

# 2019 Media Kit

The Missouri Society of CPAs is the largest and most comprehensive source of continuing professional education, information, networking, and government advocacy for Missouri CPAs.



Market your products  
or services to more than 8,000  
CPAs throughout Missouri!



# THE ASSET

Official Publication of the Missouri Society of Certified Public Accountants

## ADVERTISING OPPORTUNITIES



# THE ASSET ADVERTISING OPPORTUNITIES

*THE ASSET* is the official publication of the Missouri Society of CPAs and is published bi-monthly. *THE ASSET* is circulated statewide to a large, yet select list of subscribers, which includes CPAs in public practice, industry, education, and government. Top business owners and decision-makers are key readers of *THE ASSET*.

*THE ASSET* contains valuable news and articles regarding the most updated information pertaining to the CPA profession and MOCPA members.

In addition to the 8,000 subscribers, you receive increased visibility with the digital editions of *THE ASSET*, which includes live links to the website and email addresses listed in your ad.

## Display Advertising

### Covers

Size	1X	3X	6X
Back Cover	\$2,066.00	\$1,809.00	\$1,603.00
Inside Front	\$1,805.00	\$1,628.00	\$1,435.00
Inside Back	\$1,752.00	\$1,556.00	\$1,347.00

### Inside Pages

Size	1X	3X	6X
Full Page	\$1,719.00	\$1,477.00	\$1,305.00
1/2 Page	\$933.00	\$864.00	\$811.00
1/4 Page	\$710.00	\$595.00	\$535.00

\*All ads must be 4-color/CMYK process

### Design

MOCPA will be happy to work with you in preparing your ad. Rates quoted on request.

### Proofs

Proofs will only be provided for ads designed by MOCPA.

### Production

*THE ASSET* charges advertisers to produce or alter ads for design, type, artwork, copywriting, photography, separations, halftones, reductions, enlargements, reverses and alterations. For rates, please contact Mike Walker at (925) 648-3101 or [mike@rwwcompany.com](mailto:mike@rwwcompany.com).

### Deadlines

For issue deadlines, please contact Mike Walker at (925) 648-3101 or [mike@rwwcompany.com](mailto:mike@rwwcompany.com).

Editorial topics or ideas can be discussed by contacting Dena Hull at (314) 392-5805 or [dhull@mocpa.org](mailto:dhull@mocpa.org).

### Commissions & Billing

Standard 15 percent commission is paid to recognized advertising agencies. "In-house" agencies do not qualify for commissions unless they serve at least two clients not related to their parent company in any respect. Billing is net 30 days and payable directly to the Missouri Society of CPAs.

### Cancellations

Ads canceled after space reservation deadlines will be billed at 100 percent.

### Classified Advertising

*THE ASSET*: \$70 (1-25) words; \$.99 each additional word thereafter; 25 percent discount for MOCPA members; classified ads also appear on the website for two months.

Online Only: \$55 (1-25) words; \$.99 each additional word thereafter; 25 percent discount for MOCPA members.

Contact Ryan Morris at (314) 392-5826 or by e-mail at [rmorris@mocpa.org](mailto:rmorris@mocpa.org).

# THE ASSET DIGITAL OUTPUT SPECS

In order for *THE ASSET* to ensure correct high-quality output from your files, please follow these specifications. If you have any questions, contact Ryan Morris at (314) 392-5826 or [rmorris@mocpa.org](mailto:rmorris@mocpa.org).

## File Formatting & Requirements



### MOCPA designs on a Macintosh System

- PC users, please send PDF formatted files.
- MOCPA is unable to accept PC working files such as Word, Publisher, PowerPoint, Quark, PageMaker, Microsoft Works or Corel Draw.

### PDF files are the preferred format for all ad submissions.

- Please export PDF files to PDFx1A or hi-res "Press" settings with all fonts embedded.

### Adobe working files for output:

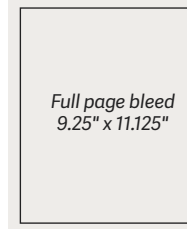
MOCPA uses Adobe Creative Suite Standard —Version 6

- Adobe InDesign
- Adobe Illustrator — convert fonts to outlines
- Adobe Photoshop

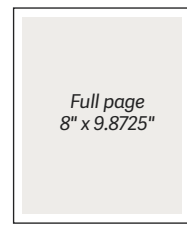
- Save Adobe working files to version CS6 or lower.
- All fonts and linked images must be supplied with the file(s). Fonts should be Adobe Type 1 format. You must include both printer and screen fonts. True Type fonts are also acceptable. Linked images (e.g., photos, logos) should be supplied in TIFF or EPS formats. Type set (created) in Adobe Illustrator must be converted to paths. Please note that PC fonts will not work on Macintosh.
- A hard-copy proof (laser print or fax proof) must be supplied, so we can verify output. Please make sure all colors are converted to CMYK, or PMS (spot) color, **NO RGB COLORS**. PMS (spot) colors will be run in CMYK to match the PMS number provided.
- All non-bleed ads smaller than a full page must have a border. A border will be added to ads that do not.
- All images should be scanned no greater than 20 percent larger or smaller than final size and then imported into your layout program at 100 percent. Avoid reducing larger files from within the program and sending unnecessarily large high-resolution files.
- For files larger than 6MB, please send via disk or FTP; contact [rmorris@mocpa.org](mailto:rmorris@mocpa.org) for further instruction.
- For files less than 6MB, email to [mike@rwwcompany.com](mailto:mike@rwwcompany.com).
- Please name files with client's name and run date: (Example: ClientName\_Jul17.pdf).

### Please Note:

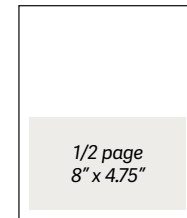
All digital files submitted by the customer are considered to be technically correct. Customer is responsible for errors resulting from the output of these files.



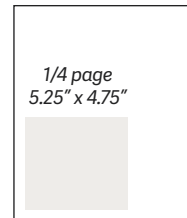
Full page bleed  
9.25" x 11.125"



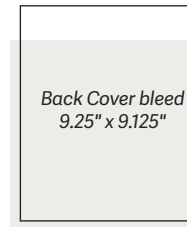
Full page  
8" x 9.8725"



1/2 page  
8" x 4.75"



1/4 page  
5.25" x 4.75"



Back Cover bleed  
9.25" x 9.125"

### Magazine full bleed

Live area 8" x 9.8725"  
Full bleed 9.25" x 11.125"  
Trim size 9" x 10.875"

# ADVERTISING OPPORTUNITIES

## MOCPA Online Newsletters

MOCPA online newsletters are published weekly and serve as timely and relevant sources of information on both the CPA profession and events and activities within MOCPA. Each Tuesday, MOCPA members receive newsletters via email. They contain news and alerts on regulatory issues, business tips, upcoming events, and much more! MOCPA members may receive one, two, or all three of MOCPA's online newsletters. The three newsletters are:

- CPAs in Public Practice E-News (sent the 1st and 3rd Tuesday of every month)
- CPAs in Business & Industry E-News (sent the 2nd and 4th Tuesday of each month)
- Young Professionals E-News (sent the 2nd and 4th Tuesday of each month)

## Ad Rates and Details

- Online newsletter advertising is exclusive to one advertiser per newsletter, per month.
- \$500 per month per newsletter (ad will appear in two issues) or \$1,250 for a three-month package (ad will appear in six issues)
- Pricing includes your advertisement and a link to your website.
- You may advertise in one, two, or all three of the MOCPA online newsletters.
- Ad will appear at the top of the right-hand side of the newsletter, directly below the masthead.

## Submitting a Newsletter Ad

- Your ad must arrive at MOCPA in a format ready to be placed in the newsletters.
- Files should be no larger than 234 w x 126 h pixels.
- Low-resolution files should be provided in .jpg or .gif format.
- Email ads to [mike@rwwcompany.com](mailto:mike@rwwcompany.com).
- Advertisement design assistance is available; inquire for rates.

## Conditions

- MOCPA will not post any ads with reference to race, gender, nationality, religion and/or ethnicity. Society staff reserves the right to omit ads not in compliance with advertising policies.
- All ads are subject to approval and cannot be canceled after acceptance.
- There are no refunds for newsletter advertisements.
- Ad spaces are available on a first-come, first-served basis.

## The Business Intelligence Brief

The *Business Intelligence Brief (BIB)* is a quick-read update containing news and analysis that may affect CPAs and their business, delivered electronically each business day. It is prepared by Dr. Chris Kuehl, managing director for Armada Corporate Intelligence.

Limited space available per update.

Cost: \$500 per month, which includes all regularly-scheduled updates for that month: one per business day.

Dimensions for BIB ads are 118 w x 312 h pixels and 430 w x 575 h pixels.

## Contact

To discuss all advertising opportunities, please contact Mike Walker at (925) 648-3101 or [mike@rwwcompany.com](mailto:mike@rwwcompany.com).

## Shipping

All correspondence, insertion orders and printing materials should be addressed to:

*THE ASSET* Magazine  
c/o Mike Walker, Integrate Marketing Representative  
Direct: (925) 648-3101  
Fax: (213) 232-3245  
Email: [mike@rwwcompany.com](mailto:mike@rwwcompany.com)

## Disclaimer

*THE ASSET* is the official magazine of The Missouri Society of CPAs. Its purpose is to serve as the primary news and information vehicle for 8,000 CPA members and professional affiliates. Statements of fact and opinions are the authors' responsibility alone and do not imply an opinion or endorsement on the part of MOCPA's executive board or members. The materials and information contained within *THE ASSET* are offered as information only and not as practice, financial, accounting, legal or other professional advice. Readers are strongly encouraged to consult with an appropriate professional adviser before acting on the information contained in this publication.

It is MOCPA's policy not to knowingly accept advertising that discriminates on the basis of race, religion, sex, age or origin. MOCPA reserves the right to reject paid advertising that does not meet *THE ASSET*'s qualifications, competes with a service or benefit provided by MOCPA, or that may detract from its professional and ethical standards.

MOCPA does not necessarily endorse the non-society resources, services or products that may appear or be referenced within *THE ASSET*, and makes no representation or warranties about the products or services they may provide or their accuracy or claims.

MOCPA does not guarantee delivery dates for *THE ASSET*. MOCPA disclaims all warranties, express or implied and assumes no responsibility whatsoever for damages incurred as a result of delays in delivering *THE ASSET*.



# SPONSORSHIP & EXHIBIT OPPORTUNITIES



The Missouri Society of CPAs is the largest and most comprehensive source of continuing professional education, information, networking, and government advocacy for Missouri CPAs.

# Event Sponsorship/ Exhibit Opportunities

The following represents most of the MOCPA events that are available for sponsorship:

## Employee Benefit Plans Conference

(expected attendance: 50-60)

This conference focuses on key updates on proposed legislative changes and regulatory issues, drawing CPAs who perform benefit plan audits as well as individual advisers and attorneys.

April ▪ St. Louis

## School Audit Conference

(expected attendance: 140-160)

CPAs from across Missouri gather together each year to learn best practices in school district auditing. Public practice CPAs who audit school districts, as well as CPAs who work for school districts, are the typical attendees.

April ▪ Columbia

## MOCPA Annual Members Convention Sponsorship

(expected attendance: 50-75)

The MOCPA Annual Members Convention is a dynamic summer event, which offers networking, education, and socialization opportunities in a relaxed environment. Attended each year by the association leadership and top decision makers in the CPA profession.

Early June ▪ Lake of the Ozarks

### Sponsors receive:

- A six-foot exhibit table, strategically placed in a high-traffic area;
- Recognition at the event;
- Logo listing in all promotional materials;
- A post-attendance list; and
- Complimentary registration and lunch for one representative (Additional representatives may attend at a registration fee of \$100.)

## Governmental Accounting Conference

*Celebrating 50 years!*

(expected attendance: 260-280)

One of the largest and most successful conferences of the year, this event draws CPAs working in and serving the government and nonprofit market.

May ▪ Columbia

## Information Technology Conference

(expected attendance: 25-40)

Attended by CFOs and IT consultants who are interested in learning the latest developments in technology, budgeting and forecasting tools, and accounting software.

June ▪ Kansas City

## Investments Conference

(expected attendance: 40-50)

Both those who invest on behalf of their companies and those who advise companies on their investments attend this informative conference, which explores investment tips and techniques from national experts.

August ▪ St. Louis

## Healthcare Conference

(expected attendance 25-40)

The future of healthcare will be impacted by political, economic, legislative and technological changes. This conference is designed for CFOs, CIOs, compliance officers, internal auditors, financial managers and administrators of hospitals, physician groups, managed care organizations, and valuation specialists in the healthcare industry arena, as well as CPA practitioners with health care clients.

September ▪ St. Louis

## Personal Financial Planning Conference

(expected attendance: 70-90)

The top personal financial planners throughout Missouri attend this conference. This event also attracts those who are interested in augmenting their practice with financial planning services.

October ▪ Kansas City

## Business & Industry Conference

(expected attendance: 30-40)

Designed for CPAs, accountants, and attorneys in business and industry, as well as those in public practice who want to better communicate with their clients.

October ▪ St. Louis



## Not-For-Profit Conference

(expected attendance: 65-85)

Financial executives from nonprofit organizations, as well as those who audit nonprofits, gather together each year to discuss accounting and financial strategies specific to this unique sector.

October ▪ St. Louis

## Accounting & Auditing Conference

(expected attendance: 50-65)

Top leaders in accounting and auditing attend this conference each year to learn the latest regulatory issues affecting this complex area of business.

Attended by senior manager and partner levels in small-to mid-sized firms.

October ▪ St. Louis

## Fraud & Forensics Accounting Conference

(expected attendance: 40-50)

This conference helps CPAs detect and deter fraud while connecting with professionals and experts in the field to discover the latest principles and methods used in fraud prevention.

November ▪ St. Louis

## Annual Awards Celebrations

(expected attendance 400 at two locations)

Each year, MOCPA members gather to honor recent CPA exam passers, scholarship winners, as well as those who have achieved major milestones and earned prestigious awards, including MOCPA's Impact Awards.

November ▪ St. Louis ▪ Kansas City

## Fall Tax Institute

(expected attendance: 1,000 at five locations)

The largest MOCPA event of the year is the Fall Tax Institute. Gathering nearly 1,000 attendees in five different locations, this two-day intense tax seminar draws tax practitioners from every level to prepare for the upcoming tax season.

November-December ▪ St. Louis ▪ Kansas City  
Cape Girardeau ▪ Springfield ▪ Columbia

## MOCPA Federal Tax Camp

(expected attendance: 75-90)

This event draws higher-level tax practitioners each year to learn the latest tax strategies and legislative issues that will affect the upcoming tax season.

A great opportunity to reach high-level tax CPAs!

December ▪ St. Louis ▪ Kansas City

## MOCPA Winter Cluster

(expected attendance: 400 at three locations)

Designed with flexibility in mind, this event allows attendees to customize their professional development to build the event that best meets their needs. Attendees select from a possible 12 – 16 events covering topics related to CPAs in both public practice and business & industry.

December ▪ St. Louis ▪ Kansas City ▪ Springfield



## Exhibition Information

### General Information

**Exhibit Fee:** \$650 for one event.  
\$600 per event, when booking two or more events at the same time.

#### Exhibitors receive:

- A six-foot exhibit table, strategically placed in a high-traffic area;
- Recognition at the event;
- Logo listing in all promotional materials;
- A post-attendance list; and
- Complimentary registration and lunch for one representative. (Additional representatives may attend at a registration fee of \$100.)

## Sponsorship Opportunities

The Missouri Society of CPAs will consider unique sponsorship opportunities tailored specifically for your needs. Please contact Mike Walker to discuss the details.

## Contact

Mike Walker  
Integrate Marketing Representative  
Direct: (925) 648-3101  
Fax: (213) 232-3245  
email: [mike@rwwcompany.com](mailto:mike@rwwcompany.com)

## Terms & Conditions

### Exhibit Hours

Exhibit hours are established by MOCPA. Generally, exhibits will be open during registration, breaks and lunch, as well as any other hours specifically designated for exhibit viewing. Unless otherwise noted, exhibits may not be open while the conference sessions are in progress.

To maintain the educational integrity of the program, exhibitors are asked to adhere to the exhibit hours indicated. Once conference sessions begin, discussions with participants should be finished and participants should be encouraged to return to the sessions. This will enable conference participants to receive the maximum benefit from both the conference program and the exhibits.

### Exhibit Set Up and Tear Down

Exhibitors are responsible for setting up and tearing down their exhibits. No assistance will be provided by MOCPA. Exhibitors are expected to set up and tear down their exhibits during the established time periods.

### Fees

All payments must be received by MOCPA 30 days before an event. Exhibitors will not be allowed access to the exhibit space unless all fees have been paid in full.

### Assignment of Exhibit Space

In assigning exhibit space, full consideration will be given to competing products and general grouping of exhibits for proper display and comparison. Every effort will be made for the equitable assignment of space. MOCPA reserves the right to relocate any exhibit for the benefit of the exhibitor or for the betterment of the exhibition. No firm, organization, company or individual without assigned exhibit space will be permitted to display or distribute products or literature, or solicit business within the exhibition hall. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allocated to them.

### Eligible Exhibits

MOCPA reserves the right to determine the eligibility of any company or product for inclusion in the exhibition based on the information provided by the exhibitor.

### Care of Facilities

Exhibitors or their representatives must not injure or deface the walls or floors of the meeting site. When such damage occurs, the exhibitor is liable to the owner of the property so damaged.

### Cancellation of Exhibit Space

Fees are fully refundable if the cancellation is submitted in writing at least 30 calendar days prior to the conference. No refunds will be given to cancellations received within 29 days prior to the conference.

### Cancellation of Conferences

MOCPA reserves the right to cancel a conference at any time, and exhibitors will be refunded their registration fees. However, MOCPA will not be held responsible for any expenses incurred by the exhibitor.

### Liability

The exhibitor assumes entire responsibility and hereby agrees to hold harmless MOCPA and the meeting facility and its owners, officers, directors, employees and agents, from and against any actions, losses, costs, damages, claims and expenses (including attorney's fees) arising from any damage to property or bodily injury to the exhibitor, his agents, representatives and employees by reason of the exhibitor's occupancy or use of the exhibition facilities.

### Staffing

Knowledgeable representatives should staff exhibits during the specified exhibit hours. MOCPA will not provide staffing for exhibits.

### Shipping

Exhibitors are responsible for shipping materials to and from the conference. All costs associated with the shipping and storage of exhibit materials are the responsibility of the exhibitor.

### Fire, Safety and Health

Federal, state and local laws covering fire, safety and health must be strictly observed. Exhibits must not block aisles or fire exits. Storage of boxes and materials beneath exhibit tables may also be restricted. All materials used in decoration must be flameproof. Electrical wiring must conform to the National Electrical Code Safety Rules. Please follow the instructions of hotel personnel and/or MOCPA staff regarding conformity with fire and health codes.