

REACH. CONNECT. ENGAGE.

POSITION YOUR COMPANY
WITH CONFIDENCE.



B2B PUBLICATIONS
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MARKETING SERVICES
Creative, Responsive & Affordable



THE WARREN GROUP
2017 TEXAS CPA MEDIA PLANNER



Texas Society of
CPA 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, TSCPA's official publication – *Today's CPA* – provides companies with endless possibilities to grow their brands among key decision makers.

Today's CPA reaches 28,000 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 28,000 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.

28K

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.

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%



The Texas Society of Certified Public Accountants' successful model for conferences caters to CPAs and service providers. Sponsoring and exhibiting opportunities are in high demand with limited availability. Our events bring hundreds of CPAs 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, Addison 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.**

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 28,000+ CPAs, accounting firms and their clients with frequent placement in *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.



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 and more. On the classified pages, the positions are as follows: 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 Size: 160px by 160px or 120px by 90px Three months for \$1,000

Acceptance: All materials submitted as advertising are subject to acceptance for publication at the sole discretion of *Today's CPA*. Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. *Today's CPA* reserves the right to refuse advertising in compliance with current TSCPA policy.



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.

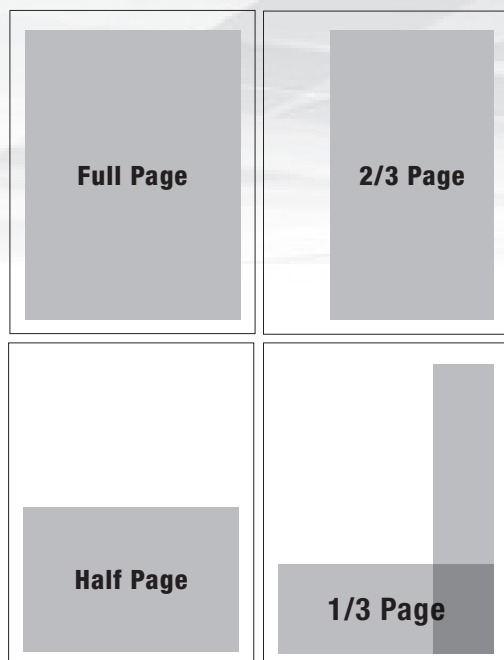
Our team will challenge the way you see things, so you get real results.

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.



Today'sCPA

TEXAS SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

► 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.

ADVERTISING RATES

	1 TIME	3 TIMES	6 TIMES
Full Page W: 8.375 in by H: 10.875 in \ Bleed: W: 8.625 in by H: 11.125 in	\$3,555	\$3,200	\$2,845
2/3 Page W: 4.875 in by H: 9.875 in \ H W: 7.375 in by H: 6.375 in	\$3,020	\$2,720	\$2,415
Half Page W: 3.625 in by H: 9.875 in \ W: 7.375 in by H: 4.875 in	\$2,665	\$2,400	\$2,130
1/3 Page W: 2.375 in by H: 9.875 in \ W: 7.375 in by H: 3.125 in	\$2,135	\$1,920	\$1,710
Back Cover W: 8.375 in by H: 10.875 in \ Bleed: W: 8.625 in by H: 11.125 in	\$4,265	\$3,840	\$3,415
Inside Cover W: 8.375 in by H: 10.875 in \ Bleed: W: 8.625 in by H: 11.125 in	\$4,090	\$3,680	\$3,270

Pricing is per issue • All rates are net

2017/ 2018 Deadlines & Issue Dates

Issues	Space Closes	Material Due	Issue Date
March/April 2017	1/23	1/27	3/1
May/June 2017	3/27	3/31	5/1
July/August 2017	5/30	6/2	7/3
September/October 2017	7/31	8/4	9/1
November/December 2017	9/29	10/5	11/1
January/February 2018	11/17	11/20	1/1

Editorial Calendar

JANUARY/FEBRUARY 2017 - TSCPA's New CEO/Executive Director

- The Fair Labor Standards Act's One-Two Punch
- Base Erosion and Profit Shifting
- Charitable Contributions and Grants Beyond the U.S. Border
- Inbound Tax Planning: What Your Clients Need to Know Before Immigrating, Part I - Income Tax Planning
- CPE: Amendment to Gross versus Net Revenue Recognition

MARCH/APRIL 2017 - Internal Audit and Data Analytics

- Inbound Tax Planning: What Your Clients Need to Know Before Immigrating, Part II - Wealth Transfer Tax Planning
- Accounting for Accrued Workers' Compensation Costs: Recognizing Incurred But Not Reported Accounting Liabilities
- The Tidal Wave of Corporate Inversions

MAY/JUNE 2017 - TSCPA Year in Review

- Managing Engagement Creep: Boundaries Can be a Good Thing
- PCAOB Oversight of Broker-Dealer Auditors
- Is Code Section 125 Non-compliance Relative to Deductions for POP Plans being Overlooked?
- An Update on *Today's CPA*

JULY/AUGUST 2017 - New TSCPA Chairman

- Reputation matters: Company Reputation Effects on Labor Efficiency and Productivity
- Managing Compliance with SSARS 21
- The Impending Death of Hospitals: How To Help Your Clients Survive

SEPTEMBER/OCTOBER 2017 - TSCPA Rising Stars

- The "Double Helix" of Mentoring: An Updated Paradigm of Mentor and Protégé Relationships
- Do Accountants Need to Know About Integrated Reporting Framework?



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.