

2025



MARKETING GUIDE

IMAGINE YOUR SALES POTENTIAL.

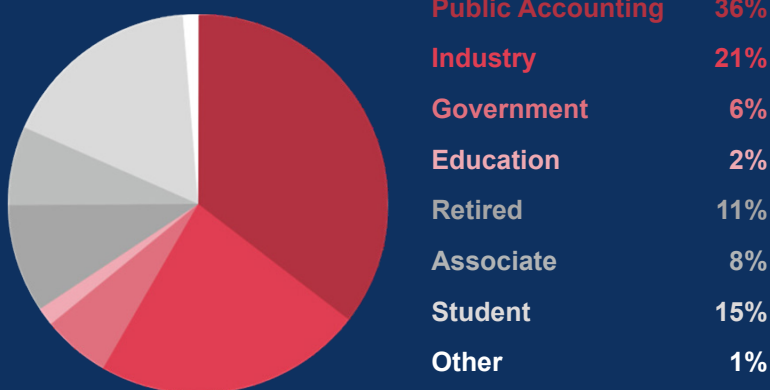
Market your business, services, or products to accounting professionals.

For more information, visit
www.arcpa.org

Membership Snapshot



PRACTICE AREA



GENERATION



2025 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 2025 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

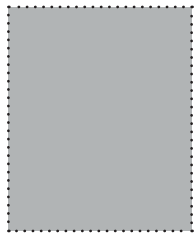
Advertise in the Monthly E-Newsletter

Each month, *The Natural State of Accounting* reaches approximately 3,000 ARCPA members, serving as their go-to source for updates across the CPA profession at the local, state, and national levels. Advertising in this newsletter offers a straightforward way to connect with professionals in Arkansas's accounting field, giving your organization a place alongside trusted, relevant information valued by our members.

Display Advertising Rates (All rates are per insertion)

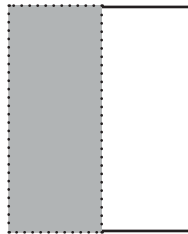
Space	1 Time	4-11 Times	12 Times
Full Page	\$500	\$450	\$400
Half Page	\$400	\$350	\$300
Quarter Page	\$300	\$275	\$250

Ad Dimensions and Specifications (JPEG or PDF preferred)



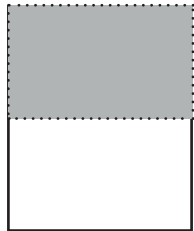
Full Page

8.5in X 11in
612px X 792px



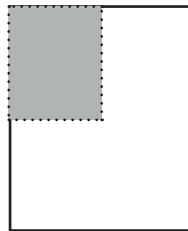
Half Page Vertical

4.5in X 11in
324px X 792px



Half Page Horizontal

8.5in X 5.5in
612px X 396px



Quarter Page

4.25in X 5.5in
306px X 396px

Email Banner Ads

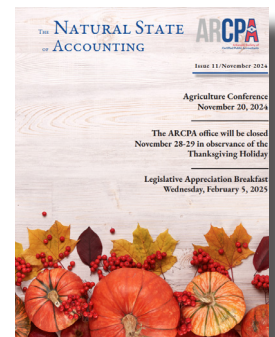
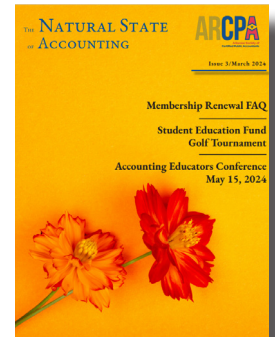
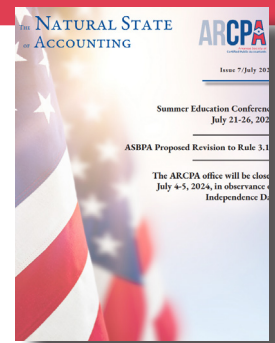
Promote your business by featuring your ad in our ARCPA member newsletter email. By placing your advertisement here, you'll ensure it's one of the first things members see, capturing their attention even before they dive into the newsletter. (All rates are per insertion)

1 Time	4-11 Times	12 Times
\$350	\$300	\$250

Size & File Type: 728px X 90px | .jpg or .png

Please Note:

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: 12/9/2024
February Issue: 1/20/2025
March Issue: 2/17/2025
April Issue: 3/17/2025
May Issue: 4/14/2025
June Issue: 5/19/2025
July Issue: 6/16/2025
August Issue: 7/21/2025
September Issue: 8/18/2025
October Issue: 9/15/2025
November Issue: 10/20/2025
December Issue: 11/17/2025

ARCPA Day of Service

November 21, 2025



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

Promote your job openings or classified ads relevant to Arkansas CPAs and accounting professionals by posting on our website. Your listing will be available to ARCPA's over 3,000 members and additional site visitors. All listings are reviewed by ARCPA staff and typically go live within two business days. View the marketplace tab at www.arcpa.org

Post a Classified

Post a Job

Rates

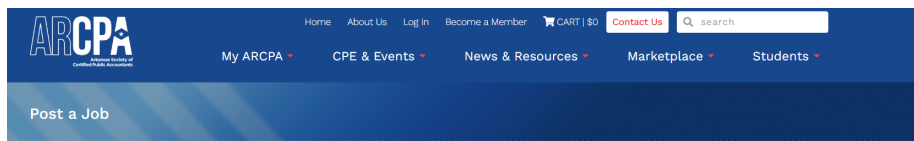
- \$30 for ARCPA Members
- \$50 for Non Members
- Rates are based on 30 days

Terms

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

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.



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="e.g. 111-555-1212"/>	<input type="text"/>	

ARCPA Conference Center Rental

The ARCPA Conference Center offers 2,300+ sq. ft. of flexible meeting space in Westlake Office Park, just minutes from West Little Rock’s hotels and restaurants. The space seats up to 100 people classroom-style and can be divided into three soundproof rooms, each with AV equipment, including an overhead projector, sound system, and charging ports at each table.

Enjoy unlimited coffee, tea, and soft drinks with rentals; a \$5.50 per person fee applies for events over 4 hours (\$3.50 for shorter events). Free Wi-Fi and onsite staff assistance are also provided. Conveniently located near I-430, I-630, and the Little Rock Regional Airport, it’s ideal for seminars, board meetings, and more.



<u>Rooms & Rates</u>	<u>Half – Day Rate</u>	<u>Full – Day Rate</u>
BKD Classroom (<i>seats 27 classroom style</i>)	\$225	\$300
Russell M. & Jessie Brown Classroom (<i>seats 73 classroom style</i>)	\$300	\$450
ARCPA Conference Center (<i>seats 100 classroom style</i>)	\$450	\$600
Board Room (<i>seats 16 conference style</i>)	N/A	\$200

Guide to Public Accounting Firms Booklet

The *Guide to Public Accounting Firms* is an annual publication designed to support students and emerging professionals by offering a free directory of public accounting firms across Arkansas and nearby areas. Distributed to accounting department heads at Arkansas colleges and universities, as well as directly to each ARCPA student member, this guide provides valuable exposure for firms looking to connect with the next generation of accounting professionals.

Deadline & Specifications

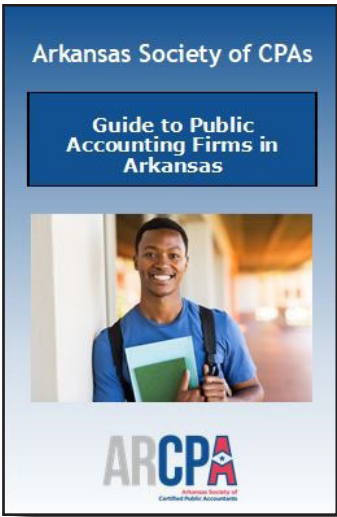
- August 14
- JPEG or PDF preferred.

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 4.5 in x 7.5in
- Distributed to Arkansas colleges/universities
- PDF available on ARCPA student webpage



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 File Type

.jpg .png .gif

Ad Sizes

- 728px x 90px
- 970 x 250px
- 300px x 250px
- 160px x 600px
- 300 x 1050px
- 300 x 600px

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

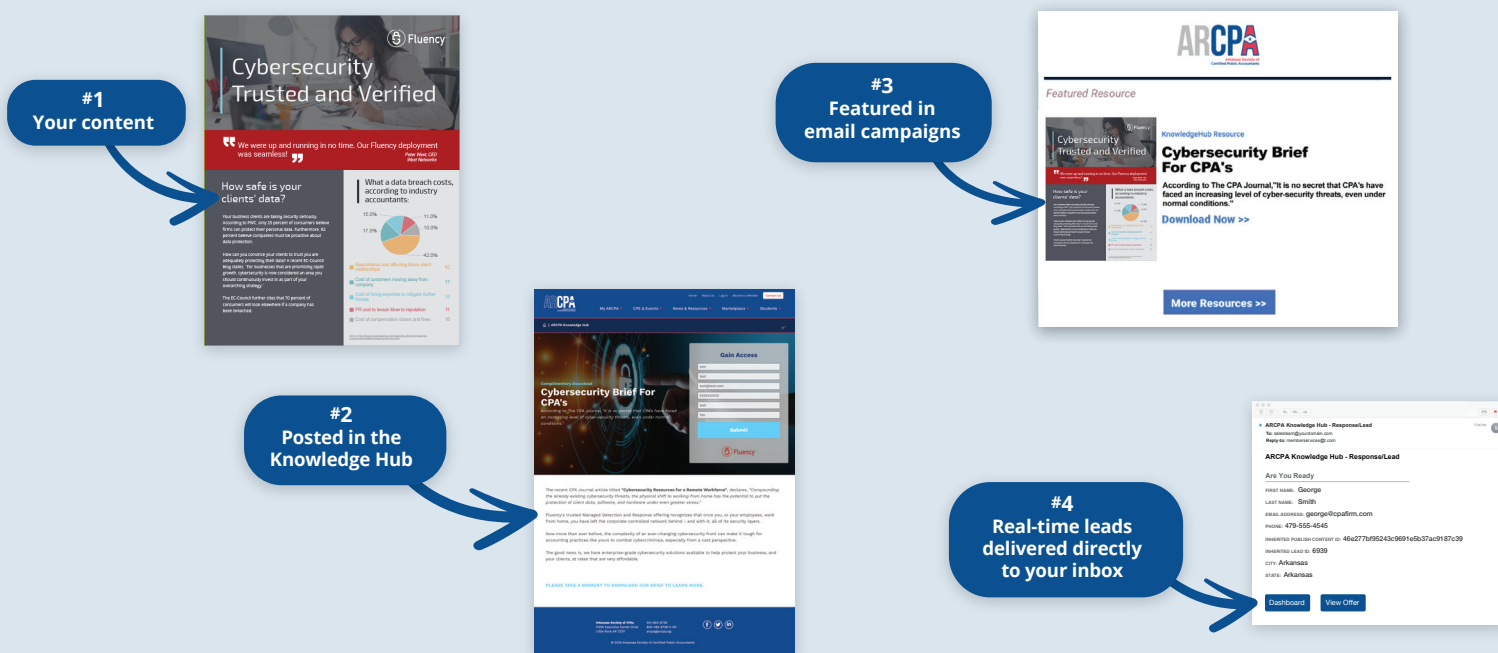


ARCPA Knowledge Hub

Receiving Qualified Business Development Leads Has Never Been Easier

The new **Arkansas Society of Certified Public Accountants (ARCPA) Knowledge Hub** syndicates content to a highly-engaged audience of more than 3,000 accounting professionals, who in turn, become the source of high-quality, intent-based, 100% exclusive leads to fuel your business.

Four Simple Steps to Get Started



STEP 1

Provide us with thought leadership content, such as a white paper, eBook or an insightful Guide.

STEP 2

We'll publish and index your 'gated' content in the Knowledge Hub.

STEP 3

Watch as we drive traffic to your content using online and email marketing.

STEP 4

Receive real-time lead notifications of everyone who downloads your content.

In addition to receiving contact information, you can receive information about the company, job title, and more. And, our turn-key platform is available on a cost-per-lead basis.

Why ARCPA Knowledge Hub?

- Engage with more than 3,000 accounting professionals.
- Utilize turnkey, world class lead generation platform to expand your company reach.
- 100% LEAD EXCLUSIVITY – Leads are 100% exclusive and will never be shared or resold.
- NO RISK – Available for purchase on a cost-per-lead model, you only pay for the leads you receive.

ARCPAHub.org

ARCPA Student Education Fund Golf Tournament

Thursday, May 1, 2025

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
April 18, 2025

2025

Summer Education Conference

The Lodge at Gulf State Park
Gulf Shores, AL - July 20-25

The Alabama, Arkansas, Kentucky, Louisiana, and Texas CPA societies are getting our members together in Gulf Shores! Take advantage of the opportunity to connect with decision-makers from these states in a fun, casual setting by sponsoring this event.

From pre-event promotion, to the in-person conference, our collective marketing campaign immediately puts your brand in front of more than 45,000 CPAs and builds meaningful connections.

Direct marketing and social media tactics help you engage with prospective customers even before you meet the attendees face-to-face.



Presenting Sponsor \$10,000

As SEC's most prestigious sponsor, your organization will enjoy benefits from all levels below, plus so much more!

Reception Sponsor \$3,500

This package includes logo on event signage, opportunity to address attendees during Sunday reception, and have an exhibit table.

Beach Chair Sponsor \$2,500

This package includes logo on event signage, branded snack and drink for each chair, and have an exhibit table.

Wi-Fi Sponsor \$2,000

This package helps attendees stay connected! You are entitled to a branded password and an exhibit table.

Lanyard Sponsor \$2,000

Nobody likes pin holes in their jackets..thanks to you that won't happen. You will also receive an exhibit table.

Sponsorship Levels	Gold*	Silver	Bronze**	Exhibitor
	\$7,500	\$5,000	\$3,000	\$1,000
Stand-alone promotion to all attendees	●			
Opportunity to address attendees Monday morning	●			
Acknowledgement during announcements	●			
Promotional slide in conference event/slideshow	●	●		
Tagged in one pre-event social media post	●	●		
250-word blurb + logo/contact info in "Meet the Sponsors" email to registrants	●	●	●	
Logo on all event signage, promotional emails, and event website	●	●	●	
Conclusion and recognition in post attendee email with your logo and link to your website	●	●	●	
Exhibitor table at conference	●	●	●	●
Conference participant list (name and firm only, no email)	●	●	●	●

*Gold Sponsorship limited to three sponsors

**Bronze Sponsorship will receive logo only on meet the Sponsors email to registrants

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

May 1, 2025 | Live Webcast

The 2025 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: \$1,000 **Silver Sponsorship:** \$500 **Bronze Sponsorship:** \$250

Emerging CPAs Conference

June 12, 2025 | Hybrid | Little Rock | ARCPA Conference Center

The 2025 Emerging CPAs 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

July 31 - August 1, 2025 | Hot Springs | Oaklawn

The 2025 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

August, 27, 2025 | Live Webcast

The 2025 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

September 17-18, 2025 | Hybrid | Little Rock | ARCPA Conference Center

The 2025 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

October 20-21, 2025 | Live Webcast

The 2025 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

November 6, 2025 | Live Webcast

The 2025 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: \$1,000

Silver Sponsorship: \$500

Bronze Sponsorship: \$250

Agriculture Conference

November 20, 2025 | Live Webcast

The 2025 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

December 4-5, 2025 | Hybrid | Little Rock | ARCPA Conference Center

The 2025 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: \$2,000

Silver Sponsorship: \$1,500

Bronze Sponsorship: \$1,000

2025 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	May 1	April 1	50	\$1000	\$500	\$250
ECPAs Conference	June 12	May 12	50	\$1500	\$1000	\$500
Accounting & Auditing Conference	Jul 31-Aug 1	June 31	80	\$2500	\$2000	\$1500
Governmental Accounting Conference	Aug 27	July 27	50	\$1000	\$500	\$250
Business & Industry Conference	Sept 17-18	Aug 17	50	\$2000	\$1500	\$1000
Two Day Federal Tax Update	Oct 20-21	Sept 20	100	\$1500	\$1000	\$500
Fraud Conference	Nov 6	Oct 6	50	\$1000	\$500	\$250
Agriculture Conference	Nov 20	Oct 20	75	\$1000	\$500	\$250
Arkansas Federal Tax Institute	Dec 4-5	Nov 4	100	\$2000	\$1500	\$1000

Total Amount Enclosed: \$ _____

Payment Method:

Check: ☐ Business ☐ Personal

Credit Card: ☐ AMEX ☐ Mastercard ☐ Visa

Card # _____

Expiration Date: _____

Signature: _____

Golf Sponsorship	Fees
Presenting	\$5000
Golf Cart Sponsor	\$2500
Platinum Sponsor	\$2250
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!

