



2024

Marketing Guide

Imagine your sales potential.

Market your business, services, or products to accounting professionals.

For more information, visit
www.arcpa.org

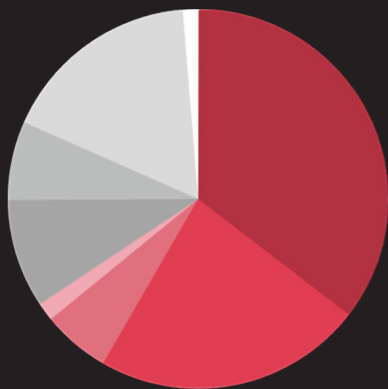
ARCPA 

Arkansas Society of
Certified Public Accountants

Membership Snapshot

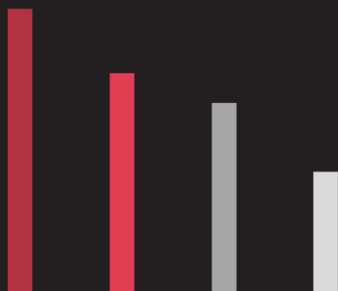


PRACTICE AREA



Public Accounting	35%
Industry	23%
Government	6%
Education	2%
Retired	9%
Associate	7%
Student	17%
Other	1%

GENERATION



Boomers	32%
Gen X	26%
Millennials	23%
Gen Z	15%
Unknown	4%

2024 EDUCATIONAL EVENTS



VISION

Arkansas's premier professional home for CPAs and accounting professionals, serving the profession with integrity

MISSION

Promoting and engaging members for growth and success through advocacy, education, networking, and mentorship

ADVERTISE

Grow your business with ARCPA advertising opportunities.

SPONSOR

Make your brand known and show support for the CPA profession as a sponsor at ARCPA events.

EXHIBIT

Network with decision-makers and build relationships at ARCPA events.

AFFINITY PARTNERSHIPS

The Arkansas Society of CPAs is pleased to offer partnership opportunities to businesses that provide discounts and special values to our members. We seek partnerships which can provide high quality, great value, and exceptional service to our members. To learn more, please contact us.

PLEASE NOTE

The events listed for 2024 are scheduled to run as indicated at the time of printing. Schedules may require adjustment throughout the year.

Contact Us

Call us

(800) 482-8739 (in Arkansas)
(501) 664-8739

Fax us

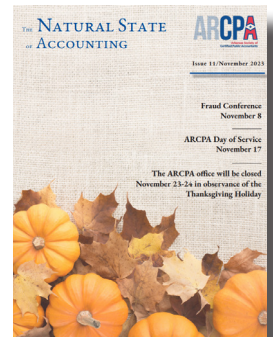
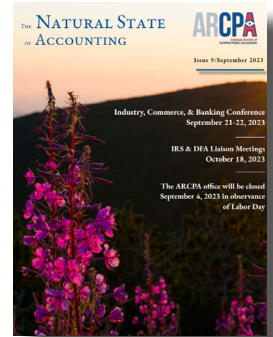
(501) 664-8320

Email

Robin Harris rharris@arcpa.org

Advertise in the Monthly E-Newsletter

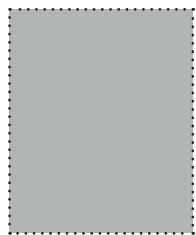
The *Natural State of Accounting*, our full-color online newsletter, is dispatched monthly via email to all members of the ARCPA (approximately 3,500) and to a non-member list of approximately 200, including limited circulation outside of the state. As the primary source of information for our members, this newsletter features pertinent information for the CPA profession at the local, state, and national levels. Advertising in this publication provides you with an easy opportunity to reach CPAs in this market area.



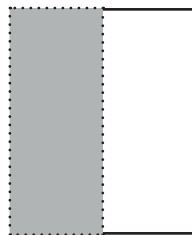
Display Advertising Rates (All rates are per insertion)

Space	1 Time	4-11 Times	12 Times
Full Page	\$500	\$450	\$400
Half Page	\$400	\$350	\$300
Quarter Page	\$300	\$275	\$250

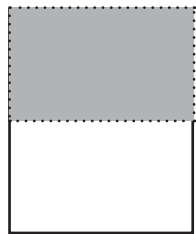
Ad Dimensions and Specifications



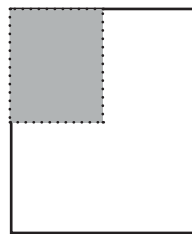
Full Page
8.5in X 11in
612px X 374px



Half Page Vertical
4.14in X 10.28in
298.px X 740px



Half Page Horizontal
8.5in X 5.1in
612px X 767px



Quarter Page
4.14in X 5.21in
298.px X 375px

Other Info...

File Type:
JPEG or PDF preferred

Special Positions:
Request granted if possible, but not guaranteed.

Please Note

Payment must be received with Ad copy.

Advertising is primarily in the fields of insurance, publications, services, or products used by CPAs. The Editor reserves the right to reject matter not considered suitable for publication. Continued Professional Education advertisements will not be accepted.

Newsletter Advertisement Deadlines

January Issue: 12/11/2023
 February Issue: 1/15/2024
 March Issue: 2/19/2024
 April Issue: 3/18/2024
 May Issue: 4/15/2024
 June Issue: 5/20/2024
 July Issue: 6/17/2024
 August Issue: 7/15/2024
 September Issue: 8/19/2024
 October Issue: 9/16/2024
 November Issue: 10/14/2024
 December Issue: 11/18/2024

ARCPA Day of Service

November 22, 2024

The ARCPA Day of Service is an annual volunteerism event that encourages ARCPA members to give back to their local communities. Advertising with this event will allow your organization's logo to be printed on the t-shirt given to participants and your organization's logo on all event promotions.



Rates

\$1,000

- Prominent logo placement on t-shirt
- Website recognition
- Recognition as lead sponsor in all promotional materials

\$ 500

- Logo placement on t-shirt
- Website recognition



Online Classifieds & Job Openings

Do you have a job opening or classified ad relevant to Arkansas CPAs or aspiring CPAs? Posting your job opening or classified ad to our website gets your opportunity in front of our over 3,500 members as well as our other website visitors.

Rates

- \$30 for ARCPA Members
- \$50 for Non Members
- Rates are based on 30 days

Terms

- Ads are text only; no logos accepted.
- Ads are usually posted within two business days following date of receipt.
- Ads may be listed for 30, 60, or 90 days.

Conditions

- Ads for continuing professional education (CPE) programs will not be accepted.
- Advertiser assumes liability for the content of its ads.
- ARCPA reserves the right to refuse any advertising deemed unsuitable.

How to post an ad or job opening

On the Marketplace, you can view listings or create your own listing! Classified ads or Job Opening ads may be posted directly to the ARCPA website under Marketplace. All listings are subject to review by ARCPA staff and will become active once approved (usually within two business days).

- Visit www.arcpa.org
- Click on [Marketplace](#)
- Complete and submit the form for ARCPA approval

Post a Job

Looking for the right candidate? Post a job or internship here. Postings may be listed for 30, 60 or 90 days. Rates are based on 30 days. Your post will be reviewed for approval before it appears on the website. Please note that all Contact Information fields will appear visible in the post. Questions? Contact ARCPA 501-664-8739.

Cost
Members: \$30
Nonmembers: \$50

Contact Information
Asterisks * denote required fields

Contact First Name *	Contact Last Name *	Company Name *
<input type="text" value="e.g. John, Jane"/>	<input type="text" value="e.g. Doe"/>	<input type="text"/>
Contact Phone *	Contact Email *	
<input type="text" value="eg. 111-555-1212"/>	<input type="text"/>	

Leadership Guide & Yearbook

The Leadership Guide and Yearbook is an annual publication resource for ARCPA Members, intended to introduce our new and existing board members, regional chapter information, and different ways for members to get involved in committees and taskforces. Advertising in this publication provides you with an easy opportunity to make connections with ARCPA members and our leadership.

Deadline & Specifications

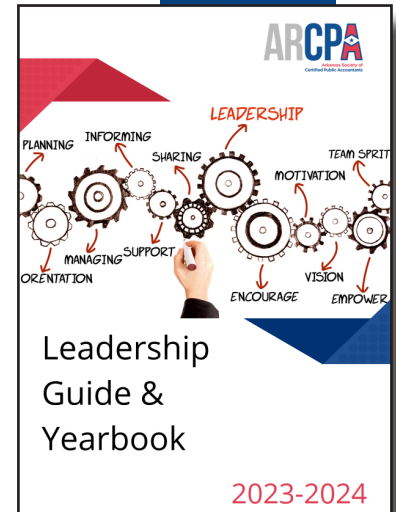
- March 1
- JPEG or PDF preferred.
- Artwork may be emailed to Attn: Robin Harris, rharris@arcpa.org

Rates

- Inside Front Cover \$500
- Inside Back Cover \$400
- All Inside Pages \$200

Format

- Approximately 40 printed pages 8 ½” x 11”
- Distributed to ARCPA Leaders (approximately 300)
- Published as PDF on www.arcpa.org.



Guide to Public Accounting Firms Booklet

The Guide to Public Accounting Firms is an annual publication to assist students and pre-professionals by providing them a free directory of public accounting firms throughout Arkansas and surrounding cities. This publication will be distributed to the accounting department heads of Arkansas’ colleges and universities. Further, each ARCPA student member will receive a personal copy. Advertising in this publication allows public accounting firms to gain exposure to students preparing to begin careers in accounting.

Deadline & Specifications

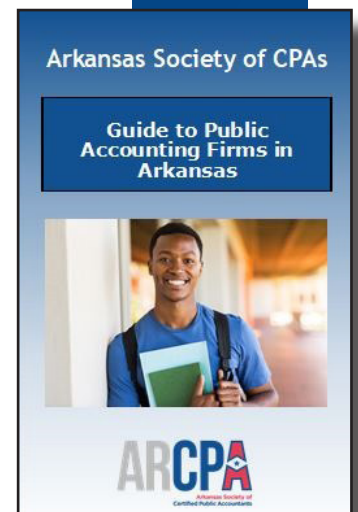
- August 14
- JPEG or PDF preferred.

Rates

- Inside Front or Back Cover \$400
- Facing Table of Contents \$400
- Preceding or Facing Firm Page \$400
- Facing or Following Area Listing \$300
- Facing Inside Back Cover \$300

Format

- Approximately 40 printed pages 4 ½” x 7” ½
- Distributed to AR colleges and universities
- Published as PDF on Student page www.arcpa.org.





The Power of Ad Retargeting



What is Retargeting?

Our audience becomes your audience with retargeting. Get direct access to Arkansas Society of CPAs website visitors and retarget them with your branded ads anywhere they visit online.



Quality Targeting

Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you're trying to reach. Tap into ARCPA's exclusive network rather than relying on broad, generic targeting on common ad platforms.



Quantifiable ROI

Detailed analytics & reporting allow you to see your ad campaign results in real-time, including number of times your ad has been seen, number of clicks on your ad, and the geographical locations of where your ad has reached.

Choose your Package

Price	Duration	Guaranteed Views
\$1,000	3 Months	30,000
\$1,500	3 Months	60,000
\$2,000	3 Months	120,000

Ad Sizes and Specs

Ad File Type Required:

.jpg or .png static images only

Leaderboard

728px X 90px

Wide Skyscraper

160px X 600px

Square Pop-Up

300px X 250px



For additional information please contact
Whitney Mayo, wmayo@arcpa.org

ARCPA Knowledge Hub

Build relationships, power sales! A lead generation and content syndication solution that invites deep engagement. Our digital content “Hub” generates real-time, high-quality sales ‘leads’ on a risk-free, cost-per-lead basis throughout the year. Simultaneously providing cutting-edge resources to accountants on the newest strategies, technology, tools, and trends of the accounting trade.



How does it work?

Leverage your thought leadership and informational content to engage with thousands of qualified professionals.

STEP 1: Select a lead generation package ‘level’ based on lead volume

STEP 2: Provide at least one thought leadership content piece for promotion

STEP 3: Watch as we drive traffic to your campaign using online, email and social marketing tactics

STEP 4: Receive real-time email notifications (‘leads’) of who downloads your content

Why ARCPA lead generation?

Be in front of an active and engaged audience of industry professionals

- Utilize a world-class lead generation platform that’s 100% turn-key
- Work with a team of lead generation experts and content marketing strategists
- Low risk, pay-for-performance programs that fit all budgets
- Receive a steady flow of leads to fill your sales pipeline
- Track and monitor the campaign performance with a web-based dashboard

Get started today <https://arcpahub.org/resource/arcpa-contact-us>

ARCPA Student Education Fund Golf Tournament

Monday, May 20, 2024

Maumelle Country Club in Maumelle, AR

Presenting Sponsor \$5,000

- Two 4-person teams
- Tee Box Sign
- Full Page ad in ARCPA newsletter
- Newsletter Recognition before and after tournament

Golf Carts Sponsor \$2,500

- 4-person Team
- Tee Box Sign
- 1/4 Page ad in ARCPA newsletter
- Company name & logo on all players carts

Platinum Sponsor \$2,250

- Two 4-person Teams
- Tee Box Sign
- 1/2 Page ad in ARCPA newsletter

Gold Sponsor \$1,500

- 4-person Team
- Tee Box Sign
- 1/4 Page ad in ARCPA newsletter

Silver Sponsor \$1,250

- 4-person Team
- Tee Box Sign

Team Sponsor \$1,000

- 4-person Team
- \$100 discount applies if more than one Team entry

Tee Box Sponsor \$500

- Tournament signage

Longest Drive Sponsor \$500

- Tournament signage

Closest to Pin Sponsor \$500

- Tournament signage

Hole in One Sponsor \$500

- Tournament signage

Putt for Dough Sponsor \$500

- Tournament signage

In Kind Donations

Lunch (Box or Buffet Style)

Beer/Soft Drinks/Water

Golf Balls

Signage

Friend of Tournament

We appreciate any form of support for this event. All in kind donors will receive recognition on signage at the event and in the ARCPA newsletter. To make an in kind donation, please contact Robin Harris, rharris@arcpa.org.

Important Information

Net tournament proceeds benefit ARCPA Student Education Fund scholarships.

ARCPA Student Education Fund is a 501(c)3 which awards scholarships annually to undergraduate and graduate accounting students in Arkansas.

Sponsors will receive name on appropriate signage, recognition during tournament awards, and recognition in the ARCPA Newsletter. Additional promotional benefits may be customized for Presenting and Platinum Sponsor Levels.

Deadline to be included on signage is
May 3, 2024

All Inclusive Conference Sponsorships

ARCPA hosts 9 annual conferences, each with estimated attendances ranging from 50-100 guests. ARCPA conferences bring together CPAs and accounting professionals from all over Arkansas and surrounding states. Sponsoring and exhibiting at these events grants your organization the opportunity to connecting with this audience.

Gold Sponsor *(Only one per conference)*



Everything included in Silver and Bronze Packages, plus:

- Attendance for two company/firm representatives or two complimentary registrations
- Top sponsor recognition at event
- 5-minute maximum address about company

Silver Sponsor



Everything included in Bronze Package, plus:

- Acknowledgment during event opening remarks
- Logo on event promos
- Social Media Recognition

Bronze Sponsor



- Attendance for one company/firm representative or one complimentary registration
Cost per each additional company representative is \$50 for two-day events; \$25 for one day events
- Logo on welcome screen displayed at the beginning of the event and during lunch
- Participant list provided after event
- Opportunity to offer door prizes for attendees
- Exhibitor table

Please contact Stephanie Tanner, stanner@arcpa.org for additional information and customizable conference sponsorship options.

All Inclusive Conference Sponsorships

Employee Benefit Plans Conference

April 25, 2024 | Little Rock | ARCPA Conference Center

The 2024 Employee Benefit Plans Conference reviews unique developments pertaining to employee benefit plans. This conference provides training to sharpen technical proficiencies, develop leadership skills, and inform participants about the latest updates, opportunities, and issues affecting employee benefit plans.

Estimated Attendance: 50

Attendance Demographics: CPAs and financial professionals who are responsible for employee benefit plans

Gold Sponsorship: \$1,500

Silver Sponsorship: \$1,000

Bronze Sponsorship: \$500

Leadership Conference

May 31, 2024 | Little Rock | ARCPA Conference Center

The 2024 Leadership Conference brings together the society's volunteer leaders from across Arkansas. This event focuses on building individual strengths that propel the success of a team and the Society as a whole.

Estimated Attendance: 50

Attendance Demographics: ARCPA Leadership

Gold Sponsorship: \$1,500

Silver Sponsorship: \$1,000

Bronze Sponsorship: \$500

EQUIP Conference

June 21, 2024 | Little Rock | ARCPA Conference Center

The 2024 EQUIP Conference centers around developing leadership skills while providing networking opportunities for emerging and aspiring CPAs.

Estimated Attendance: 50

Attendance Demographics: Emerging and aspiring CPAs working in all areas of the accounting profession

Gold Sponsorship: \$1,500

Silver Sponsorship: \$1,000

Bronze Sponsorship: \$500

Accounting and Auditing Conference

August 1-2, 2024 | Hot Springs | Oaklawn

The 2024 Accounting and Auditing Conference focuses on the development and recognition of accounting principles, auditing standards, and auditing procedures.

Estimated Attendance: 80

Attendance Demographics: CPAs and financial professionals working in auditing and public accounting.

Gold Sponsorship: \$2,500

Silver Sponsorship: \$2,000

Bronze Sponsorship: \$1,500

Governmental Accounting Conference

Aug, 28, 2024 | Virtual

The 2024 Governmental Accounting Conference focuses on updates relevant to CPAs and financial professionals who work in federal, state, and local government.

Estimated Attendance: 50

Attendance Demographics: CPAs and financial professionals who work in federal, state, and local government.

Gold Sponsorship: \$1,000

Silver Sponsorship: \$500

Bronze Sponsorship: \$250

Business & Industry Conference

Sept. 19-20, 2024 | Little Rock | ARCPA Conference Center

The 2024 Business & Industry Conference provides the tools that allow participants to think fast, respond quickly, and be aware of the many changes in businesses and corporations.

Estimated Attendance: 50

Attendance Demographics: CPAs and financial professionals who work in business, industry, commerce, and banking.

Gold Sponsorship: \$2,000

Silver Sponsorship: \$1,500

Bronze Sponsorship: \$1,000

Two Day Federal Tax Update

Oct. 28-29, 2024 | Virtual

The 2024 Two Day Federal Tax Update focuses on tax laws that affect business tax clients and individual tax clients.

Estimated Attendance: 100

Attendance Demographics: CPAs, tax professionals, and business owners.

Gold Sponsorship: \$1,500

Silver Sponsorship: \$1,000

Bronze Sponsorship: \$500

Fraud Conference

Nov. 8, 2024 | Little Rock | ARCPA Conference Center

The 2024 Fraud Conference focuses on best practices in a variety of topics from forensic technologies, ethics, interviewing skills, fraud compliance, and cyber-attacks to help prevent fraudulent activity.

Estimated Attendance: 50

Attendance Demographics: CFOs, controllers, sole practitioners, financial managers in business and industry, fraud and litigation practitioners and business analysts

Gold Sponsorship: \$1,500

Silver Sponsorship: \$1,000

Bronze Sponsorship: \$500

Agriculture Conference

Nov. 20, 2024 | Virtual

The 2024 Agriculture Conference provides the tools to discuss estate planning options available to farmers, recall major tax law changes impacting farmers, and more.

Estimated Attendance: 75

Attendance Demographics: CPAs with clients in agriculture and agricultural related business.

Gold Sponsorship: \$1,000

Silver Sponsorship: \$500

Bronze Sponsorship: \$250

Arkansas Federal Tax Institute

Dec. 5-6, 2024 | Little Rock | ARCPA Conference Center

The 2024 Arkansas Federal Tax Institute provides practical knowledge in Arkansas Tax Legislation, Tax Policy & Politics, Tax Practice Ethics, and more.

Estimated Attendance: 100

Attendance Demographics: CPAs, tax professionals, and attorneys.

Gold Sponsorship: \$2,500

Silver Sponsorship: \$2,000

Bronze Sponsorship: \$1,500

2024 ARCPA Sponsor Application



Company Name _____ Special Needs _____

Address _____

City _____ State _____ Zip _____

Contact _____ Phone _____ Email _____

Name of Representative(s) Exhibiting _____

Description of Product Exhibiting _____

Number of Electrical Outlets Required _____

Please circle your choice(s) of exhibiting or sponsoring:

Conference	Conference Date	Application Deadline	Estimated Attendance	Gold	Silver	Bronze
Employee Benefit Plan Conference	April 25	March 25	50	\$1500	\$1000	\$500
Leadership Conference	May 31	April 30	50	\$1500	\$1000	\$500
EQUIP Conference	June 21	May 21	50	\$1500	\$1000	\$500
Accounting & Auditing Conference	Aug 1-2	July 1	80	\$2500	\$2000	\$1500
Governmental Accounting Conference	Aug 28	July 29	50	\$1000	\$500	\$250
Business & Industry Conference	Sept 19-20	Aug 19	50	\$2000	\$1500	\$1000
Two Day Federal Tax Update	Oct 28-29	Sept 27	100	\$1500	\$1000	\$500
Fraud Conference	Nov 8	Oct 8	50	\$1500	\$1000	\$500
Agriculture Conference	Nov 20	Oct 21	75	\$1000	\$500	\$250
Arkansas Federal Tax Institute	Dec 5-6	Nov 5	100	\$2500	\$2000	\$1500

Total Amount Enclosed: \$ _____

Payment Method:

Check: Business Personal

Credit Card: AMEX Mastercard Visa

Card # _____

Expiration Date: _____

Signature: _____

Golf Sponsorship	Fees
Presenting	\$5000
Platinum Sponsor	\$2250
Golf Cart Sponsor	\$2500
Gold Sponsor	\$1500
Silver Sponsor	\$1250
Team Sponsor	\$1000
Tee Box	\$500
Hole in One	\$500
Long Drive	\$500
Putt for Dough	\$500
Closest to Pin	\$500
Beverage Cart	\$500

Cancellation Policy: Should exhibitor notify ARCPA of cancellation at least 2 weeks prior to event, sums already paid will be refunded. No refund for cancellation within 2 weeks of event.

Return Completed Form with Payment to:
 Arkansas Society of CPAs
 11300 Executive Center Drive
 Little Rock, AR 72211-4351
 Phone: 501.664.8739
 Fax: 501.664.8320
 Email: rharris@arcpa.org



Arkansas Society of CPAs
11300 Executive Center Drive
Little Rock, AR 72211
501.664.8739 | www.arcpa.org

CONNECT WITH US!

