



UACPA

2024

MARKETING GUIDE

The UACPA is your connection to Utah's top accounting and financial leaders. With more than 4,000 members, the UACPA is the only organization in Utah dedicated to serving the professional needs of CPAs.

The UACPA offers an array of exhibiting, sponsorship and advertising opportunities to help you connect with CPAs, controllers and CFOs, and other finance executives.

Explore the opportunities in this brochure and contact us to create a marketing package that fits your needs.

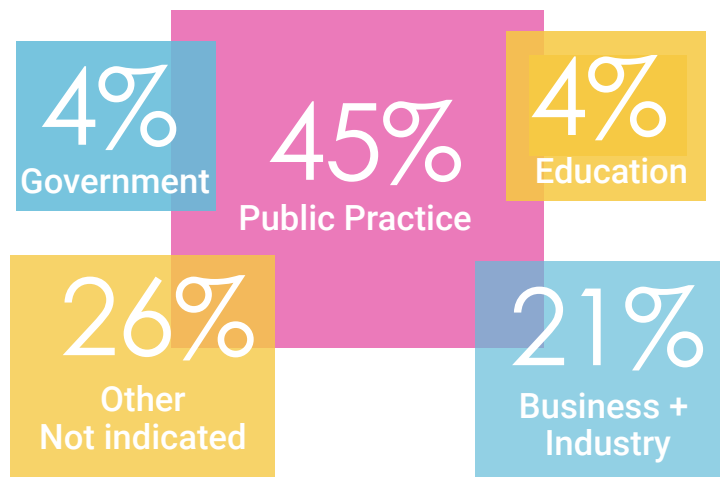
About Us

The UACPA supports members through advocacy, professional education, leadership development and networking to help them succeed in a competitive and changing world.

Since 1920, the Utah Association of CPAs has served accounting and finance professionals working throughout the state. Our community is made up of members working in public practice, business & industry, government, non-profit and education. The UACPA is your connection to Utah's top accounting and financial leaders. Members experience their activities and experiences that serve them and their professional needs of CPA. Reach Utah's CPAs by delivering your message through the UACPA's tools.

4,142 Members

- 69% CPAs and Professional Affiliates
- 31% Students

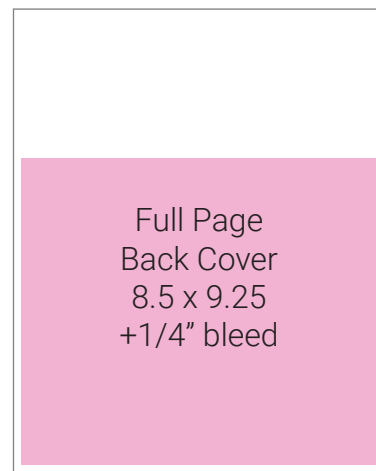
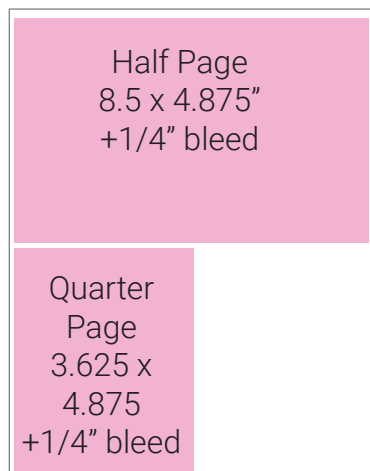
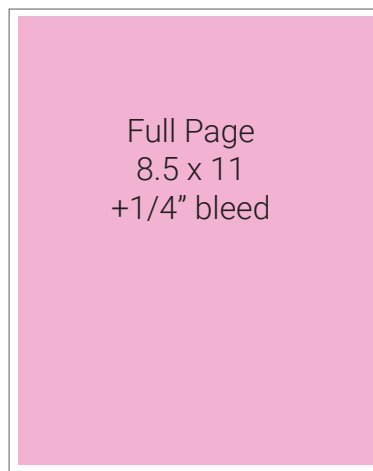


Print Advertising

The Journal Entry, a quarterly publication by the Utah Association of CPAs, is distributed to more than 3,000 accounting professionals and students. The full-color magazine is the only professional publication for CPAs in Utah and features in-depth articles relevant to local professionals, member profiles, information on membership programs and continuing professional education.

Display Ads

Full page back cover	8.5 x 9.25 + 1/4" bleed	\$1,500
Full Page w/bleed	8.5" x 11" + 1/4" bleed	\$1,000
Half Page	8.5" x 4.875"	\$500
Quarter Page	3.625" x 4.875"	\$250
Classified Ads	100 - 250 words	\$100



Digital Advertising

Reach a captive audience with your message with the leading source of news and learning for Utah's CPAs.

MONTHLY



Sent on the first of every month, this email contains a video message from our CEO, news, free events and chapter meetings.



Delivered on the 15th of every month, CPEConnect highlights conferences, specialized events, group training and more.



Students can find updates from their campus ambassadors, free events and news to help them on their path to become a CPA.

WEEKLY



Trainings and webinars are highlighted for the week ahead in this email sent every Monday.

Size and Deadline

eNetwork	Due on the 25th	\$300
CPE Connect	Due on the 10th	\$300
Student News	Due on the 1st	\$300
Webinars of the Week	Due on Friday	\$300

* All digital ads must be 650 wide x 150 tall, and 72 dpi.

Sponsor + Exhibit

Promote your products and services to decision makers at one of our specialized conferences. Attendees will have the opportunity to get to know you and learn how you can be a key part of their business.

CONFERENCES

DATE	EVENT	EXPECTED ATTENDANCE	FEES
May 10	State & Local Government Conference (Live)	200	\$1,000
Sept. 13	CPAs in Business & Industry Conference (Live)	100	\$1,000
Dec. 5 - 6	Annual Conference (Live + Virtual)	200	\$1,500
Dec. 12 - 13	Technology Conference (Virtual)	115	\$1,000

EVENTS

DATE	EVENT	EXPECTED ATTENDANCE
Aug.	Annual Golf Tournament	100
Sept.	Annual Inauguration & Awards Banquet	200

See separate sponsorship price guide for details.

Advertising Order

Please complete and submit this form for advertising in
The Journal Entry and in newsletters

Company Name _____

Contact Name _____

Phone _____ Email _____

Address _____

City _____ State _____ ZIP _____

The Journal Entry
deadlines

PUBLICATION DEADLINE

Spring	March 3
Summer	June 6
Fall	Sept. 5
Winter	Dec. 5

ADVERTISING INFORMATION

Advertising Type: The Journal Entry (print) eblast (digital)

Ad Size

Full Page Full Page Back Cover Half Page Quarter Page Classified Ad

Publication Month(s) _____

Digital Banner Ad (650 x 150 pixels)

eNetwork CPE Connect Publication Details/Date(s) _____

Total amount due: \$ _____ Check to UACPA Credit Card

Signature _____ Date _____

CREATIVE GUIDELINES

Submit print ads as hi-res PDFs with images sized at 300 DPI. Digital files should be 650 x 150 pixels as a .png file. All advertising is subject to approval by the Utah Association of CPAs. The UACPA reserves the right to decline advertising considered unethical or unsuitable.

Return form to Amy Spencer, as@uacpa.org

Payment: Call with credit card info to 801-466-8022 or send check to UACPA, 15 W. South Temple, Ste 1625, Salt Lake City, UT 84101, Attn: Amy Spencer

Sponsorship Order

Please complete and submit this form for sponsoring or exhibiting at a UACPA Conference

Company Name _____

Contact Name _____ Phone/Email _____

Address _____

City _____ State _____ ZIP _____

EXHIBITOR/SPONSORSHIP INFORMATION

EVENT

- State & Local Government Conference Business & Industry Conference
 Annual Conference Technology Conference

Total amount due: \$ _____ Check to UACPA Credit Card

Signature _____ Date _____

Live conferences include:

- On-site exhibit booth with skirted table, two chairs
- Lunch and all-day beverage service for two
- Complimentary Wi-fi
- List of attendee names and business (does not include email or phone number)
- Opportunity to collect business cards, announce drawing or provide a prize.
- Logo on collateral materials
- Slide for virtual audience
- Full page ad in conference program

Return form to Amy Spencer, as@uacpa.org

Payment: Call with credit card info to 801-466-8022 or send check to UACPA, 15 W. South Temple, Ste 1625, Salt Lake City, UT 84101, Attn: Amy Spencer