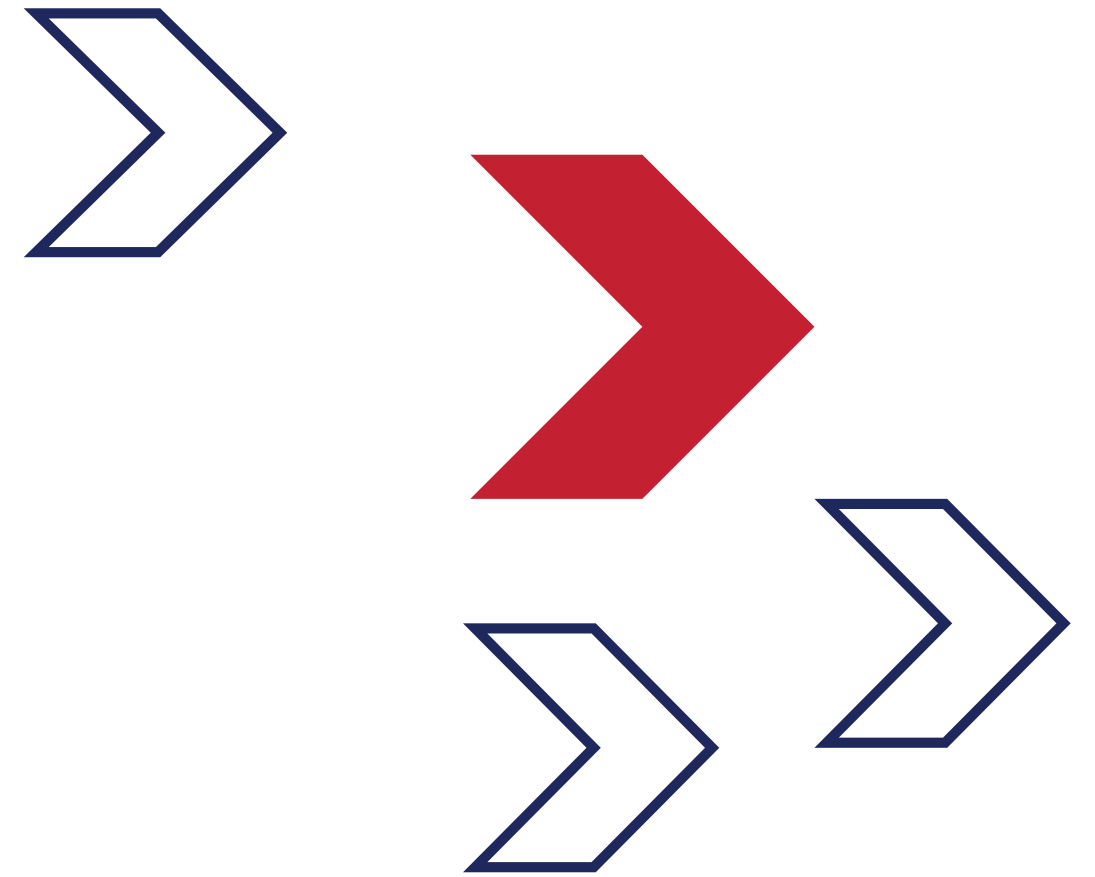




MEDIA KIT

Partnership | Sponsorship | Advertising Opportunities

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**

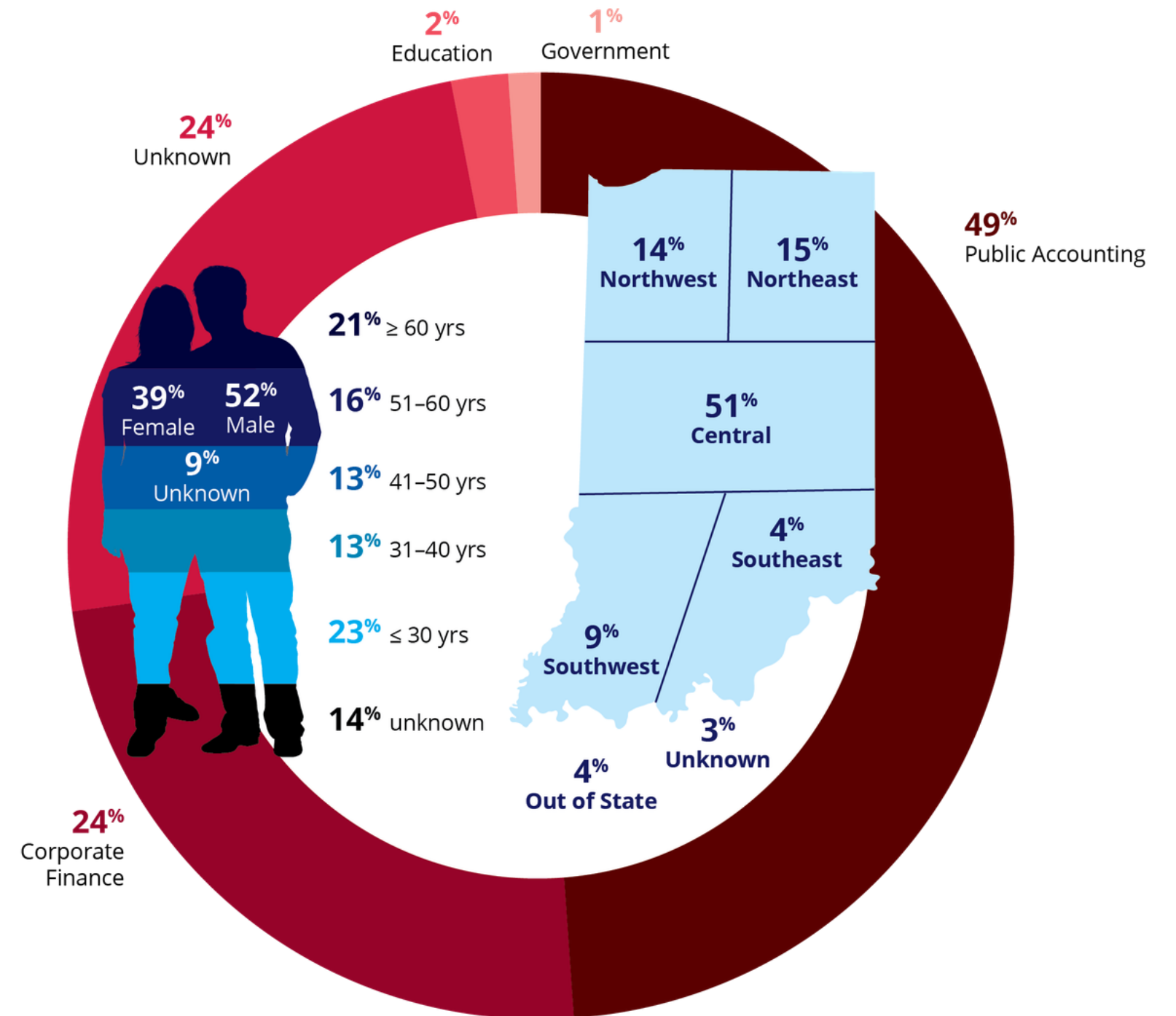
Representing

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.

www.incpas.org



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."



Corporate Finance Package

- **Corporate Finance Forum Exhibit/Speaking Session**
- **Member Appreciation Day or Demo Day**
- **Member section webinar and one ad in the eNewsletter**
- **(1) In the Know webinar**
- **(1) Member event focused on corporate finance audience**
- **(2) Dedicated emails**
- **(2) Social media posts**
- **(1) Connect magazine ad or one week of 3@3 banner ad**
- **(1) Blog article**

Commitment: \$10,000



Future Decision Maker Package

- Young Pro Summit (speaking opportunity)
- (1) Young Pro Happy Hour
- Young Pro Leadership Academy
- Next Level Leadership Academy
- CPA Celebration sponsorship and two dinner tickets
- (2) Dedicated emails
- (2) Social media posts
- (1) Connect magazine ad or one week of 3@3 banner ad
- (1) Blog article

Commitment: \$10,000



Visibility Package

- Vendor Directory listing for one year
- (1) Virtual Conference Sponsorship
- (2) sponsored webinars
- (1) In-person conference of choice
- (2) Dedicated emails
- (1) Blog Post
- One week of banner ad in 3@3 eNewseltter
- (2) Connect magazine ads

Commitment: \$10,000



Digital Impact Package

- Vendor Directory listing for one year
- (1) Virtual Conference Sponsorship
- (2) sponsored webinars
- (1) In-person conference of choice
- (2) Dedicated emails
- (1) Blog Post
- Four weeks of banner ad in 3@3 eNewseltter
- (2) Connect magazine ads

Commitment: \$10,000



Engagement Package

- Vendor directory listing for one year
- Hybrid conference logo sponsor (all events)
- (2) Town Hall sponsorship + speaking opportunity
- (1) Sponsored webinar
- (2) In-person conferences
- CPA Celebration sponsorship + two dinner tickets

Commitment: \$10,000



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 newsletter 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 I: 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
Tax
Human Resources

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.

IN
CPA
SOCIETY





Event Sponsor In-Person Opportunities



CC

CONTROLLERS
CONFERENCE

Month: March

Average Attendance: 75

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

Location: INCPAS Learning Center

ED

EDUCATORS
CONFERENCE

Month: May

Average Attendance: 35

Audience: College educators.

Location: INCPAS Learning Center

CF

CORPORATE
FINANCE FORUM

Month: June

Average Attendance: 50

Audience: CPAs employed in the business and industry sector.

Location: INCPAS Learning Center/Hybrid

NFP

NOT-FOR-PROFIT
CONFERENCE

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

CT

CPA TRENDS
FORUM

Month: August

Average Attendance: 70

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

Location: INCPAS Learning Center

WL

WOMEN'S
LEADERSHIP
FORUM

Month: September

Average Attendance: 114

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

Location: INCPAS Learning Center

YP

YOUNG PROS
FORUM

Month: October

Average Attendance: 40

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

Location: Conference Facility

TAX

INDIANA TAX
FORUM

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-\$2,000

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
- Reception

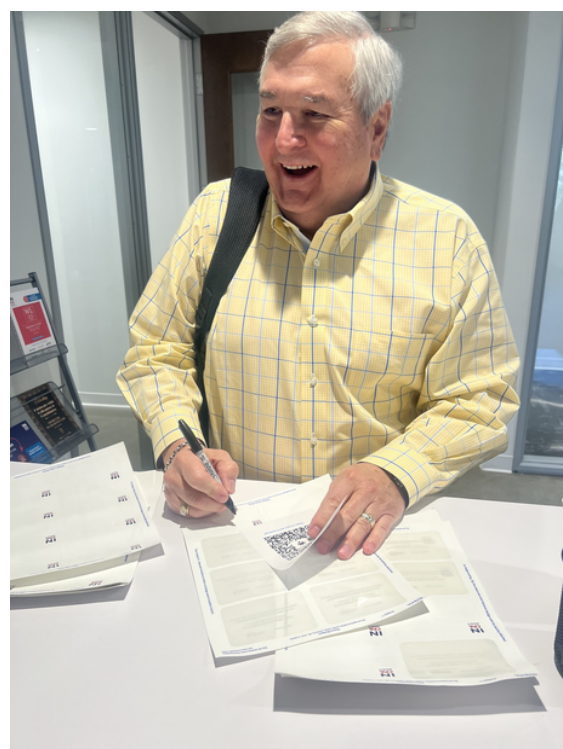




Town Halls Sponsorship



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



VISION²⁰²⁷ 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 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 newsletter 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!

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December 3 @ Noon ET | 1 hour CPE | Virtual



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



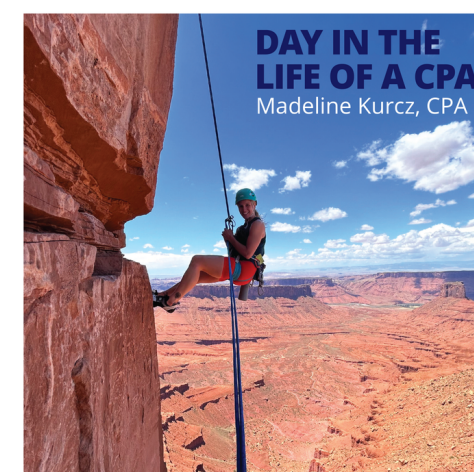
"My biggest takeaway from the INCPAS Scholars program is the invaluable relationships I developed."

Ashley participated in the 2016-17 INCPAS Scholars program and started working full-time as a tax manager at a mortgage corporation immediately after graduation.

MAY | 2024

CONNECT

THE PERSONAL SIDE OF YOUR PROFESSIONAL NETWORK



incpas.org

IN CPA SOCIETY



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



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 Management Accounting](#)



BECOME AN INCPAS Magazine Advertiser

Reach nearly 6,000
INCPAS members!

Connect

Color magazine sent three times a year.

2026 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



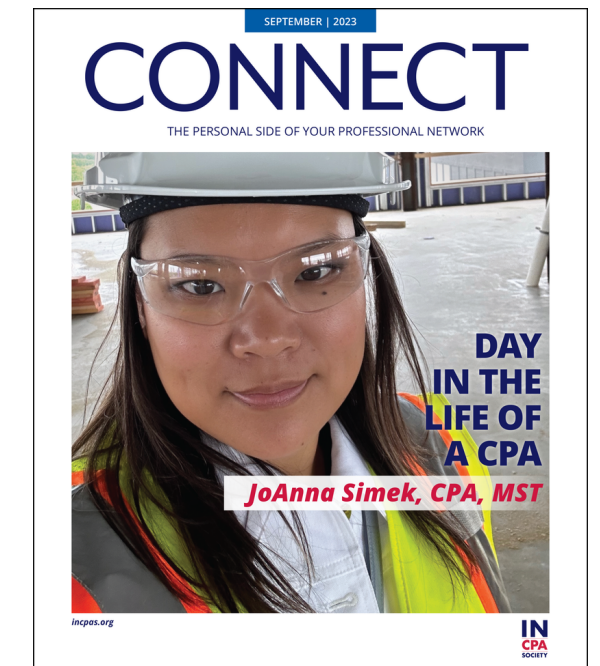
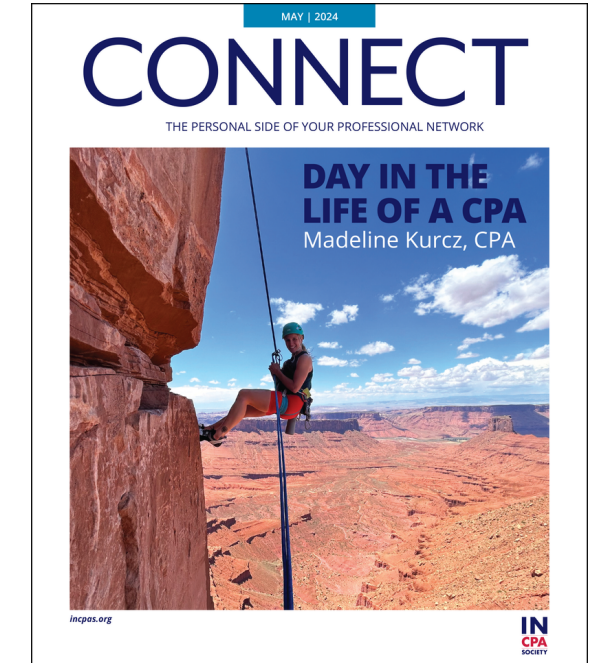
1/4 Page
3.7917" w x 4.5104" h



Outside Back Cover
7.6317" w x 8.4363" h

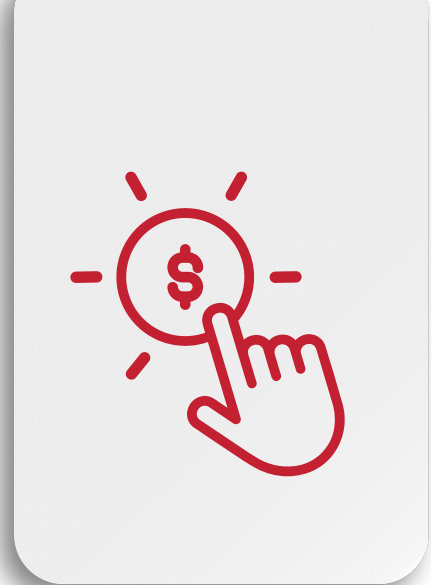
Please provide artwork as a high-resolution (300 dpi) PDF.

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 2026	Nov. 24, 2025	Dec. 3, 2025	Jan. 23, 2026
May 2026	Feb. 20, 2026	Mar. 19, 2026	May 22, 2026
September 2026	June 26, 2026	July 24, 2026	Sept. 18, 2026



BECOME AN INCPAS eNewsletter Advertiser

- Average open rate of 49%
- Average clickthrough rate of 8%.
- Sent to an average of 5,000 members.

2025-26 Advertising Rates

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



News to Know

TOP 3 @ 3

1. [What CPAs should know about the return of 100% Bonus Depreciation in 2025](#)
Free login to CPA Practice Advisor.
2. [New DOL Wage Investigation Policy Change: 4 things for employers; finance teams to know and do](#)
3. [New CPA Exam: Early results and pass rate updates](#)

FREE CPE INCPAS IN THE KNOW WEBINARS

1 hour CPE each | Virtual Live

[Fostering Workplace Belonging](#)
August 12
Learn language and action items you can use to continue prioritizing a culture of inclusivity in your organization.

[Cybersecurity Preparedness for an AI Environment](#)
August 19
Session description coming soon.

Save Your Spot

Save Your Spot



We take the stress out of accounting.

[leafsoftware.com](#)



Banner Ad Specifications

1300x184 px



BECOME AN INCPAS Content Sponsor

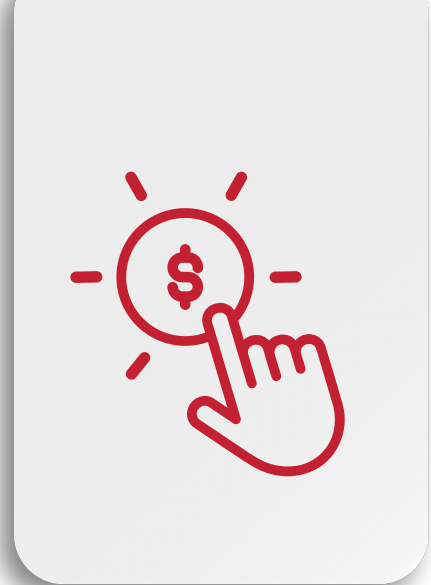


These opportunities have been created for your experts and thought leaders to reach INCPAS' members through our award-winning media.

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

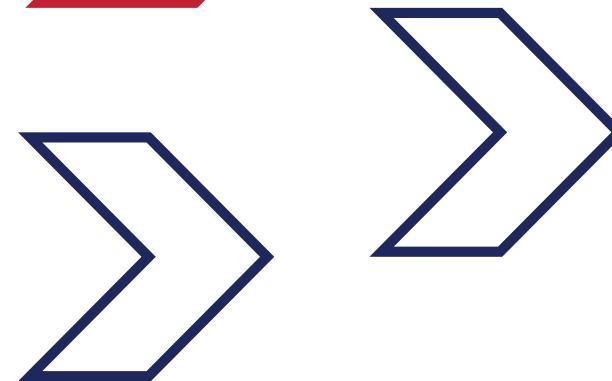
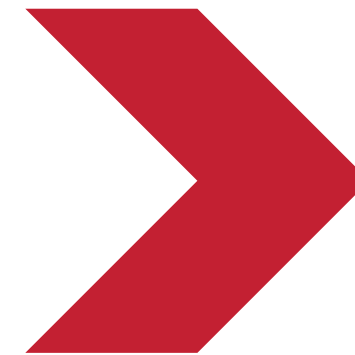
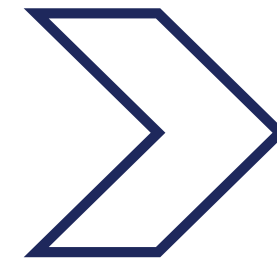


Put your brand directly in front of **6,000 accounting and finance professionals**—including **key decision makers**—with a dedicated sponsored email.

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**

2026 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 Amanda O'Dell at sponsors@incpas.org.