



ARKANSAS
SOCIETY OF
CPAS

EST. 1916



2022 Marketing Guide

Imagine your sales potential.

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

For more information, visit
www.arcpa.org

SPONSOR

EXHIBIT

ADVERTISE

If you market your business services or products to trusted accounting professionals, imagine how you could increase your sales by partnering with Arkansas' premier organization for CPAs. ARCPA can help you make meaningful connections – from exhibiting at our conferences, to advertising in our publications, to sponsoring events, your advertising with ARCPA will get you noticed.

The Arkansas Society of CPAs plans a number of annual events for our members, non-member CPAs, other industry professionals, and guests. Most of our events provide opportunities for CPAs to earn required CPE credit. Others are designed for local professionals, business owners, and executives to socialize, network, and connect with others in an “out of the office” setting. When you are planning your marketing strategy for the year, explore the options in this brochure and contact us to create a package to suit your needs.

Connect with Arkansas CPAs and accounting professionals to showcase your business and services.

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, or for consideration, please contact us.

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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

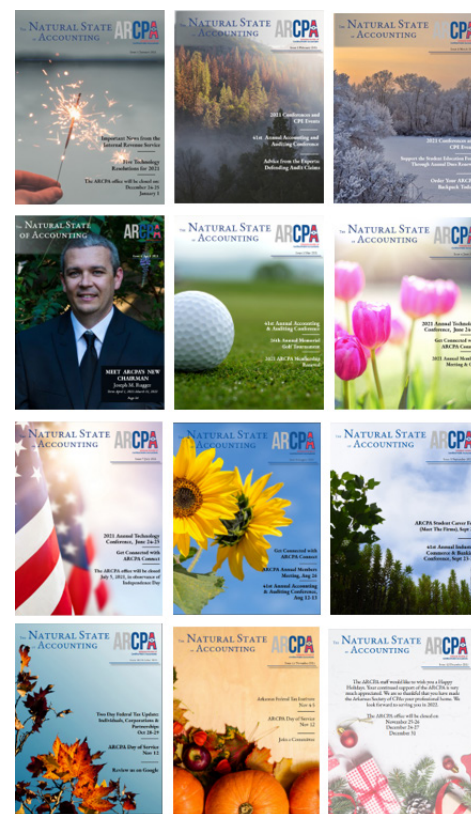
4.14in X 10.28in
298.px X 740px

Half Page Horizontal

8.5in X 5.1in
612px X 767px

Quarter Page

4.14in X 5.21in
298.px X 375px



Newsletter Advertisement Deadlines

January Issue: 12/13/2022
February Issue: 1/17/2022
March Issue: 2/14/2022
April Issue: 3/21/2022
May Issue: 4/18/2022
June Issue: 5/16/2022
July Issue: 6/20/2022
August Issue: 7/18/2022
September Issue: 8/15/2022
October Issue: 9/19/2022
November Issue: 10/17/2022
December Issue: 11/14/2022

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.

Online Classifieds & Job Openings



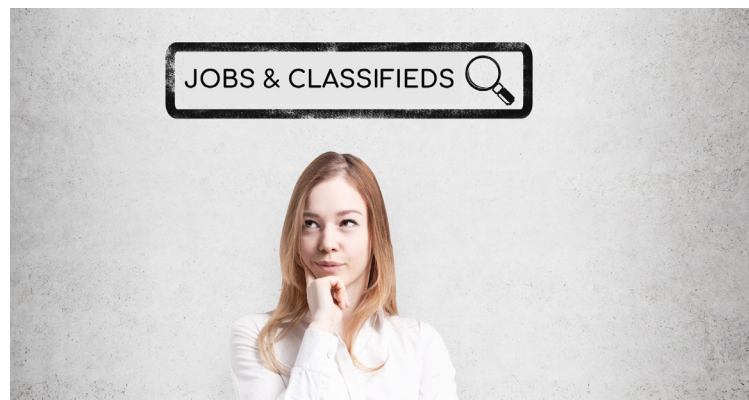
Do you have a job opening or classified ad relevant to Arkansas CPAs or aspiring CPAs? Posting your job opening or classified ad to our website gets your opportunity in front of our over 3,500 members as well as our other website visitors.

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

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

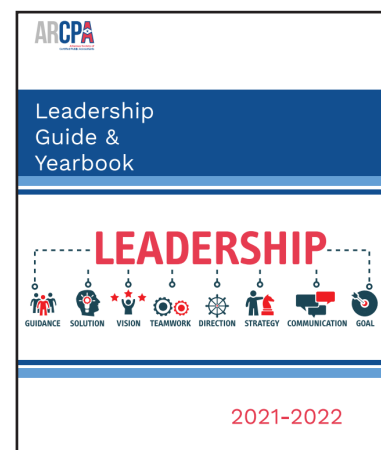
- February 1
- JPEG or PDF preferred.
- Artwork may be emailed to Attn: Robin Harris, rharris@arcpa.org

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

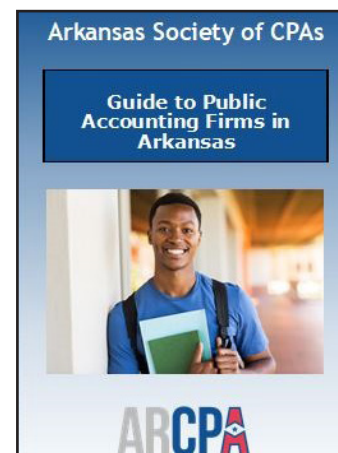
The Guide to Public Accounting Firms is an annual publication to assist students and pre-professionals by providing them a free directory of public accounting firms throughout Arkansas and surrounding cities. This publication will be distributed to the accounting department heads of Arkansas' colleges 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.
- Artwork may be emailed to Attn: Robin Harris, rharris@arcpa.org

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.

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.*



Golf Sponsorship

Mac & Barbara Angel Memorial Golf Tournament



Monday, May 23, 2022

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 9, 2022

Conference Sponsor & Exhibit Benefits



ARCPA hosts 10 annual conferences, each with estimated attendances ranging from 50-150 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.



Reception or Lunch Sponsor Benefits

- Attendance for two company representatives
- Acknowledgement during event opening remarks
- 5 minute maximum address about company
- Logo on event promos
- Logo on welcome screen displayed at the beginning of the event and during lunch
- Logo'd lunch giftcards are emailed to all participants of virtual-only events
- Participation list provided after event
- Opportunity to offer door prizes for attendees



Break Sponsor Benefits

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



Exhibitor Benefits

- Attendance for one company representative
- 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
- Opportunity to offer door prizes for attendees
- Participation list provided after event

For additional information please contact
Stephanie Tanner, Director of Education, stanner@arcpa.org, 501.664.8739.
Crystal Mckee, Education Assistant, cmckee@arcpa.org, 501.664.8739

2022 Conference Sponsorships



Date	Event	Location	Sponsorship	Fee
April 28	Employee Benefit Plan Conference	Virtual Only	Lunch	\$1000
May 13	Leadership Conference	ARCPA Office Little Rock, AR	Networking Fish Fry	\$1000
Aug 18-19	Accounting & Auditing Conference	Hot Springs Convention Center Hot Springs, AR	Lunch (per day) Break (am or pm)	\$1500 \$600
Aug 31	Governmental Accounting Conference	Virtual Only	Lunch	\$1000
Sept 22-23	Industry, Commerce & Banking Conference	ARCPA Office Little Rock, AR	Lunch (per day) Break (am or pm)	\$1000 \$600
Nov 3-4	Arkansas Federal Tax Institute	ARCPA Office Little Rock, AR	Lunch (per day) Break (am or pm)	\$1500 \$600
Nov 10	Fraud Conference	ARCPA Office Little Rock, AR	Lunch Break (am or pm)	\$1000 \$600
Nov 16	Agriculture Conference	Virtual Only	Lunch	\$1000

Logo'd lunch giftcards are emailed to all participants of virtual-only events

2022 Conference Exhibit

Employee Benefit Plan Conference

April 28, Virtual Only

Estimated attendance: 50

Exhibitor fee: \$300

Leadership Conference

May 13

ARCPA- Little Rock, AR

Estimated attendance: 50

Exhibitor fee: \$300

Accounting and Auditing Conference

Aug 18-19

Hot Springs Convention Center Hot Springs, AR

Estimated attendance: 100

Exhibitor fee: \$350

For CPAs and financial officers for their development and recognition of accounting principles, auditing standards and auditing procedures.

Governmental and Accounting Conference

Aug 31, Virtual Only

Estimated attendance: 75

Exhibitor fee: \$300

For CPAs who audit governmental entities or work for government.

Industry, Commerce & Banking Conference

Sept 22-23

Hybrid Event: ARCPA- Little Rock, AR

Estimated attendance: 150

Exhibitor fee: \$350

For CPAs in industry, banking, and private practice.

Two Day Federal Tax Update

Oct 20-21, Virtual Only

Estimated attendance: 100

Exhibitor fee: \$350

For individuals, businesses, and corporations.

Arkansas Federal Tax Institute

Nov 3-4

Hybrid Event: ARCPA- Little Rock, AR

Estimated attendance: 50

Exhibitor fee: \$350

Tax issues affecting individuals and corporations, for CPAs and attorneys.

Fraud Conference

Nov 10

Hybrid Event: ARCPA- Little Rock, AR

Estimated attendance: 50

Exhibitor fee: \$300

For CPAs and professionals for fraud prevention and detection techniques.

Agriculture Conference

Nov 16, Virtual Only

Estimated attendance: 150

Exhibitor fee: \$350

For CPAs with clients in agriculture and agricultural related business.

Please Note:

Hotel rooms have been blocked where possible at the meeting facilities. For overnight accommodations, please call the facility direct, indicating you are with the Arkansas Society of CPAs group. For the meeting brochure containing the exact schedule, contact the ARCPA.

2022 ARCPA Sponsor and Exhibitor 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	Exhibit	Lunch		AM Break	PM Break
Employee Benefit Plan Conference	April 28	March 28	50	\$300	\$1000			
Leadership Conference	May 13	April 13	50	\$300	\$1000			
Accounting & Auditing Conference	Aug 18-19	July 18	100	\$350	\$1500	Day 1 Day 2	\$600 \$600	\$600 \$600
Governmental Accounting Conference	Aug 31	July 31	75	\$300	\$1000			
Industry, Commerce & Banking Conference	Sept 22-23	Aug 22	150	\$300	\$1000	Day 1 Day 2	\$600 \$600	\$600 \$600
Two Day Federal Tax Update	Oct 20-21	Sept 20	100	\$350				
Arkansas Federal Tax Institute	Nov 3-4	Oct 3	50	\$350	\$1500	Day 1 Day 2	\$600 \$600	\$600 \$600
Fraud Conference	Nov 10	Oct 10	50	\$300	\$1000		\$600	\$600
Agriculture Conference	Nov 16	Oct 16	150	\$350	\$1000			

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

Total Amount Enclosed: \$ _____

Payment Method:

Check: ☐ Business ☐ Personal

Credit Card: ☐ AMEX ☐ Mastercard ☐ Visa

Card # _____

Expiration Date: _____

Signature: _____

Mac & Barbara Angel Golf Tournament

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.



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

CONNECT WITH US!

