



# 2023 MARKETING GUIDE

The UACPA is your connection to Utah's top accounting and financial leaders. With more than 3,000 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.



# 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**  
CPAs and professionals



**81%**  
**male**



**19%**  
**female**

**45%**

Public Practice

Business & Industry

**21%**

**26%**

Other/Not indicated

Government

**4%**

**4%**

Education

The UACPA is made up of 2,800 CPAs and professional affiliates with an extra 1,000 student members.

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



# PRINT ADS

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	7.5" x 4.875"	\$500
1/4 Page	3.625" x 4.875"	\$250
Classified Ads	100 - 250 words	\$100



Full Page  
8.5 x 11  
+1/4" bleed

Full Page  
8.5 x 11  
+1/4" bleed

Full Page  
8.5 x 11  
+1/4" bleed

Full Page  
Back Cover  
8.5 x 9.25  
+1/4" bleed



# The Journal Entry

## Insertion Order

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

The Journal Entry publishing  
months and deadlines

PUBLICATION	DEADLINE
Spring	March 30
Summer	June 6
Fall	Sept. 6
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 (600 x 90 pixels)

☐ eNetwork

☐ CPE Connect

Publication Detail (Date) \_\_\_\_\_

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 600 x 90 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](mailto: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



# DIGITAL ADS

The UACPA's newsletters are published twice a month and serve as timely and relevant sources of information.

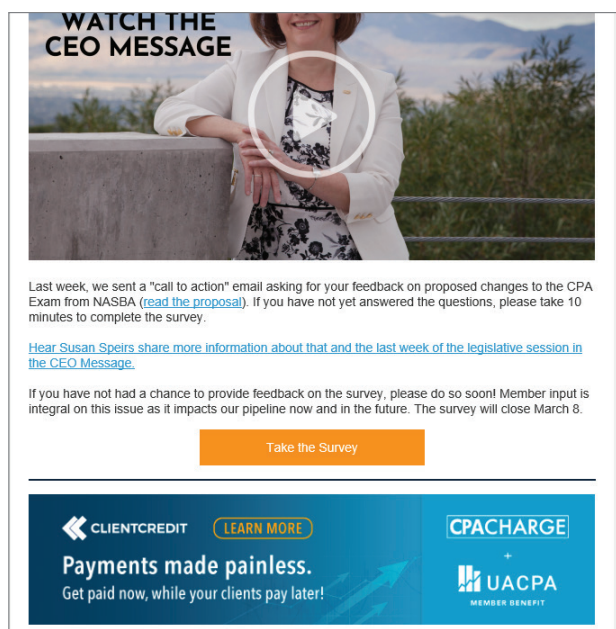
Digital advertising is a direct connection to all members of the UACPA.

## DIGITAL ADVERTISING

Your digital ad will appear inside an issue of our eNewsletter. Space is available for advertisers in newsletter emailed on the 1st (eNetwork) and the 15th (CPE Connect) of each month.

The **eNetwork** features a video message from our CEO, news, job postings on our website and a wellness message in addition to free CPE. **CPE Connect** puts a spotlight on classes coming up where members can earn free CPE or network with other members.

The eNewsletters are distributed to all members and students.



**WATCH THE CEO MESSAGE**

Last week, we sent a "call to action" email asking for your feedback on proposed changes to the CPA Exam from NASBA ([read the proposal](#)). If you have not yet answered the questions, please take 10 minutes to complete the survey.

[Hear Susan Speirs share more information about that and the last week of the legislative session in the CEO Message.](#)

If you have not had a chance to provide feedback on the survey, please do so soon! Member input is integral on this issue as it impacts our pipeline now and in the future. The survey will close March 8.

[Take the Survey](#)

**CLIENTCREDIT** [LEARN MORE](#)  
**Payments made painless.**  
Get paid now, while your clients pay later!

**CPACHARGE**  
**UACPA**  
MEMBER BENEFIT

Banner ad size is 600 x 90 pixels.

Each ad space is \$300. The deadline for the banner art and website URL is 5 business days prior to publishing date.





# 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

MAY 14

**State & Local Government Conference (Live)**

Expected Attendance: 200 Exhibitor: \$1000

SEPT. 8

**CPAs in Business & Industry Conference (Live)**

Expected Attendance: 100 Exhibitor Fee: \$1000

DEC. 7 - 8

**Annual Conference (Live + Virtual)**

Expected Attendance: 200 Exhibitor Fee: \$1500

DEC 14 - 15

**Technology Conference (Virtual)**

Expected Attendance: 115 Sponsorship Fee: \$500

## EVENTS

Aug. - Aug. 17

**Annual Golf Tournament**

Expected Attendance: 100

See separate sponsorship price guide for details

Sept. - Sept. 21

**Annual Inauguration & Awards Banquet**

Expected Attendance: 200

See separate sponsorship price guide for details

*If interested in sponsoring, please reach out to Amy Spencer for more details. [as@uacpa.org](mailto:as@uacpa.org)*





# UACPA Conference + CPE Sponsorship

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

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## 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 \_\_\_\_\_

## EXHIBITOR/SPONSORSHIPS

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

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