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THE WARREN GROUP

2016 TEXAS CPA MEDIA PLANNER



Texas Society of
Certified Public Accountants



Start Building Stronger Business Relationships Today.

Everything is bigger in the Lone Star State, and when it comes to the Texas Society of Certified Public Accountants (TSCPA), it's no different. As the second-largest CPA organization in the United States, the TSCPA's official publication – Today's CPA – provides companies with endless possibilities to grow their brands among key decision makers.

Today's CPA reaches 26,000 members across the state and includes an audience of partners, presidents, CEOs, executives, department managers, and additional professionals with buying power and authority for a range of products and services.

Today's CPA is your best resource for reaching high-end purchasers and business advisors. All 20 local chapters and 26,000 TSCPA members throughout Texas receive Today's CPA. These high-level and influential readers use the magazine as a resource to live up to the highest standards of ethics and practices within the CPA profession. The publication serves as a foundation to bring professionals together and create a sense of community.

26K

Total Circulation

85%

Of Members Say The Magazine Is "Excellent" Or "Good"

76%

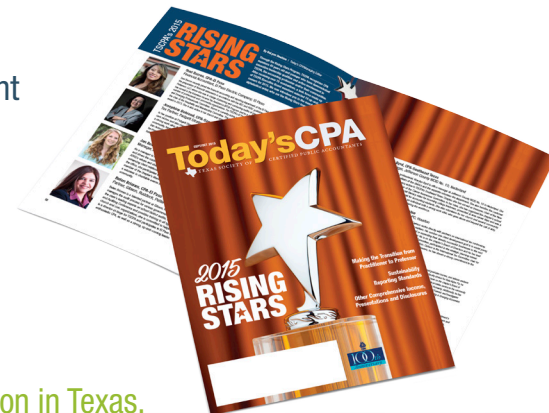
Of Members Read A Majority Of The Issues

"I can attribute 7 figures of revenue for my firm directly to my membership in the CPA Society in Texas."

— TSCPA Active Member

"I think TSCPA is an excellent resource for CPAs and aspiring CPAs."

— TSCPA Active Member



2015 marked the 100-year anniversary of TSCPA and the accounting profession in Texas.

For decades, accounting professionals have united in increasing numbers and joined TSCPA.

The organization is 100-years strong and looking forward to the next century of growth. TSCPA and its chapters are commemorating the centennial anniversary, focusing on highlighting the organization's long history of milestones.

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%



Texas Society of Certified Public Accountants successful model for conferences caters to CPA's and service providers. Sponsoring and exhibiting opportunities are in high demand with limited availability. Our events bring hundreds of CPA's together for educational breakout sessions, keynote speakers, and exhibitors offering solutions for all departments.



Conferences

Interact one-on-one with your target audience at nearly 20 specialized annual conferences across the state. Conferences are held in the Austin, Richardson, Houston, San Antonio, Addidson and Arlington. Receive a highly visible exhibit space located near the main meeting room or registration. Be recognized from the podium at the event and have your logo on all marketing materials. Multiple sponsorship levels with valuable options are available to choose from, with a pricing range from \$950 – \$3,500. **Call for details on pricing, locations and benefits.**



Exclusive Seminar Series

Highly targeted sponsorship options include webcasts, Summer Clusters, mailings and more. Extensive visibility before and during events with attendance between 400 and 800 CPAs, from \$500 to \$1,200. **Call for details on pricing, locations and benefits.**

TSCPA and its chapters are commemorating the centennial anniversary, the chapters Include:

Abilene, Austin, Brazos Valley, Central Texas, Corpus Christi, Dallas, East Texas, El Paso, Fort Worth, Houston, Panhandle, Permian Basin, Rio Grande Valley, San Angelo, San Antonio, South Plains, Southeast Texas, Texarkana, Victoria, Wichita Falls.

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.

Build your business and reach 26,000+ CPAs, accounting firms, and their clients with frequent placement in the Today's CPA. TSCPA members are highly regarded in their community and often serve as dependable resources for product and service referrals.



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.



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.



Digital Edition

All magazines have an accompanying digital version, which includes live links for URLs and email addresses. Digital versions are sent to readers via interactive emails, which also include advertising opportunities for you. You can deliver your message as the front cover of the digital magazine with a Belly-Band as it is delivered to thousands of computers, tablets and smartphones.



Website Advertising

TSCPA.org gets more than 12,000 page views per month. Users tap into the latest news and events, as well as our tax updates and CPE information. Find archived stories, podcasts, and more. Positions: Right column on internal site pages underneath section navigation or center column at the bottom of the main content area of a page. (Advertising is not accepted on the TSCPA home page.) Banner ads are positioned on selected high-traffic pages. The advertiser's preference for page assignment and positioning will be accommodated when possible.

Banner Size: 160px x 160px or 120px x 90px \$400 a month or three months for \$1,000



Sponsored Posts

Be a part of our headlines as we deliver the digital version of magazines to our audience. Your story description can bring interested bankers right to your website to learn about the latest industry trends and products.



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 is easy to update and maintain at an affordable price.

Editorial Calendar

JANUARY/FEBRUARY 2016

- Recent State Actions and Judiciary Decisions on E-business Taxation
- Tax Trap for the Unwary: The Passive Foreign Investment Company
- The 5 Most Important Things Your Clients Need to Know About Sales Tax
- Collectibility, A Revenue Recognition Condition
- SSARS 21: Some New Twists on a Familiar Theme

MARCH/APRIL 2016

- Cybersecurity in Small Businesses and Non-profits
- Understanding the Changes in OMB's Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- Private Companies Can Now Elect to Amortize Goodwill
- The "Say-on-Pay" Advisory Vote
- Fraud Deterrence and Fraud Detection

MAY/JUNE 2016

- TSCPA Year in Review
- Principles-Based Accounting Standards: What the Academics are Saying
- The Cost of Retirement in Financial Plans
- What Have We Accomplished in Private Company Financial Reporting?
- How to Get in Trouble with the Texas State Board of Public Accountancy
- An Update on Today's CPA
- Not Just the Auditor's Responsibility Any More

JULY/AUGUST 2016

- New TSCPA Chairman
- Transferring Ownership of Small, Closely Held Businesses
- Controlling User Access to Accounting Information
- Accounting for Accrued Workers' Compensation Costs: Recognizing Incurred But Not Reported Accounting Liabilities



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.