



2022 MEDIA KIT

ADVERTISE TO UTAH'S CPAS

WHO IS THE UACPA?

Since 1920, the Utah Association of CPAs has served accounting and finance professionals working throughout the state. Our 3,000-member strong 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.

2,800
Members



77%
male



23%
female

46%

Public Practice

Business & Industry

25%

22%

Other/Not indicated

Government

4%

3%

Education

The UACPA is made up of 2,800 CPAs and professional affiliates with an extra 670 student members.

The majority of UACPA members work in public practice followed by business and industry.

2022 PRINT ADVERTISING

The Journal Entry, a quarterly publication by the Utah Association of CPAs, is distributed to 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	9 x 9.25	
Full Page w/bleed	9" x 11.5"	\$1,000
Half Page	8.5" x 4.5"	\$500
1/4 Page	3.605" x 4.5"	\$250

Classified Advertising: .70 cents per word; minimum of \$35

Files: Please submit your art as hi-res PDFs with images sized at 300 DPI.

Color: CMYK color mode or grayscale only.

All advertising is subject to approval by the Utah Association of CPAs. The UACPA reserves the right to decline advertising considered unethical or unsuitable.

2022

Publication

Deadline

Spring

March 7

Summer

June 6

Fall

Sept. 6

Winter

Dec. 5

For advertising and sponsorship inquiries, contact Amy Spencer, as@uacpa.org or 801.834.6633