Our sectors

Advertising

Reach your future partners ... today

Optimize your market reach by connecting with decision-makers in an exclusive environment where they are receptive, engaged, and ready to learn more about your products or solutions.

Custom Solutions

Influence potential clients

Create tailored engagement experiences to captivate business leaders and influencers to demonstrate the effectiveness of your brand.

Be part of the conversation

Connect through on-demand learning

AICPA & CIMA learning sponsorships aligns your brand with our trusted content. Be noticed, connect, and start the conversation with potential customers.
Contents

Advertising and Sponsorships
- Websites
- Newsletters
- Flipbooks
- Webinars
- Plus more...

Custom Solutions
- Co-create learning experiences
- Customized webinars
- Tailored interactive experiences

Be part of the conversation
- On-demand courses
- Sponsored collateral
- Access to insights
Connect with the Trusted Advisor to the Trusted Advisor
Our audience and its reach

With nearly 700,000 members, students and engaged professionals in 196 countries, the AICPA & CIMA shapes and influences global economies, societies, and local communities by providing trusted and qualified professionals with the information, resources, and recognized competencies to have maximum impact.
Advertising and sponsorships

Reach your future partners ... today

Optimize your market reach by connecting with decision-makers in an exclusive environment where they are receptive, engaged, and ready to learn more about your products or solutions.
JournalofAccountancy.com

Promote your brand with the trusted content of the Journal of Accountancy website. It is the ultimate resource for today's CPA, providing daily professional and regulatory updates, breaking news and videos.

- **Expandable super leaderboard with mobile banner:**
  - 970x90, 970x250
- **Super leaderboard with mobile banner:**
  - 728x90, 300x50
- **Leaderboard with mobile banner:**
  - 300x250

Number of insertions:
- 1-3x: $13,025, $10,975, $8,825
- 4-6x: $11,225, $9,325, $4,025
- 7-9x: $9,495, $7,935, $3,500
- 10x+: $8,050, $6,850, $2,995

**Video Pre-Roll – Monthly Exclusive**

- $6,000

---

**Specs**

- Monthly Page Views: 980,000+
- Monthly Users: 835,000+

(AICPA Google Analytics, June 2022)
The Tax Adviser is a trusted resource for the latest tax-planning techniques and tax-saving methods. Regular visitors include AICPA Tax Section members, CPAs in tax practice both in public accounting firms and in corporate tax departments, decision-makers, purchasers and influencers.

Advertising and sponsorships

TheTaxAdviser.com

675,000+
Monthly Page Views

550,000+
Monthly Users

(AICPA Google Analytics, June 2022)

Specs

- Leaderboard with mobile banner: 728x90, 300x50
- Rectangle Banner A, B, C: 300x250

Number of insertions

<table>
<thead>
<tr>
<th></th>
<th>1-3x</th>
<th>4-6x</th>
<th>7-9x</th>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard with Mobile Banner</td>
<td>$5,800</td>
<td>$4,875</td>
<td>$4,250</td>
<td>$3,675</td>
</tr>
<tr>
<td>Rectangle A</td>
<td>$5,800</td>
<td>$4,875</td>
<td>$4,250</td>
<td>$3,675</td>
</tr>
<tr>
<td>Rectangle B</td>
<td>$4,625</td>
<td>$4,450</td>
<td>$4,025</td>
<td>$3,425</td>
</tr>
<tr>
<td>Rectangle C</td>
<td>$3,850</td>
<td>$3,150</td>
<td>$2,995</td>
<td>$2,700</td>
</tr>
</tbody>
</table>
FM-magazine.com includes new content throughout the week by the AICPA & CIMA staff of senior editors, contributing authors and thought leaders to an audience of c-suite and finance professionals in public and management accounting.

**Advertising and sponsorships**

**133,000+ Monthly Page Views**

**104,000+ Monthly Users**

(AICPA Google Analytics, June 2022)

**Specs**
- Leaderboard with mobile banner: 728x90, 300x50
- Rectangle Banner A, B: 300x250

<table>
<thead>
<tr>
<th>Number of insertions</th>
<th>1-3x</th>
<th>4-6x</th>
<th>7-9x</th>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard with Mobile Banner</td>
<td>$3,275</td>
<td>$3,100</td>
<td>$2,925</td>
<td>$2,795</td>
</tr>
<tr>
<td>Rectangle A</td>
<td>$3,050</td>
<td>$2,900</td>
<td>$2,700</td>
<td>$2,450</td>
</tr>
<tr>
<td>Rectangle B</td>
<td>$2,825</td>
<td>$2,700</td>
<td>$2,530</td>
<td>$2,250</td>
</tr>
<tr>
<td>Exclusive sponsorship</td>
<td></td>
<td></td>
<td></td>
<td>$12,000</td>
</tr>
</tbody>
</table>
ThisWaytoCPA.com

Advertisers can connect with college students, recent graduates, and young professionals who are looking for wisdom and motivation to become CPAs.

The site features a mobile-friendly and responsive design that ensures your banner is properly displayed on all devices.

35,000+
Average monthly page views

(Internal AICPA Google Analytics, 2021)

Specs

- Leaderboard with mobile banner (2):
  - 728x90, 300x50
- Rectangle Banner:
  - 300x250

Number of insertions

<table>
<thead>
<tr>
<th>Number of insertions</th>
<th>1-3x</th>
<th>4-6x</th>
<th>7-9x</th>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard with Mobile Banner</td>
<td>$5,800</td>
<td>$4,895</td>
<td>$4,250</td>
<td>$3,675</td>
</tr>
<tr>
<td>Exclusive sponsorship</td>
<td></td>
<td></td>
<td>$14,375</td>
<td></td>
</tr>
</tbody>
</table>

Advertising and sponsorships

[ThisWaytoCPA.com]
CIMAGlobal.com

Our members, learning institutions and CGMA students count on CIMAGlobal.com for the latest professional development resources, skills, and support. We also connect marketers with this audience through well-executed and targeted campaigns that raise brand visibility and fuel new opportunities through our packages.

Through our flexible packages, we can put your brand and marketing message in front of the right audience for your products and solutions, which include:

- **Standard** – connect with membership and engaged professionals
- **Targeted** – engage with a specific audience that fits your marketing goals, such as our “Studying” section or use location for the delivery of your ads

---

### Packages include

- Leaderboard with mobile banner: 728x90, 300x50
- Rectangle Banner MPU: 300x250

### Package type

<table>
<thead>
<tr>
<th></th>
<th>1-3x</th>
<th>4-6x</th>
<th>7-9x</th>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>£2,100</td>
<td>£1,985</td>
<td>£1,900</td>
<td>£1,725</td>
</tr>
<tr>
<td>Targeted</td>
<td>£2,875</td>
<td>£2,730</td>
<td>£2,650</td>
<td>£2,585</td>
</tr>
</tbody>
</table>

(Internal CIMA analytics, 2021-22)
Tax Insider Newsletter

Important tax news, insightful articles, document summaries and more to help readers stay current with the latest news and insights for CPAs, tax professionals and corporate accountants.

Specs

- Leaderboard
- 180x150 banner
- 40-character headline
- 250-character text blurb linking to a URL of your choice.

Number of insertions

<table>
<thead>
<tr>
<th>1-3x</th>
<th>4-6x</th>
<th>7-9x</th>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$5,475</td>
<td>$5,175</td>
<td>$4,850</td>
</tr>
<tr>
<td>Section Ad</td>
<td>$5,475</td>
<td>$5,175</td>
<td>$4,850</td>
</tr>
</tbody>
</table>

(Internal AICPA analytics, Sept 2022)
ThisWaytoCPA Newsletter

This monthly newsletter provides college students and young professionals with the wisdom and motivation to become CPAs. This newsletter features career tools and advice, information about the accounting profession, exam prep, education and more resulting in high engagement.

74,000+
Opt in subscribers
(Internal AICPA analytics, June 2022)

Specs

- Rectangle banner 300x250
- Landscape banner 468x60

Number of insertions 1
Sponsorship $3,225

Advertising and sponsorships
AICPA Update Newsletter

AICPA Update is one of the AICPA's most popular member benefits. This weekly digest provides members with a convenient way to stay up-to-date on issues facing the profession as well as the AICPA initiatives designed to respond to these issues.

---

**Advertising and sponsorships**

<table>
<thead>
<tr>
<th>Opt-in subscribers</th>
<th>222,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Internal AICPA analytics, Sept 2022)</td>
<td></td>
</tr>
</tbody>
</table>

**Specs**

- **Leaderboard**: 728x90
- **Section sponsorships** (Three available):
  - 180x150 banner
  - 40 - character headline
  - 250 - character text blurb - linking to a URL of your choice.

<table>
<thead>
<tr>
<th>Section Sponsorship</th>
<th>1-3x</th>
<th>4-6x</th>
<th>7-9x</th>
<th>10x+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$3,675</td>
<td>$3,500</td>
<td>$3,275</td>
<td>$3,100</td>
</tr>
<tr>
<td>Section Sponsorship 1</td>
<td>$3,125</td>
<td>$2,995</td>
<td>$2,850</td>
<td>$2,700</td>
</tr>
<tr>
<td>Section Sponsorship 2</td>
<td>$3,125</td>
<td>$2,995</td>
<td>$2,850</td>
<td>$2,700</td>
</tr>
<tr>
<td>Section Sponsorship 3</td>
<td>$3,125</td>
<td>$2,995</td>
<td>$2,850</td>
<td>$2,700</td>
</tr>
</tbody>
</table>

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**Reaching Our Audience**

Advertise with us for far reaching results.
CPA Letter Newsletter

CPA Letter delivers the latest news from the AICPA and other trusted sources to CPAs and financial professionals in a clean, easy-to-read format resulting in consistent engagement.

127,000+
Opt in subscribers
(Internal AICPA analytics, Sept 2022)

Specs

- Leaderboard – 728x90
- Sponsored section, which includes:
  - 120x60 logo
  - 180x150 banner
  - 40-character headline
  - 250-character text blurb - linking to a URL of your choice.

Number of insertions

<table>
<thead>
<tr>
<th></th>
<th>1-3x</th>
<th>4-6x</th>
<th>7-9x</th>
<th>10+x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$3,675</td>
<td>$3,500</td>
<td>$3,275</td>
<td>$3,100</td>
</tr>
<tr>
<td>Top Story</td>
<td>Contact your Account Manager for Availability</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Section Sponsorship 1</td>
<td>$4,450</td>
<td>$4,225</td>
<td>$4,025</td>
<td>$3,500</td>
</tr>
<tr>
<td>Section Sponsorship 2</td>
<td>$3,125</td>
<td>$2,995</td>
<td>$2,850</td>
<td>$2,700</td>
</tr>
<tr>
<td>Section Sponsorship 3</td>
<td>$3,125</td>
<td>$2,995</td>
<td>$2,850</td>
<td>$2,700</td>
</tr>
<tr>
<td>Section Sponsorship 4</td>
<td>$3,125</td>
<td>$2,995</td>
<td>$2,850</td>
<td>$2,700</td>
</tr>
<tr>
<td>Weekly Blitz - 5 consecutive days</td>
<td>$9,125</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Align your brand with AICPA content and thought leadership. Podcasts provide an array of different topics and subject matter. The podcasts are promoted by the editorial team through relevant newsletters the same week the podcast is uploaded on the website.

**Journal of Accountancy Podcast Sponsorship**

**Specs**

- **Journal of Accountancy Podcast Sponsorship Deliverables**
  - 15 second audio commercial. Played at the start of each Thursday podcast.
  - 3 banner ads: 728x90, 300x50 and 300x250 banners – to be displayed on the Journal of Accountancy podcast page and player page. 300x50 banner appears on mobile devices, with links to sponsor website.
  - Podcasts are promoted through relevant AICPA newsletters.
  - Audio commercial file (wav or mp3 format)

**Number of insertions**

- **Monthly Sponsorship**
  - Includes one podcast update per week.
  - **$7,500**
FM Magazine Podcast Sponsorships

Amplify your brand to CFOs, financial directors, and other business leaders through FM Magazine podcast sponsorships.

- **Average Plays**: 1,065
- **Pageviews**: 2,194
- **Downloads**: 1,186

**Specs**

**FM Magazine Podcast Sponsorship Deliverables**
- 15 second audio commercial.
- 3 banner ads: 728x90, 300x50 and 300x250 banners – to be displayed on the FM podcast page and player page. 300x50 banner appears on mobile devices, with links to sponsor website.
- Podcasts are promoted through relevant AICPA newsletters.
- Audio commercial file (wav or mp3 format)

**Number of insertions**

- Monthly (2 per month) $5,000
Advertising in Journal of Accountancy, The Tax Adviser & FM magazine

Reach our global audience of CPAs, business leaders, and decision-makers by advertising in our flipbook publications. The Journal of Accountancy and The Tax Adviser is produced 12 times a year with FM magazine sent to a global audience six times annually.

The AICPA & CIMA content team produces and delivers issues to members and subscribers as flipbooks that can be read on a laptop or mobile device with the option to download as a PDF or forward ... providing more exposure to your marketing message.

Advertiser benefits and features:

- Intuitive flipbook interface allowing advertisers to place links within their ads to drive traffic to websites and landing pages
- Advertiser directory in the table of contents
- Full-page, spread, advertorials, and thought leadership available

### Advertising and sponsorships

<table>
<thead>
<tr>
<th>Publication</th>
<th>1-4x</th>
<th>5-8x</th>
<th>9-12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal of Accountancy</td>
<td>$15,000</td>
<td>$12,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>The Tax Adviser</td>
<td>$3,800</td>
<td>$3,500</td>
<td>$3,200</td>
</tr>
<tr>
<td>FM magazine</td>
<td>$6,000</td>
<td>$5,500</td>
<td>$5,200</td>
</tr>
</tbody>
</table>

### FM magazine

- **Monthly page views - Journal of Accountancy**: 615,000+
- **Monthly page views - The Tax Adviser**: 148,000+
- **Monthly page views - FM magazine**: 83,000+

Source: AICPA & CIMA internal analytics, January 2021
### 2023 Publication Deadlines & Topics

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Journal of Accountancy</th>
<th>The Tax Adviser</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>• Management accounting • Corporate finance • ESG • Technology • Chair feature • Ethics</td>
<td>• Invidual Taxation • S Corporations</td>
</tr>
<tr>
<td>April</td>
<td>• Leadership • Tax software survey • Education/CPA Exam • Career • Practice management</td>
<td>• Tax practice management • Current affairs in D.C.</td>
</tr>
<tr>
<td>May</td>
<td>• NFP • Government accounting • Estate planning • Future of profession • Change management</td>
<td>• Tax practice responsibilities • Current affairs in D.C.</td>
</tr>
<tr>
<td>June</td>
<td>• Tax software survey • Education/CPA Exam • Career • Practice management • Succession</td>
<td>• Tax software survey • Current affairs in D.C.</td>
</tr>
<tr>
<td>July</td>
<td>• DEI • Accounting &amp; audit • Future of profession • Change management</td>
<td>• DEI • Accounting &amp; audit • Future of profession • Change management</td>
</tr>
<tr>
<td>August</td>
<td>• Ethics • Fraud • NFP • Government accounting • Tax software survey • Education/CPA Exam</td>
<td>• Estate planning • Personal finance planning</td>
</tr>
<tr>
<td>September</td>
<td>• Tax software survey • Education/CPA Exam • Career • Practice management • Succession</td>
<td>• Tax software survey • Current affairs in D.C.</td>
</tr>
<tr>
<td>October</td>
<td>• DEI • Accounting &amp; audit • Future of profession • Change management</td>
<td>• DEI • Accounting &amp; audit • Future of profession • Change management</td>
</tr>
<tr>
<td>November</td>
<td>• DEI • Accounting &amp; audit • Future of profession • Change management</td>
<td>• DEI • Accounting &amp; audit • Future of profession • Change management</td>
</tr>
<tr>
<td>December</td>
<td>• DEI • Accounting &amp; audit • Future of profession • Change management</td>
<td>• DEI • Accounting &amp; audit • Future of profession • Change management</td>
</tr>
</tbody>
</table>

### FM magazine

- Each issue focuses on topics relevant to management accountants and financial executives such as:
  - Ethics/fraud
  - Leadership
  - HR/talent management
  - Mergers and acquisitions
  - Career skills
  - Soft skills
  - Organizational agility
  - Business intelligence
  - Global business threats/disruption
Lead Generation Programs

Lead gen & sponsored reports provide timely content on topics of importance to CPAs and financial executives. Reports are hosted on the Journal of Accountancy and FM magazine websites and content is created by the trusted journalists on the AICPA & CIMA content team, so you know the report will be current, detailed, and useful.

Sponsors receive hundreds of opt-in leads from individuals who download the report... all for one price. Advertisers also create demand and awareness for their brand through targeted promotions on the vast media channels of the AICPA & CIMA, resulting in thousands of digital impressions.

2023 Topics

- Lease Accounting
- Data Analytics
- Payroll
- Year End Tax Review

<table>
<thead>
<tr>
<th>Lead Generation</th>
<th>Journal of Accountancy</th>
<th>FM Magazine</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$25,000</td>
<td>$17,000</td>
</tr>
</tbody>
</table>
Ask the Expert

Showcase your company executive as a thought-leader.

Ask the Expert features a short Q and A with your company representative and includes their photo, bio, logo and company boilerplate. The content of the column is created by you – our editors will provide suggestions about a featured topic – but you direct the tone.

This feature also builds trust and brand affinity by being aligned with trusted content from Journal of Accountancy, the Tax Adviser and FM Magazine.

<table>
<thead>
<tr>
<th>Publication</th>
<th>Single Page</th>
<th>Spread</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal of Accountancy</td>
<td>$15,500</td>
<td>$24,500</td>
</tr>
<tr>
<td>FM Magazine</td>
<td>$10,000</td>
<td>$17,500</td>
</tr>
<tr>
<td>The Tax Adviser</td>
<td>$6,175</td>
<td>$9,000</td>
</tr>
</tbody>
</table>
Sponsored Quiz

Quizzes are a great way to facilitate interaction with the AICPA's qualified audience as well as position your company as a thought leader.

Sponsored Quiz

<table>
<thead>
<tr>
<th>Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliverables</td>
</tr>
<tr>
<td>• Quiz written by advertiser, minimum 5 questions, maximum 10 questions</td>
</tr>
<tr>
<td>• Two sponsored editorial style placements in relevant AICPA newsletters to promote quiz</td>
</tr>
</tbody>
</table>

Sponsored Quiz

| Journal of Accountancy Website |
| $25,000 |
Video

Videos showcase your organization as a thought leader through their educational video which is hosted on JournalofAccountancy.com.

Specs

Deliverables:
- 90 second to 5-minute educational video
- 1-3 paragraphs related to video and hyperlink to the service mentioned
- Video post-roll (15 seconds) – can link to URL of choice
- Promotions in relevant AICPA newsletters

Video

Journal of Accountancy Website $20,000
AICPA & CIMA Career Hub

Put your brand front and center in front the world’s largest accounting & finance membership base which includes members, students and engaged professionals globally.

<table>
<thead>
<tr>
<th>Duration</th>
<th>30 Days</th>
<th>60 Days</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autopost</td>
<td></td>
<td></td>
<td>$28,000</td>
</tr>
<tr>
<td>Microsite</td>
<td></td>
<td></td>
<td>$6,000</td>
</tr>
<tr>
<td>Simple Posting</td>
<td>£445 / $495 / €535</td>
<td>£845 / $895 / €1015</td>
<td></td>
</tr>
<tr>
<td>Ambitious Posting</td>
<td>£535 / $595 / €645</td>
<td>£935 / $995 / €1125</td>
<td></td>
</tr>
<tr>
<td>Challenging Posting</td>
<td>£615 / $695 / €745</td>
<td>£1015 / $1095 / €1225</td>
<td></td>
</tr>
<tr>
<td>Specialist Posting</td>
<td>£695 / $795 / €835</td>
<td>£1095 / $1095 / €1315</td>
<td></td>
</tr>
<tr>
<td>Banner Ad</td>
<td></td>
<td></td>
<td>$1,590</td>
</tr>
</tbody>
</table>

Advertising and sponsorships

- Duration: 30 Days, 60 Days, Annual
- Autopost: $28,000
- Microsite: $6,000
- Simple Posting: £445 / $495 / €535, £845 / $895 / €1015
- Ambitious Posting: £535 / $595 / €645, £935 / $995 / €1125
- Challenging Posting: £615 / $695 / €745, £1015 / $1095 / €1225
- Specialist Posting: £695 / $795 / €835, £1095 / $1095 / €1315
- Banner Ad: $1,590
Webinar Sponsorships

Thousands of potential clients and partners attend our webinars, resulting in high-quality leads and brand enhancement by aligning with AICPA & CIMA.

Webinars provide a unique opportunity to achieve engagement by targeting sections of our membership that are interested in what you have to offer.

Why sponsor AICPA & CIMA webinars?

- Generate leads
- Increase your reach
- Position your organization as an industry expert
- Align your brand with AICPA & CIMA
- Connect with your future partners

Sponsors chose from a calendar of available webinars hosted by AICPA & CIMA. Webinars are presented in an audio/PowePoint format and run for about an hour.

Sponsor packages include:

- Logo and link on all slides, marketing emails and registration page.
- Social media and email marketing for 6 weeks leading up to the webinar.
- Opt-in, GDPR compliant leads are provided at the conclusion of the webinar (Name, Email, Phone, Company, Country and Industry)
- Webinar is recorded and made available for streaming by sponsors

We can help you coordinate your webinar marketing strategy with our other integrated marketing solutions, resulting in high engagement with AICPA & CIMA members.

Advertising and sponsorships
Custom Solutions

Influence potential clients

Custom opportunities to connect with industry leaders to raise brand awareness that drives revenue for your organization.
On-Demand Major Program Sponsorships

Showcase your solution, demonstrate your application, and help program participants apply the knowledge they learned while presenting your company as an expert in a specific area.

On-demand Major Program Sponsorships with Simulation

Position your company as a thought-leader by hosting a virtual, content-rich session showcasing your company’s expertise on a specific topic.

Program Sponsorship Pricing

Contact Account Manager for Pricing
Be part of the conversation

Connect with our membership.

Contact your account manager to create a winning strategy that connects with our membership.