

Virginia Society of CPAs

2011 MARKETING INFORMATION

disclosures

The Virginia Society of CPAs (VSCPA) represents **9,000 active CPAs** in the state.

Members span all areas of private business, government, industry, education and public accounting. Virtually all CPA firms in the state are represented, along with a vast majority of all active certified public accountants in Virginia.

The society works to educate its members, as well as keep them informed of all important issues relating to the profession. The means for this education and communication provides an unmatched marketing opportunity for product and service providers to reach out to this much sought after audience.

A majority of members are partners, presidents/CEOs, executives, department managers, and other professionals with buying power and authority for an array of products and services.

OPPORTUNITIES INCLUDE:

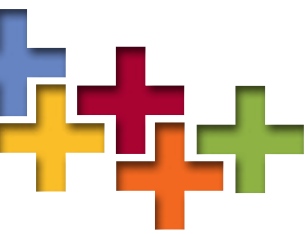
- **Print** – Bi-monthly Magazine, Disclosures
- **Online** – Bi-weekly E-news and Digital Magazine
- **Events** – CPAX, Annual Business Development Trade Show

get **connected**



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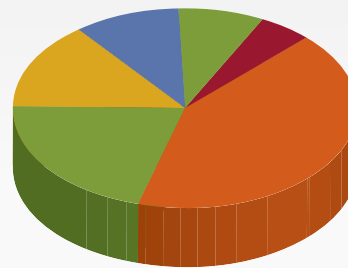
A consistent message to influential accountants and financial professionals can build your business both among accounting firms, and among all of their corporate and individual clients, as a vast majority of members recommend products and services to their clients.

“The VSCPA proactively researches current issues and solicits members directly for their views on pending legislation. The VSCPA provides a voice for the CPA industry and takes action on issues important to our profession.”

Michael S. Smith, CPA, ACCU Industries, Inc.

“There is no more direct and comprehensive advertising route to your target audience than a niche trade magazine. Custom publications have risen above other mediums in terms of value and effectiveness. The statistics show that prospects trust and respond to trade magazine advertising more than their marketing counterparts.”

The Magazine Handbook, The Magazine Publishers Association



Areas of Employment

Public Practice	42%	■
Business & Industry	21%	■
Education	10%	■
Students	8%	■
Government	5%	■
Other	14%	■

Statistics

54%
of members are
manager level or above.

► The **New** Disclosures Redesign!



Chapters: Battlefield, Blue Ridge, Central Virginia, Highlands, Northern, Piedmont, Richmond, Roanoke Area, Thomas Jefferson, and Tidewater.

Disclosures

Disclosures is the **official membership publication** of the VSCPA.

Published bi-monthly, this four-color magazine reaches more than **14,000 CPAs** in private business, government, industry, education and public accounting.

98.6% of members say that they receive Disclosures, and **74.8%** say they read it either always or often.

Bonus Distribution at many VSCPA events, including: Government & Nonprofit Conference, CPAX, Accounting & Auditing Conference, and Professional Development Conference.

NEW THIS YEAR is a professional, high-quality digital version of Disclosures, available on the VSCPA website, which provides double exposure and new ad opportunities.

The digital magazine **increases interaction with more readers** and makes it possible to embed video in ads, include a pop-up overlay, track leads and more.

“One of the most valuable benefits of my VSCPA membership is the volume and timeliness of important information that the VSCPA shares with its members. Disclosures is very well-organized and provides an abundance of articles relating to recent legislative issues, business practices and licensing issues.”

Heather Nichole White
CPA, Yount, Hyde & Barbour, PC

AD SIZE	6 TIMES	3 TIMES	1 TIME
Full Page	\$1,060	\$1,215	\$1,325
Half Page	\$795	\$915	\$990
Third Page	\$530	\$605	\$660
Back Cover	\$1,325	N/A	N/A
Inside Cover	\$1,215	N/A	N/A

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

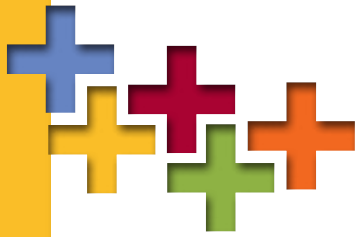
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Virginia Society of
Certified Public
Accountants

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ONLINE

eDisclosures

- Each issue is emailed to **9,000 members** and contains supplements to the news and information in Disclosures, as well as practice- and industry-specific news and headlines, VSCPA announcements, and more.
- Sent out the first Tuesday of every month

Footnote

- Distributed to all VSCPA members with valid emails, as well as **an additional 10,000 CPAs across Virginia**
- Each issue contains the latest industry news and professional issues for the CPA profession, Virginia Board of Accountancy updates, regulatory information, and upcoming CPE opportunities.
- Sent out the third Tuesday of every month.

95%

of members rate their overall satisfaction with the VSCPA's email communications as excellent or good.

Pricing

E-News Advertising Rates

Primary Ad (216 X 260)

12 Months	6 Months	3 Months
\$300	\$325	\$350

Secondary Ad (216 X 168)

12 Months	6 Months	3 Months
\$160	\$175	\$215

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

EVENTS

The CPAX Business-Building Expo focuses on bringing business development, best practices, technology, sales and marketing sessions to **hundreds of attendees.**

95% of 2010 attendees are "likely" to attend CPAX 2011.

This is a **perfect exhibiting opportunity** for vendors serving CPAs, CPA firms, accountants and all financial professionals!

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

Exhibit hall games ensure maximum attendee-exhibitor interaction, and sponsorships include opportunities to present a CPE-credit session.

Scheduled for **June 21, 2011** at the Fredericksburg Expo and Convention Center, Fredericksburg, VA. Details, pricing, and photos from the 2010 event can be found at **www.cpaxshow.com**.

Last year's exhibitors said:

"You were absolutely great and a pleasure to work with. I made a lot of great contacts and it was a huge success for me."

Erin MacKenzie, ADP

"Thank you for running such a great exhibit. You all did a superb job and we are glad to be part of your success."

Mayya Saab, Results Software