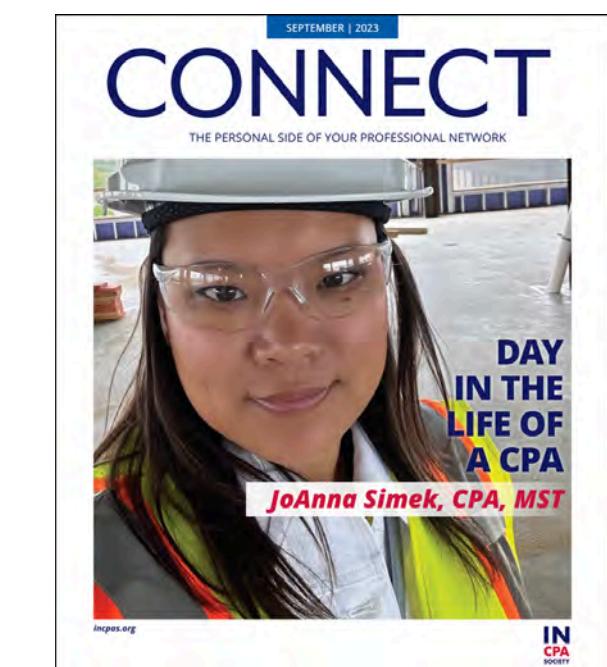
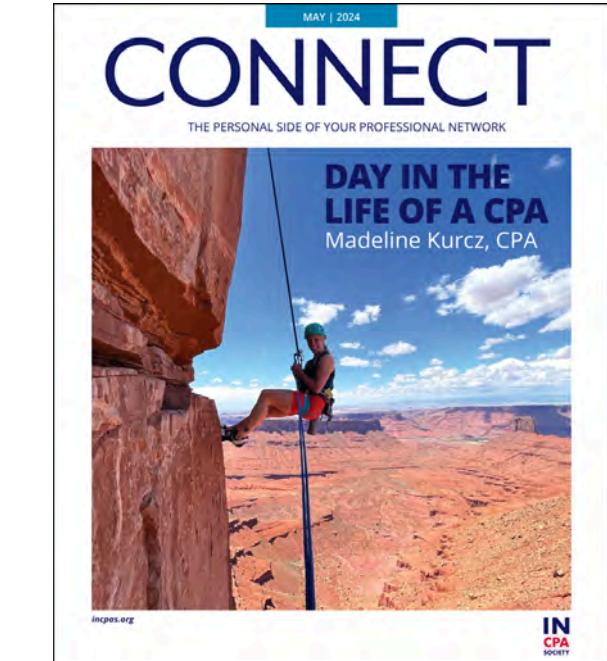


1/4 Page  
3.7917" w x 4.5104" h



Outside Back Cover  
7.6317" w x 8.4363" h

**Please provide artwork as a high-resolution (300 dpi) PDF.**  
Contact the Society if artwork cannot be provided as stated.  
Copy and artwork are subject to approval. The Society accepts or declines advertising based on content appropriateness and space availability.



## Publication and Closing Dates

ISSUE	INSERTION ORDER	ARTWORK DUE	DATE ON DESK
January 2025	Nov. 5, 2024	Dec. 3, 2024	Jan. 31, 2025
May 2025	Feb. 21, 2025	Mar. 21, 2025	May 16, 2025
September 2025	June 20, 2025	July 18, 2025	Sept. 19, 2025



# BECOME AN INCPAS Email Advertiser

- **Average open rate of 43%**
- **Average clickthrough rate of 6.88%.**
- **Sent to an average of 5,000 members.**

## 2024-25 Advertising Rates

AD FREQUENCY	PRICE
Daily	\$400
Weekly	\$1,200

IN  
CPA  
SOCIETY

## News to Know

TOP 3 @ 3

1. [NASBA makes move to address pipeline concerns; offers expansion of 18-month Exam window](#)
2. [7 tax changes businesses need to pay attention to, including states' treatment of "marketplace"](#)  
*Free login to Accounting Today.*
3. [5 ways to disagree at work without being a naysayer](#)  
*Limited number of free articles per month.*

Looking for info on Indiana Senate Bill 2: Taxation of Pass-Through Entities? Visit the [INCPAS SB2 Resource Hub](#) or check [Real-Time Status Updates](#) as the bill moves through the Statehouse.

Show yourself a little *love* before tax season!  
Pair your practice with CPACharge by Feb. 28 and pay **no monthly fee** for 6 months!

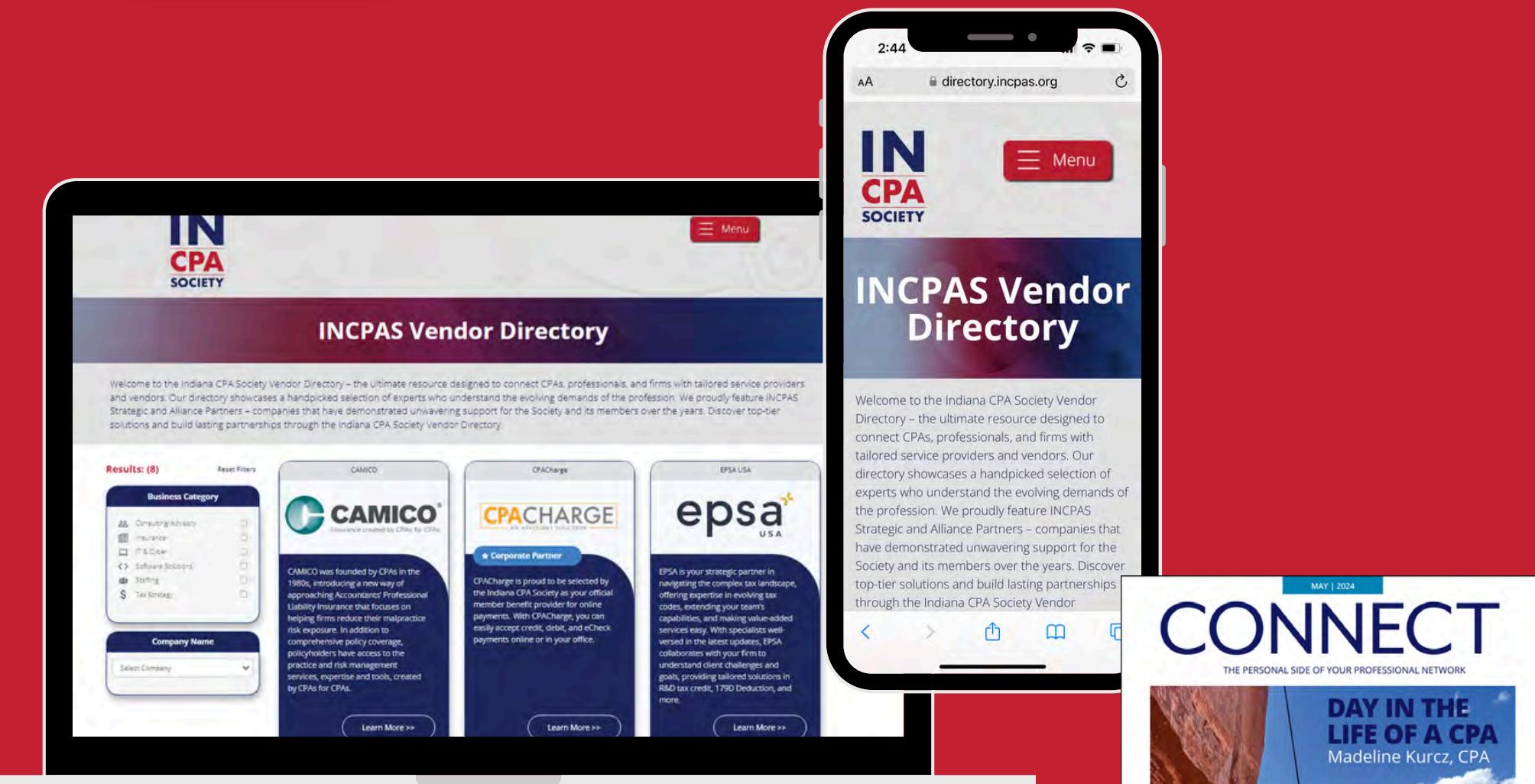
CPA  
CHARGE + IN  
CPA  
SOCIETY

Sign up today

in    Twitter    Facebook    Instagram

**Banner Ad Specifications**  
1300×184 px

# BECOME AN INCPAS Content Sponsor



These opportunities have been created for your experts and thought leaders to reach INCPAS' members through our award-winning media.

## Opportunities & Commitment:

- Knowledge Hub: Contact INCPAS
- Vendor Directory: \$800 - \$2,400
- Article in Connect Magazine: \$2,500
- Blog Post: \$2,500
- Sponsored Webinar: \$2,000



# BECOME AN INCPAS Dedicated Email Sponsor



Put your brand directly in front of **6,000 accounting and finance professionals**—including **key decision makers**—with a dedicated sponsored email.

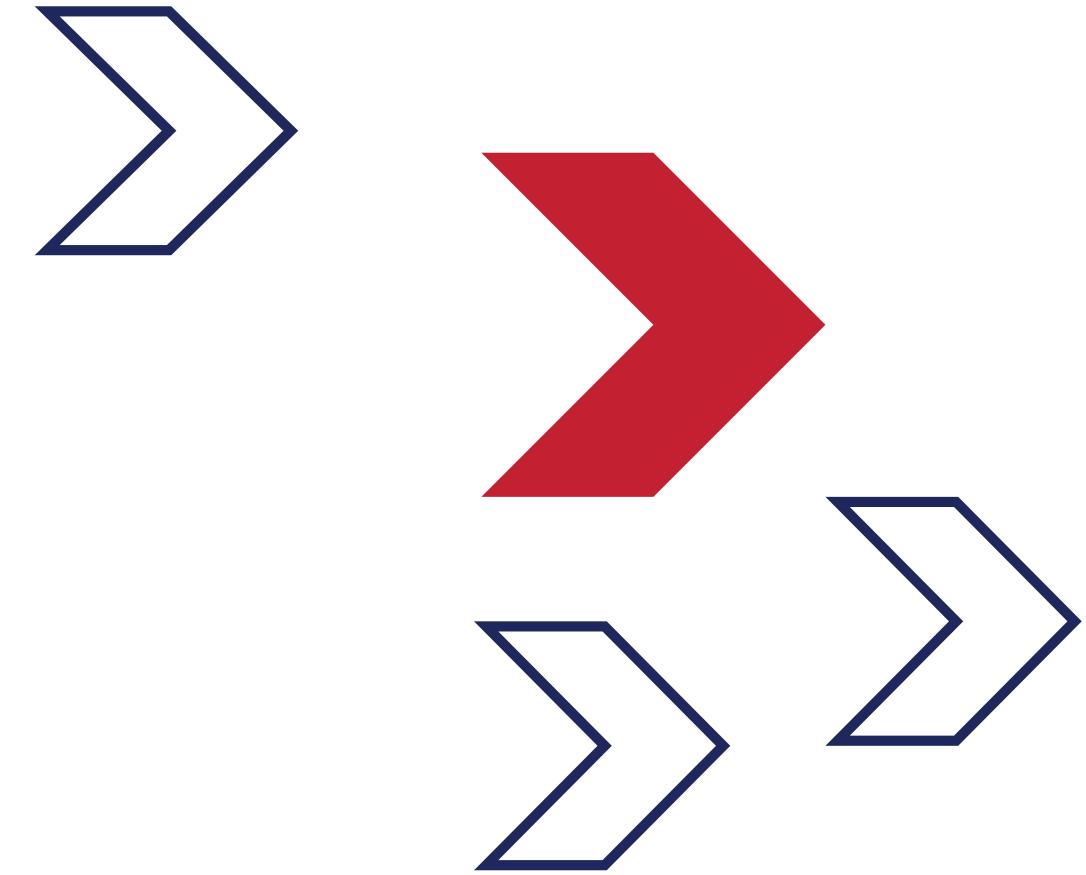
This is a powerful opportunity to share product updates, thought leadership, or other marketing content tailored to your target audience.

- **Prominent placement of your company logo**
- **A custom subject line to capture attention**
- **Customizable email body content to convey your message**

2025 Dedicated Sponsor Email		
REACH	DELIVERY	FEE
6,000 INCPAS members	One Saturday per month	\$2,000



**Not seeing what you need?**



To customize a sponsorship package that is best for your organization, contact Jennifer Rowell at [sponsors@incpas.org](mailto:sponsors@incpas.org).