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 in-person or through hybrid events
AICPA & CIMA conferences are the destination for decision-makers to network and gain insights to build their future strategy. Be noticed, connect, and shape the conversation.
Contents

Advertising and Sponsorships
- Websites
- Newsletters
- Social media
- On-demand courses
- Webinars
- Plus more...

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

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

With over 700,000 members, students and engaged professionals in 170 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.

1,500,000+
Monthly Page Views

1,000,000+
Monthly Users
(AICPA Google Analytics, September 2021)

Specs
- Expandable super leaderboard with mobile banner: 970x90, 970x250
- Super leaderboard with mobile banner: 728x90, 300x50
- Leaderboard with mobile banner: 300x250
- Rectangle Banner A, B, C:

<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>Super Leaderboard</td>
<td>$13,025</td>
<td>$11,225</td>
<td>$9,495</td>
<td>$8,050</td>
</tr>
<tr>
<td>Leaderboard with Mobile Banner</td>
<td>$10,975</td>
<td>$9,325</td>
<td>$7,935</td>
<td>$6,850</td>
</tr>
<tr>
<td>Rectangle A</td>
<td>$10,975</td>
<td>$9,325</td>
<td>$7,935</td>
<td>$6,850</td>
</tr>
<tr>
<td>Rectangle B</td>
<td>$9,600</td>
<td>$8,100</td>
<td>$6,950</td>
<td>$5,875</td>
</tr>
<tr>
<td>Rectangle C</td>
<td>$4,825</td>
<td>$4,025</td>
<td>$3,500</td>
<td>$2,995</td>
</tr>
<tr>
<td>Video Pre-Roll – Monthly Exclusive</td>
<td></td>
<td></td>
<td></td>
<td>$6,000</td>
</tr>
</tbody>
</table>

(AICPA Google Analytics, September 2021)
TheTaxAdviser.com

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.

578,000+
Monthly Page Views

316,000+
Monthly Users

(AICPA Google Analytics, September 2021)

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

Number of insertions |
1-3x | 4-6x | 7-9x | 10x+
---|---|---|---
Leaderboard with Mobile Banner | $5,800 | $4,875 | $4,250 | $3,675
Rectangle A | $5,800 | $4,875 | $4,250 | $3,675
Rectangle B | $4,625 | $4,450 | $4,025 | $3,425
Rectangle C | $3,850 | $3,150 | $2,995 | $2,700
FM-magazine.com

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.

120,000+
Monthly Page Views

90,000+
Monthly Users

(AICPA Google Analytics, September 2021)

Specs

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

Number of insertions 1-3x 4-6x 7-9x 10x+
Leaderboard with Mobile Banner $3,275 $3,100 $2,925 $2,795
Rectangle A $3,050 $2,900 $2,700 $2,450
Rectangle B $2,825 $2,700 $2,530 $2,250
Exclusive sponsorship $12,000
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.

### ThisWaytoCPA.com

<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>$14,375</td>
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</tr>
</tbody>
</table>

#### Avg. monthly page views

<table>
<thead>
<tr>
<th>Avg. monthly page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>35,063</td>
</tr>
</tbody>
</table>

(Internal AICPA Google Analytics, 2021)
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

### Packages

<table>
<thead>
<tr>
<th>Package type</th>
<th>1-3x</th>
<th>4-6x</th>
<th>7-9x</th>
<th>10+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard</strong></td>
<td>£2,100</td>
<td>£1,985</td>
<td>£1,900</td>
<td>£1,725</td>
</tr>
<tr>
<td><strong>Targeted</strong></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)
AICPA Member Emails

Ride along with relevant and trusted content sent to opt-in, targeted groups within the AICPA membership base. Your brand and marketing message is front and center ... and displayed with this must-read content that our members rely on.

Member Emails

| AICPA & CIMA Members | Contact your account manager for packages and pricing |

Featured Webcast

Understanding Fraud Risks: Auditing During the Pandemic

COVID-19 presents a veritable “perfect storm“ for fraud, and auditors should be on high alert. During this webinar, you’ll learn what fraud risks have been heightened by the pandemic and how to address them.

Thursday, December 9
1pm - 3pm ET
CPE Credits: 2

Register now →

You may also be interested in:

- Yellow Book and Single Audit Update
  Monday, December 20
  12pm - 2:30pm ET
  CPE Credits: 2.5

- Single Audit Certificate Exam + Yellow Book training

- Risk Assessment During the Recovery
  CPE Self-study
  CPE Credits: 4

- 15% Bundle Discount
  CPE Credits: 12

- 25% off CPE resources and publications.
  $100 off conferences.
  Use code FRIDAY21

Black Friday

Reaching Our Audience
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.

56,000+

opt in subscribers

(Internal AICPA analytics, September 2021)

Specs

- Leaderboard

Sponsored section, which includes:
- 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>10x+</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>$5,475</td>
<td>$5,175</td>
<td>$4,850</td>
<td>$4,695</td>
</tr>
<tr>
<td>Section Ad</td>
<td>$5,475</td>
<td>$5,175</td>
<td>$4,850</td>
<td>$4,695</td>
</tr>
</tbody>
</table>

Advertising and sponsorships
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.

78,000+
Opt in subscribers
(Internal AICPA analytics, September 2021)

Specs
- Rectangle banner 300x250
- Landscape banner 468x60

Number of insertions 1
Sponsorship $3,225

Advertising and sponsorships
CPA Letter Daily Newsletter

CPA Letter Daily 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.

173,000+
Opt in subscribers
(Internal AICPA analytics, September 2021)

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>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>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>

173,000+
Opt in subscribers
(Internal AICPA analytics, September 2021)

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>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>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>
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<td>$2,995</td>
<td>$2,850</td>
<td>$2,700</td>
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<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>
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.

250,000+

Opt-in subscribers

(Internal AICPA analytics, March 2022)

Advertising and sponsorships

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>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>
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 website.

### Journal of Accountancy Podcast Sponsorships

1,946

**Average Plays**

3,612

**Page views**

7,412

**Downloads**

---

**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**

$7,500

Includes one podcast update per week.
FM Magazine Podcast Sponsorships

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

1,065
Average Plays

2,194
Pageviews

1,186
Downloads

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

![Advertisement](https://via.placeholder.com/150)

**New for ’22**

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

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

Source: AICPA & CIMA internal analytics, January 2021
## 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>Each issue focuses on topics relevant to management accountants and financial executives such as:</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>The leading publication for CPAs and professional accountants with in-depth features on:</td>
<td>The preeminent professional tax journal for CPAs with comprehensive insights on:</td>
</tr>
<tr>
<td>May</td>
<td>• Current COVID-19 related challenges</td>
<td>• Tax season</td>
</tr>
<tr>
<td>June</td>
<td>• Audit</td>
<td>• Tax practice and procedures</td>
</tr>
<tr>
<td>July</td>
<td>• Financial reporting</td>
<td>• Current regulatory developments</td>
</tr>
<tr>
<td>August</td>
<td>• Personal financial planning</td>
<td>• Partners &amp; partnerships</td>
</tr>
<tr>
<td>September</td>
<td>• Fraud and ethics</td>
<td>• Tax practice responsibilities</td>
</tr>
<tr>
<td>October</td>
<td>• Technology</td>
<td>• Fraud</td>
</tr>
<tr>
<td>November</td>
<td>• Tax</td>
<td>• Individual taxation</td>
</tr>
<tr>
<td>December</td>
<td>• Practice management</td>
<td>• S corporations</td>
</tr>
<tr>
<td></td>
<td>• Professional development</td>
<td>• Tax education</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Tax practice management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Personal financial planning</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>FM magazine</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>Each issue focuses on topics relevant to management accountants and financial executives such as:</td>
</tr>
<tr>
<td>June</td>
<td>• Budgeting and reporting</td>
</tr>
<tr>
<td>August</td>
<td>• Ethics/fraud</td>
</tr>
<tr>
<td>October</td>
<td>• Leadership</td>
</tr>
<tr>
<td>December</td>
<td>• HR/talent management</td>
</tr>
<tr>
<td></td>
<td>• Mergers and acquisitions</td>
</tr>
<tr>
<td></td>
<td>• Career skills</td>
</tr>
<tr>
<td></td>
<td>• Soft skills</td>
</tr>
<tr>
<td></td>
<td>• Organizational agility</td>
</tr>
<tr>
<td></td>
<td>• Business intelligence</td>
</tr>
<tr>
<td></td>
<td>• Global business threats/disruption</td>
</tr>
</tbody>
</table>
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.

**2022 Topics**

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

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

Advertising and sponsorships
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**

- Quiz written by advertiser, minimum 5 questions, maximum 10 questions
- Two sponsored editorial style placements in relevant AICPA newsletters to promote quiz

**Specs**

**Deliverables**

- Quiz written by advertiser, minimum 5 questions, maximum 10 questions
- Two sponsored editorial style placements in relevant AICPA newsletters to promote quiz

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

### AICPA & CIMA Career Hub

<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>£445 / $495 / €535</td>
<td>£845 / $895 / €1015</td>
<td>£28,000</td>
</tr>
<tr>
<td>Microsite</td>
<td>£6,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Simple Posting</td>
<td>£535 / $595 / €645</td>
<td>£935 / $995 / €1125</td>
<td></td>
</tr>
<tr>
<td>Ambitious Posting</td>
<td>£615 / $695 / £745</td>
<td>£1015 / $1095 / €1225</td>
<td></td>
</tr>
<tr>
<td>Challenging Posting</td>
<td>£695 / $795 / €835</td>
<td>£1095 / $1195 / €1315</td>
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<tr>
<td>Specialist Posting</td>
<td>£695 / $795 / €835</td>
<td>£1095 / $1195 / €1315</td>
<td></td>
</tr>
<tr>
<td>Banner Ad</td>
<td>$1,590</td>
<td></td>
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</tr>
</tbody>
</table>
Social Media Sponsorship

Sponsored social posts from the Journal of Accountancy and FM Magazine allows sponsors to ride along with trusted content of AICPA & CIMA.

**Specs**

Facebook
- Facebook image: Recommended size: 1200 x 630 pixels
- Minimum size: 600 x 315 pixels
- Facebook copy: 220 characters, #sponsored will be added at the end.
- URL for campaign with call to action

Twitter
- Twitter image: 1024 x 512 pixels
- Up to 5MB for photos
- Twitter copy: 220 characters #ad will be added at the end.
- URL for campaign with call to action

**Contact Your Account Manager for Pricing**
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/PowerPoint 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.

**You can take CPE in stride**
If you’re wondering how to carve out time for professional development, consider achieving CPE credits over the course of a year with the Annual Webcast Pass.

**Webinar Sponsorship**
Starting at: $15,000
Custom Solutions

Influence potential clients

Custom opportunities to connect with industry leaders to raise brand awareness that drives revenue for your organization.
Imagine a world with endless opportunities

Based on our successful campaigns in 2021 we are now offering a larger opportunity to work with us in a way that is fully tailored to your desired outcomes.

Whether that is rolling out a learning course that gets the finance community familiar with your product or creating a webcast series to give you the platform to personally reach our members, we are here to help.

Here are some examples of the types of solutions we can partner with you to create, along with many more options to explore.

- **Live Events**: A range of engaging live events such as bite-size briefings and round-tables, can be hosted according to your specifications.
- **Research**: Partner with the AICPA & CIMA on an integrated research program that builds brand equity and credibility to your message.
- **Whitepapers**: Showcase your organization as an industry expert on topical and timely subjects with co-branded content.
- **Executive Access**: Hosted access events with small groups of hand-selected decision makers that fit your criteria and help build your executive network.
Co-branded On-demand Course 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.

Contact Your Account Manager for Pricing

Co-branded Webinar Sponsorships

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

Starting at: $18,000

Custom Solutions
Be part of the conversation
Connect in-person or through hybrid events

AICPA & CIMA conferences are the destination for decision-makers to network and gain insights to build their future strategy. Be noticed, connect and shape the conversation.
AICPA & CIMA Conferences

Integrate your ad campaign with our live events.

Your account manager will work with you to create a marketing strategy that bundles multi-channel opportunities with AICPA & CIMA conferences, resulting in a fully integrated campaign.

Using multiple channels develops brand affinity, and increases opportunity and interaction while educating prospective clients.

Highlights:

• Booths
• Sponsored collateral
• Access to insights

Conference Sponsorships
Contact Your Account Manager for Pricing
# 2022 Conference Calendar

<table>
<thead>
<tr>
<th>Dates</th>
<th>Conference</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 27 - 29</td>
<td>CFO</td>
<td>Coronado, CA</td>
</tr>
<tr>
<td>May 9 - 11</td>
<td>Employee Benefit Plans</td>
<td>Nashville, TN</td>
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<tr>
<td>June 6 - 9</td>
<td>AICPA &amp; CIMA ENGAGE</td>
<td>Las Vegas, NV</td>
</tr>
<tr>
<td>June 13 - 15</td>
<td>Not-for-Profit Industry</td>
<td>National Harbor, MD</td>
</tr>
<tr>
<td>June 22 - 23</td>
<td>AICPA &amp; CIMA ENGAGE</td>
<td>Europe</td>
</tr>
<tr>
<td>September 12 - 14</td>
<td>National Conference on Banks &amp; Savings Institutions</td>
<td>Washington, DC</td>
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<tr>
<td>October 24 - 26</td>
<td>Governmental &amp; Not-for-Profit Training</td>
<td>Las Vegas, NV</td>
</tr>
<tr>
<td>October 24 - 26</td>
<td>AICPA &amp; CIMA Conference on Credit Unions</td>
<td>Las Vegas, NV</td>
</tr>
<tr>
<td>October 27 - 28</td>
<td>Dealership Conference</td>
<td>New Orleans, NV</td>
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<tr>
<td>October 31 - Nov 1</td>
<td>National Tax/Sophisticated Tax for Wealthy Clients</td>
<td>Washington, DC</td>
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<tr>
<td>November 9 - 11</td>
<td>2022 Women’s Global Leadership Summit</td>
<td>Miami, FL</td>
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<tr>
<td>November 14 - 16</td>
<td>Forensic &amp; Valuation Services Conference</td>
<td>Las Vegas, NV</td>
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<tr>
<td>November 14 - 16</td>
<td>Oil &amp; Gas Conference</td>
<td>Denver, CO</td>
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<tr>
<td>December 8 - 9</td>
<td>Construction and Real Estate Industry Conference</td>
<td>Denver, CO</td>
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<tr>
<td>December 12 - 14</td>
<td>Current SEC &amp; PCAOB Developments</td>
<td>Washington, DC</td>
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