

# REACH. CONNECT. ENGAGE.

POSITION YOUR COMPANY  
WITH CONFIDENCE.



**B2B PUBLICATIONS**  
Print & Online Advertising



**INDUSTRY EVENTS**  
Sponsorship & Exhibitor Opportunities



**MARKETING SERVICES**  
Creative, Responsive & Affordable

**THE WARREN GROUP**

2016 PENNSYLVANIA CPA JOURNAL MEDIA PLANNER



## Start Building Stronger Business Relationships Today.

Pennsylvania CPA Journal is the official trade publication of the Pennsylvania Institute of Certified Public Accountants – the fourth largest CPA association in the United States and includes members in public accounting, industry, government and education. As a result, companies featured in the Pennsylvania CPA Journal have a direct line to spread brand awareness C-level decision makers across the Keystone State. PICPA members consistently rank the quarterly distribution of Pennsylvania CPA Journal as a top membership benefit.

The majority of PICPA members are partners, presidents, CEOs, executives and department managers with authority to purchase and approve an array of products and services. PICPA members are highly regarded in their community and serve as dependable resources for product and service referrals. More than 20,000 PICPA members receive the journal, but circulation doesn't stop there. In addition, a large share of local educators, bankers, legislators, and other professionals interested in accounting are on the journal's distribution – giving advertisers a large and eclectic audience.

**22K**  
Total Members

**42%**  
Of Members Are Key  
Decision Makers In Their  
Organizations

**35%**  
Members Are Employed In  
Business, Industry, Education,  
And Government

"Every time I get my copy of Pennsylvania CPA Journal, I find something intriguing to read. From the informative quarterly columns, to the features on issues affecting the accounting landscape, to the updates on the activities of my fellow PICPA members, there is always something interesting to read, no matter the section."

— Jacqui Basso, CPA, J.M. Basso & Associates

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

"We have been very happy with our advertising campaign in Pennsylvania CPA Journal. Our company has experienced substantial growth over the past two years, and marketing has played a big part in that success."

— Gary Holmes, Owner, Accounting Practice Sales



**Pennsylvania Institute 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 conferences across the state. Conferences are held in the Philadelphia, Harrisburg, and Pittsburgh regions.

- A highly visible exhibit space located near the main meeting room.
- Complimentary conference registrations, including meals, for up to two representatives (does not apply to CPE Blockbuster, Education Summit, and Tax Camp).
- A full-page ad in conference e-materials, signs at the conference, and a one-time mailing list.

Attendees vary by event. Pricing is \$799 – \$999.

## **Exclusive Seminar Series**

Deliver your message to CPAs on a regular basis through a PICPA seminar series sponsorship. As the exclusive sponsor of your selected event, you'll reach your target audience in multiple venues and on multiple occasions choose from hundreds of events. Sponsorship includes an opportunity to address attendees for up to five minutes at the beginning of the session.

Exclusive Seminar Series Rates: \$2,699 per 8-seminar series;  
\$1,499 per 4-seminar series.

## **Premier Sponsors**

PICPA Premier Sponsors invest in one of four sponsorship levels to receive recognition as a significant supporter of PICPA programs throughout the year. Includes event sponsorships, print and online advertising, and exclusive extras:

- Recognition of your sponsorship level and company logo with link on PICPA website.
- Recognition in the Pennsylvania CPA Journal "thank you" advertisement—circulation per issue: 20,000. Recognition in all conference manuals—3,200 annual recipients.
- Recognition as a premier sponsor on signage displayed at all PICPA conferences.
- Permission to include your sponsorship level in print, electronic, or online advertising, signage, and collateral materials.

**Build your business and reach 20,000 CPAs, accounting firms, and their clients with frequent placement in the Pennsylvania CPA Journal. PICPA members are highly regarded in their community and often serve as dependable resources 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 is 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.



## E-Newsletter Advertorial

Engage buyers and tell your story by placing custom editorial content within the flow of PICPA's monthly all-member email. Includes a headline, 310 character introduction, link to content on your organization's website, and a 250 x 150 px logo. \$1250, Added to Print Package \$950



## Website

The site attracts more than 23,000 unique visitors per month and those visitors average 5 pages viewed per visit. Increase your organization's visibility by advertising on PICPA's website. 160 px x 160 px  
12 months \$250/mo., 6 months \$300/mo., 3 months \$350/mo.



## Digital Pennsylvania CPA Journal

Take advantage of unique and exclusive digital ad space through virtual belly bands and margin messaging, or enhance your message with video, audio, or animation. Drive buyers directly to your website with hyperlinks and capitalize on comprehensive viewer data enabling you to build stronger messaging. 2550 px x 1500 px \$755

# Editorial Calendar

## SPRING 2016

Millennials in the Profession

Revenue Modernization Efforts

Student Loan Debt Crisis -  
How Can CPAs Help?

Cloud Computing Implications  
on IT & Risk Management

## SCHEDULED COLUMNS

- Accounting & Assurance
- Business & Industry
- Careers & Lifestyles
- Education
- Federal Tax
- Government/Not-for-Profit
- International Tax
- Liability Lessons
- Litigation Support
- Personal Financial Planning
- Practice Succession Planning
- Practitioners
- State & Local Tax

## SUMMER 2016

Using Social Media for Fraud  
Investigations

Could a Value-Added Tax Work in the U.S.?

Changes in Not-for-Profit Reporting

## SCHEDULED COLUMNS

- Accounting & Assurance
- Business & Industry
- Business Transformations
- Careers & Lifestyles
- Convergence
- Emerging CPAs
- Employee Benefit Plans
- Ethics
- Federal Tax
- Liability Lessons
- Natural Gas
- Personal Financial Planning
- State & Local Tax

## FALL 2016

Social Security Planning

Integrating Anti-Corruption/Anti-Bribery  
into a Company's Internal Audit Process

International Expansion for the Small to  
Mid-Sized Business

## SCHEDULED COLUMNS

- Accounting & Assurance
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- Federal Tax
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- International Tax
- Liability Lessons
- Litigation Support
- Personal Financial Planning
- Practice Succession Planning
- Practitioners
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## WINTER 2016

Technical Changes Affecting Employee  
Benefit Plan Audits

SSARS 21

Broad State and Local Tax Implications of  
the Wynne Case

Weighing the Decision to Leave Public  
Accounting

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- Accounting & Assurance
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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.