

REACH. CONNECT. ENGAGE.

POSITION YOUR COMPANY
WITH CONFIDENCE.



B2B PUBLICATIONS
Print & Online Advertising



MARKETING SERVICES
Creative, Responsive & Affordable



THE WARREN GROUP
2017 INTERIM REPORT MEDIA PLANNER





Start Building Stronger Business Relationships Today.

The mission of the North Carolina Association of Certified Public

Accountants is to promote competence and success throughout the local CPA community, and *Interim Report* keeps over 13,000 members “in the know” by providing the latest accounting-related news and expert analysis.

Interim Report provides a unique opportunity to promote your company to an audience of C-level professionals throughout the Tar Heel State. NCACPA membership not only includes North Carolina’s finest CPAs but also ranges from sole practitioners, Big Four Firms and CFPs to controllers, financial managers and primary purchasers. “Because of the widespread incorporation of CPAs, your ads will have a direct line to decision makers in financial and healthcare services, real estate, it, employee benefits and many more.”

Through *Interim Report* and the online advertising options, you are guaranteed exposure to a highly-specialized, professional audience.

13K

Total Members

15+

Different Committees

11

Different Chapters



“We have been advertising with the NCACPA for years, and have been very pleased. The *Interim Report* grants us valuable exposure to CPA firms across North Carolina.”

— Daniel Veneziale, AON Insurance

Reader Poll:

Which of the following actions have you taken after reading your state CPA magazine?

Visited a company’s website	64%
Passed the magazine or information on to a colleague or business contact	59%
Saved an ad or article for future reference	37%
Conducted further research	29%
Contacted a company for more information	15%
Recommended a product or service	14%
Purchased a product or service	9%

Source: Certified Public Accountants Association Membership Survey

Chapters By The Numbers: Albemarle/Outer Banks

Membership: 116

Cape Fear

Membership: 519

Catawba Valley

Membership: 732

Charlotte

Membership: 2,910

Coastal Plains

Membership: 783

Foothills Chapter

Membership: 254

Northwest Piedmont

Membership: 1,025

Piedmont

Membership: 1,925

Sandhills

Membership: 504

Triangle

Membership: 3,618

Western Carolina

Membership: 687

CPA readership surveys show that nearly 50% of readers take action after seeing an advertisement in their publication, including purchasing a product, contacting the advertiser, visiting a website for more information, or recommending the product to a colleague or client.

Print has the most influence over actual purchases. 45% of respondents say ads in print magazines inspired a purchase, while 40% indicated that digital editions motivated them to buy.

— Rochester Institute of Technology

A consistent message to these influential accountants and financial professionals can build your business among both accounting firms and among all of their corporate and individual clients.

“Custom publications have risen above other mediums in terms of value and effectiveness. The statistics show that prospects trust and respond to trade magazine advertising more than their marketing counterparts.”

— The Magazine Handbook The Magazine Publishers Association

With 96% penetration through print and Web platforms as well as the major share of business professionals who attend trade events, the capabilities of B2B media reaching customers is clear.

The vast majority of members recommend products and services to their clients.

Build your business and reach 13,000 CPAs, accounting firms, and their clients with frequent placement in the Interim Report. NCACPA members are highly regarded in their community and often serve as trusted advisors for product and service referrals.



Need to hit the marketing refresh button? We'll help you do that. The Warren Group creates email, direct mail, and advertising campaigns to promote your services. From concept to implementation, we connect brands with customers. Our talented design team will walk you through a complete redesign, branding, logo creation, stock/custom photography and web development. As a plus, our long-standing relationships with printers allows for aggressive pricing.

The Warren Group has a rich history in developing and delivering successful solutions for our customers. Through the years we have committed ourselves to helping businesses identify new prospects and reach their goals. It is with this passion and experience that we embark on our new journey by providing our clients with the very best in creative services.

Our team will challenge the way you see things, so you get real results.

Creative & Marketing Services

Annual Reports & Brochures	Provide design concepts, photography, and infographics that match your image.
Corporate Identity	Develop logos and corporate rebranding initiatives.
Copywriting	Research and create compelling content for marketing initiatives.
Advertising Campaigns	Create unique print and web ads that align with your company's brand standards.
Email Marketing	Create direct email campaigns that generate leads and provide measurable results with extensive reporting.
Direct Mail Campaigns	Create content and design a marketing piece that's delivered to your best prospects with a trackable response vehicle.
Press Releases	Research and generate content that drives interest.
Brand Audit	Research competitors, review all current branding collateral and develop a new brand strategy.

Web Design Services

Migration to WordPress	Moving website to WordPress, altering WordPress theme to new look and training staff to use website.
Website Development	Creating new, mobile responsive websites that are easy to update and maintain at an affordable price.



Advertorials

Advertorials are a powerful and highly effective tool for advertisers, as they provide readers with the detailed information they need to make informed decisions. Advertorials allow you to establish your company as a thought leader and showcase your expertise in an editorial format that is engaging and interesting.

Classified Advertising

Find qualified employees, find partners and experts for mergers and acquisitions, lease or sell office space, find CPAs in need of niche professional services such as legal counsel or money management, and much more. Print ads appear in one issue of *Interim Report* magazine. Online ads run for 3 months on ncacpa.org. All classifieds will appear both in print and online.

Content Marketing

Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

E-Marketing

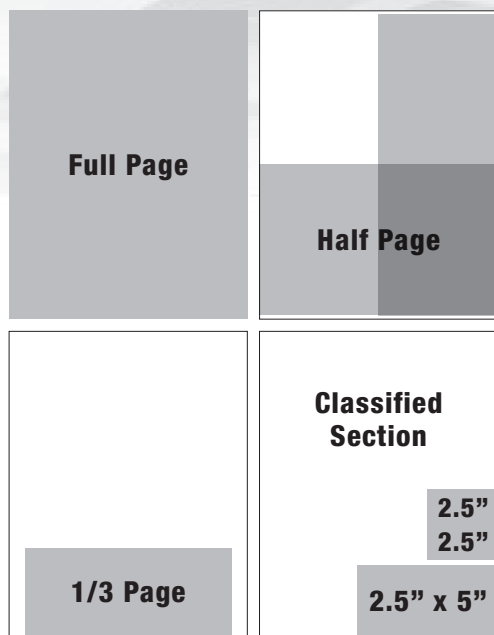
Directly reach over 16,000 with an ad in one of our e-newsletters. Send your message to everyone, or select which audience you would like to reach with three different category targets. Most emails are sent on Mondays, and frequency ranges from monthly to weekly.

- Large Footer: 1 Month \$450 (Ad Size: 550 x 100), eSource Distribution 16,450, a monthly email listing all of the NCACPA's CPE courses.
- Members in Business & Industry eNews Distribution 6,275 a monthly update of information that directly affects our members in business and industry.
- Public Practice eNews Distribution 7,860 sent bimonthly to public practitioners, featuring current news headlines, upcoming conferences, seminars, ethics courses, special events, webcasts, and chapter events

Online Advertising

Ads repeat on every page throughout the chosen section. \$350 per 30 days (Ad Sizes: 468 x 60 & 728X90) Web ads cannot be placed under 'CPE Catalog Search' or the 'NCACPA Career Center,' as these pages are not managed by NCACPA.

Print Dimensions



North Carolina Association of CPAs

► Advertising Material Specifications

- ✓ **File formats:** PDF
- ✓ **Resolution:** All images/graphics should be at least 300 DPI
- ✓ **Color:** CMYK
- ✓ **Rich Black Settings:** 100k, 75c, 63m, 63y
- ✓ **Images & Fonts:** Should be embedded or included.

► Sending Advertising Materials

Email your ad rep or to advertising@thewarrengroup.com
Please use the advertiser's name in the subject line of the email.

Classified Rates

2.5" x 2.5"

\$200 for members | \$250 for non-members

2.5" x 5"

\$300 for members | \$350 for non-members

Annual Commitment

2.5" x 2.5"

\$600 for members | \$750 for non-members

2.5" x 5"

\$900 for members | \$1050 for non-members

Advertising Rates

AD SIZE	1x	4x
Full Page 8.5" w x 10.75" h Bleed 8.75" w x 11" h Trim 8.5" w x 10.75" h	\$1,660	\$1,330
Half Page 4.25" w X 10.75" h (vert.), 8.5" w X 5.375" h (hor.)	\$1,245	\$995
1/3 Page 7.375" w X 3.125" h	\$995	\$795
Back Cover 8.5" w x 10.75" h		\$1,840
Pricing is per issue • All rates are net • All members receive a 10% discount		

2017 Deadlines & Issue Dates

Issues	Space Closes	Material Due	Issue Date
February/March	2/4	2/11	3/15
May/June	5/5	5/12	6/13
August/September	7/15	7/22	9/1
November/December	10/20	10/27	12/14



The Warren Group connects leading trade associations with their members, providing enterprising editorial content and engaging communities. By partnering with a variety of trade associations and business groups, our media and advertising group produces magazines, newspapers, online media and comprehensive trade shows. Our publications and events provide highly-targeted marketing opportunities for those seeking to reach decision making professionals in banking, accounting, legal, real estate and construction.