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# Pennsylvania Institute of CPAs

2011 MARKETING INFORMATION

The Pennsylvania Institute of Certified Public Accountants (PICPA) has **more than 20,000 members** across the state, making it one of the largest CPA associations in the country.

Membership includes CPAs in public accounting, industry, government, and education.

A majority are partners, presidents/CEOs, executives, department managers, and other professionals with authority to purchase or approve an array of products and services.

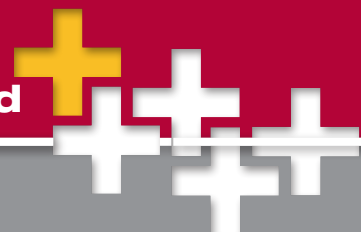
PICPA provides updates on technical issues in the accounting profession and reports on current developments and programs. CPAs across Pennsylvania turn to PICPA for practical, timely accounting and business information, news, and educational opportunities.

#### OPPORTUNITIES INCLUDE:

- **Print** – *Pennsylvania CPA Journal*
- **Online** – All member e-newsletters and website
- **Events** – Seminars, conferences, and a business development expo



get connected



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Pennsylvania Institute of  
Certified Public Accountants

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# add confidence

With **The Warren Group**

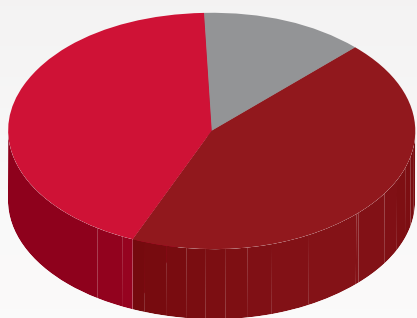
A consistent message to very influential CPAs, accountants and financial professionals can build your business, among accounting firms, as well as all of their corporate and individual clients. A vast majority of members recommend products and services to their clients.

**23% of members are between 26 and 40, and an additional 28% are between 41 and 50.**

**Nearly 43% of readers are based in the Greater Philadelphia region and 18% are based around Pittsburgh.**

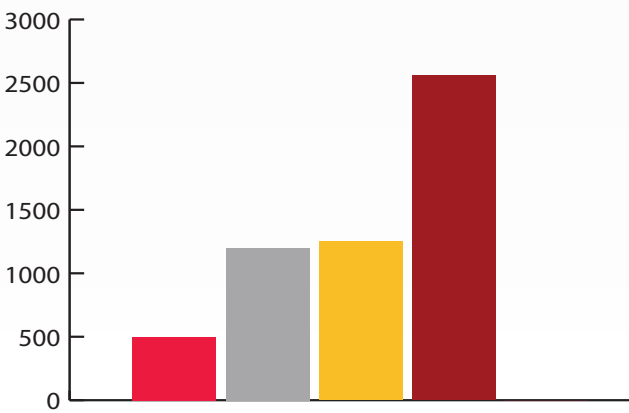
CPA readership surveys show that nearly 50% of readers take action after seeing an advertisement in their publication, including purchasing a product, contacting the advertiser, visiting a website for more information, or recommending the product to a colleague or client.

## Statistics



### Areas of Employment

Public Practice	44%	<span style="color: #800000;">■</span>
Business & Industry	43%	<span style="color: #D62728;">■</span>
Other	13%	<span style="color: #A9A9A9;">■</span>



### Members in Leadership Positions

CEO/President	497	<span style="color: #D62728;">■</span>
CFO	1200	<span style="color: #A9A9A9;">■</span>
Controller	1251	<span style="color: #FFD700;">■</span>
Partner/Principal/Shareholder	2560	<span style="color: #800000;">■</span>

## Pennsylvania CPA Journal

The *Pennsylvania CPA Journal* is **PICPA's official membership publication.**

Published quarterly, the journal is consistently **ranked as a top benefit** by PICPA members.

In addition to the **20,000+ members** who receive the journal, a bonus circulation goes to educators, bankers, legislators, and other professionals interested in accounting.

Core topics throughout the year include Business and Industry, Education, Federal and State Tax, Liability Lessons, Estate Planning, Ethics, Litigation Updates, Employee Benefit Plans, and more.

**Bonus distribution** at CPAx

AD SIZE	4 TIMES	1 TIME
Full Page	\$1,670	\$2,090
Two Thirds Page	\$1,420	\$1,775
One Half Page	\$1,240	\$1,550
One Third Page	\$875	\$1,095
Back Cover	\$2,155	\$2,695
Inside Cover	\$2,055	\$2,570

Pricing is per issue • All rates are net • All members receive a 10% discount

### Mailing List Buy

PICPA's member mailing list is available for purchase. It will let you pinpoint those CPAs most likely to buy your product or service.

Lists include members' preferred mailing address (home or office) and can be sorted by geography, membership type, and/or area of interest.

"Every time I get my copy of the *Pennsylvania CPA Journal*, I find something intriguing to read. From the informative quarterly columns, to the features on issues affecting the accounting landscape, to the updates on the activities of my fellow PICPA members, there is always something interesting to read, no matter the section."

**Jacqui Basso, CPA**

J.M. Basso & Associates

### Mailing List Rates

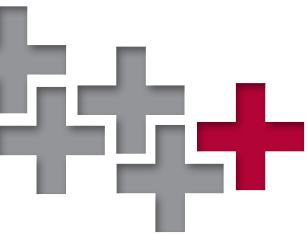
\$0.18 per name, minimum order \$250

Add \$100 for sort by geography

Add \$100 for sort by membership type

Add \$200 for sort by area of interest

\*Mailing lists are for one-time use only and do not include phone numbers or email addresses



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# add customers

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Call 800.356.8805 ext.344

or email [advertising@thewarrengroup.com](mailto:advertising@thewarrengroup.com)

to discuss your marketing campaign today.

## ONLINE

### **PICPA Connection**

Reach a targeted audience of over 15,000 statewide subscribers by sponsoring PICPA's weekly electronic newsletter.

Each issue alerts readers to the hottest issues affecting the accounting profession, and PICPA news.

### **E-Mail Advertising Rates**

Online Only	Added to Print Package
\$550	\$500

### **Web**

Increase your organization's visibility by advertising on PICPA's website with a 200 x 100 pixel banner ad.

### **Web Advertising Rates**

3 Months	6 Months	12 Months
\$250	\$225	\$200

Pricing is per month • All rates are net • All members receive a 10% discount

*"The Financial Institutions Conference always gives me the opportunity to focus on, and stay current with, industry issues and network with peers facing the same issues."*

Thomas E. Young, CPA | Brentwood Bank

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## EVENTS

### **CPAx Exhibits and Sponsorship**

The CPAx Business-Building Expo focuses on business development, best practices, technology, sales, and marketing.

The high-level content and invitation-only Managing Partner Luncheon with a keynote speaker ensures senior-level attendees with decision-making authority.

Hundreds of CPAs take advantage of power education sessions and a large exhibit hall, and sponsorships include opportunities to present a 60-minute seminar.

Details, pricing, and photos from the 2010 Virginia event can be found at [www.cpaxshow.com](http://www.cpaxshow.com).

### **Conference Sponsorship**

Interact one-on-one with your target audience at nearly 20 specialized conferences across the state from May through December.

Conferences are held in the Philadelphia, Harrisburg, and Pittsburgh regions.

### **You receive:**

- A highly visible exhibit space located near the main meeting room.
- An opportunity to briefly address attendees, signs at the conference, and a one-time mailing list.
- Attendees vary by event, and pricing is \$799 - \$999

### **Exclusive Seminar Series**

Deliver your message to CPAs on a regular basis through a PICPA seminar series sponsorship. As the exclusive sponsor of each event you pick, you will reach your target audience in multiple venues and on multiple occasions.

- Choose from hundreds of events across the state from May through December
- Sponsorship includes an opportunity to address attendees for up to five minutes at the beginning of the session
- Exclusive Seminar Series Rates: \$2,699 per 8-seminar series; \$1,499 per 4-seminar series