

2024 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.



Advertising, Partnerships and Sponsorships

Connect with decision-makers and influencers in the world of accounting and finance across Missouri. Partner with MOCPA today to make a lasting impact and become a trusted partner with our nearly 9,000 members!

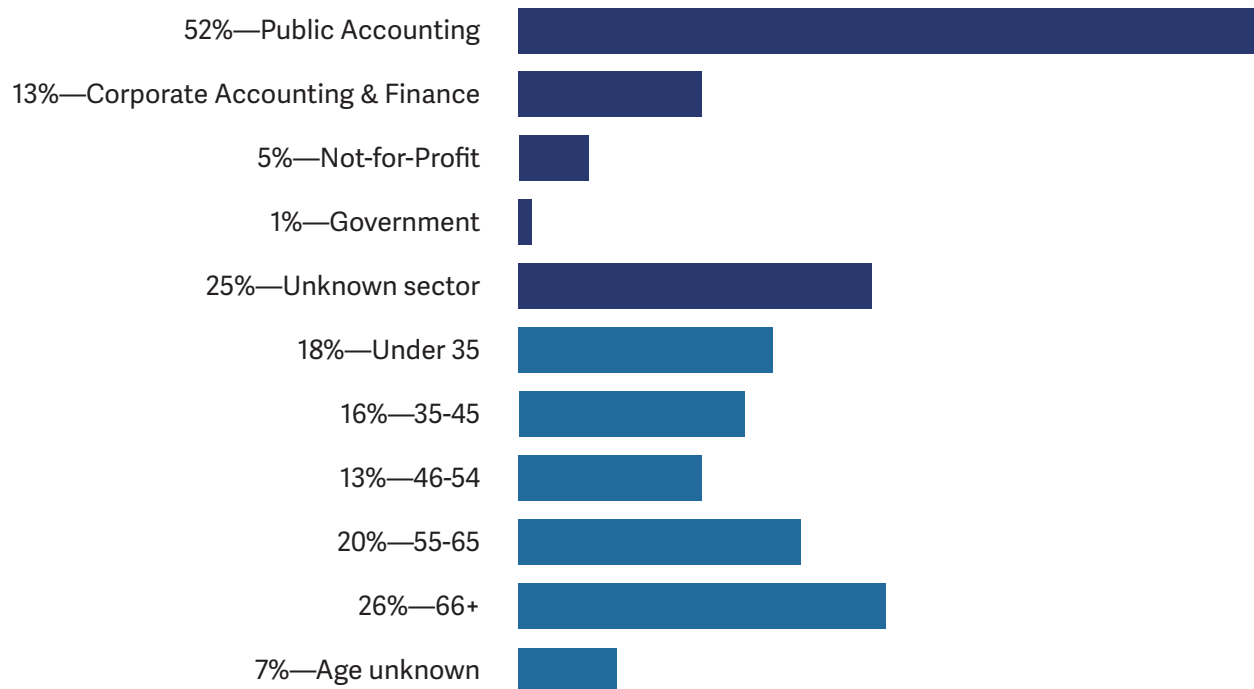


Align your brand with a trusted resource and showcase your solutions to nearly 9,000 engaged CPAs, including firm partners, business leaders, and innovators. From advertising in one of our publications to sponsoring an event, there's a partnership opportunity for every budget to put your organization in front of the key decision makers transforming businesses in Missouri.

Founded in 1909, the Missouri Society of CPAs (MOCOPA) is positioned to enhance the value of the CPA profession through meaningful and convenient education, timely and relevant information, influential advocacy, and countless opportunities to make powerful professional connections.

MOCOPA serves an extraordinary community of accounting and finance professionals in a variety of CPA roles positioned throughout the public accounting, corporate finance, not-for-profit, consulting, education, and government sectors.

Membership Profile:



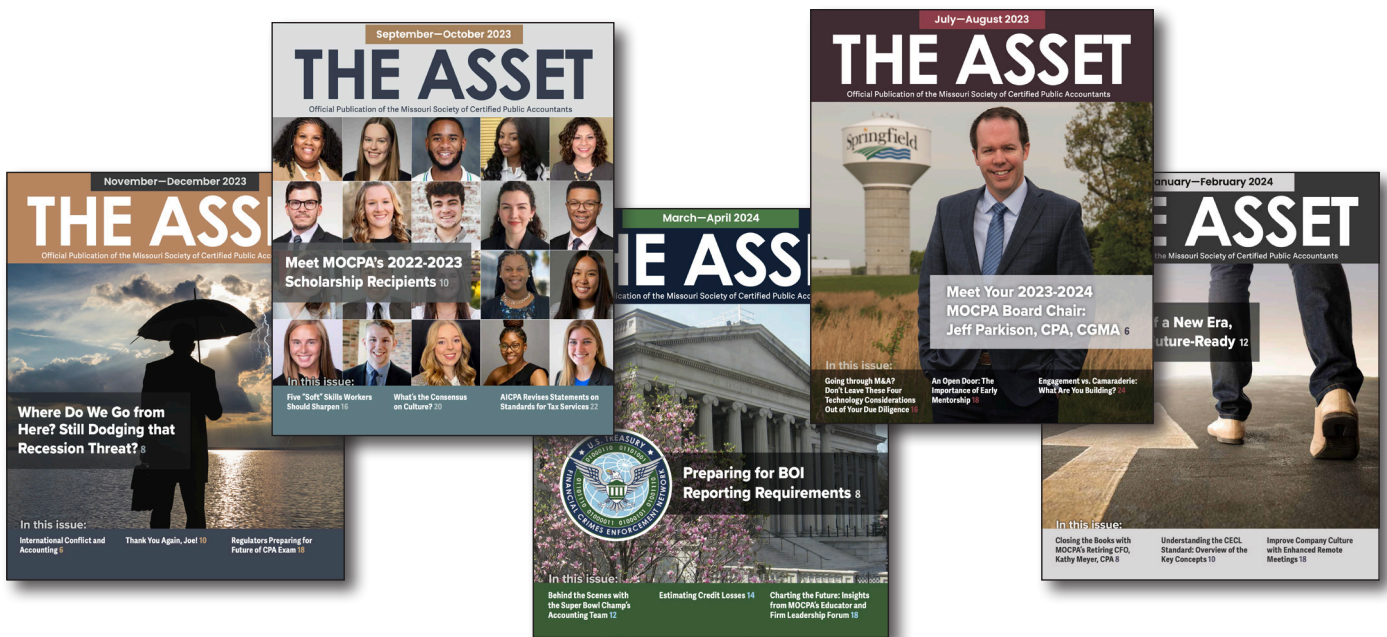
I look forward to working with you!

Steve Peirick
Marketing & Communications Manager
Missouri Society of CPAs
speirick@mocpa.org
(800) 264.7966 (main); (314) 392.5832 (direct)

THE ASSET

Official Publication of the Missouri Society of Certified Public Accountants

ADVERTISING OPPORTUNITIES



 **MOCPA**
Missouri Society of
Certified Public Accountants

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 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, articles and information pertaining to the CPA profession and MOCPA members.

In addition to the 9,000 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 Steve Peirick at (314) 392-5805 or speirick@mocpa.org.

Deadlines

For issue deadlines, please contact Steve Peirick at (314) 392-5805 or speirick@mocpa.org.

Editorial topics or ideas can be discussed by contacting Dena Hull at (314) 392-5805 or 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.

To place a classified ad, please contact Ryan Morris at (314) 392-5826 or by e-mail at 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.

File Formatting & Requirements

MOCPA designs on a Macintosh System.

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

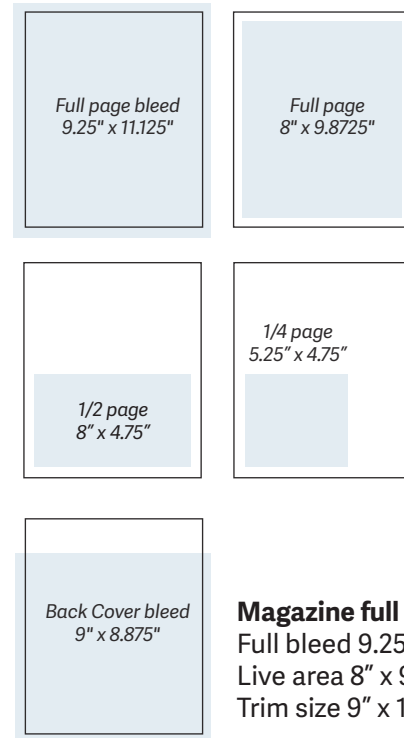
—Creative Cloud:

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

- Save Adobe working files to version CC 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 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 for further instruction.
- For files less than 6MB, email to speirick@mocpa.org.
- Please name files with client's name and run date: (Example: ClientName _Mar24.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.



ADVERTISING OPPORTUNITIES

MOCPA Online Newsletters

MOCPA online newsletters 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 Corporate Accounting and Finance 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.
- This rate is \$500 per month per newsletter (appears in two issues) or \$1,250 for a three-month package (appears 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 speirick@mocpa.org.
- Advertisement design assistance is available; inquire for rates.

The Flagship Report

The Flagship Report is a quick-read update containing news and analysis that may affect CPAs and their business, delivered electronically three days per week (Mon, Wed, Fri). It is prepared by Dr. Chris Kuehl and Keith Prather, managing directors for Armada Corporate Intelligence.

Limited space available per update.

Cost: \$500 per month, which includes all regularly-scheduled updates for that month: Delivery is three times per week.

Dimensions for *The Flagship Report* ads are 118 w x 312 h pixels and 430 w x 575 h pixels.

Conditions

- 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.

Contact

To discuss all advertising opportunities, please contact Steve Peirick at (314) 392-5805 or speirick@mocpa.org.

Shipping

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

THE ASSET Magazine
c/o Steve Peirick, Marketing & Communications Manager
Phone: (314) 392-5832
Email: speirick@mocpa.org

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 9,000+ 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, are political in nature, 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*.



EVENT 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



Sponsor a Complimentary CPE Webinar

(expected attendance: 145-200)

Sponsor one of MOCPA's complimentary 1-hour (50-minute) educational webinars and get your company's name and professional expertise in front of MOCPA's members.

Fee

\$1,750

Benefits to the sponsor:

- Logo featured on screen during entirety of webinar;
- Receive a few sentence acknowledgment at the beginning of webinar;
- "Sponsored by" listing with your company logo and link to logo featured on MOCPA's complimentary CPE page (up until the event occurs);
- Promotion in at least one dedicated email sent to MOCPA's members, featuring a "sponsored by" listing with your company logo and link to logo featured; and
- Receive an attendee list within seven business days after the event concludes (contains full name, company and mailing address).



Sponsor a CPE Webinar with Your Own Education Content

Sponsor a 1-hour (50-minute) educational webinar and get your company's name and professional expertise in front of your targeted audience.

Fee

\$2,250

Requirements:

Presentation of an educational webinar by a qualified representative from the sponsoring company.

Benefits to the sponsor:

- Logo featured on screen during entirety of webinar;
- "Sponsored by" listing with your company logo and link to logo featured on MOCPA's complimentary CPE page (up until the event occurs);
- Promotion in at least one dedicated email sent to MOCPA's members, featuring a "sponsored by" listing with your company logo and link to logo featured; and
- Receive an attendee list within seven business days after the event concludes (contains full name, company and mailing address).

Benefits to the attendees:

MOCPA members will receive 1 CPE credit hour at no cost to them.

Terms and conditions

- Sponsor agrees to present factual information during the presentation;
- Sponsor agrees to avoid outright solicitation for business from attendees;
- Presentation may not be a demonstration of your product or services;
- Sponsor prohibited from claiming to be sole or best provider of services being described;
- Content must be approved by MOCPA's Professional Development Director ahead of time.

Become a sponsor of a CPE webinar.

If you are interested in scheduling a sponsored webinar, please contact Steve Peirick at (314) 392-5832 or speirick@mocpa.org.

Event Sponsorship & Exhibit Opportunities

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

Employee Benefit Plans Conference

(expected attendance: 30-50)

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.

May ▪ Virtual

Governmental Accounting Conference

(expected attendance: 180-210)

One of MOCPA's most successful events for more than 50 years! This conference draws CPAs working in and serving the government and nonprofit market.

May ▪ Virtual

MOCPA Annual Members Convention

In-person!

(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

Networking and Roundtable Events

Looking to connect with a more niche audience? Each year, MOCPA offers various networking and roundtable events. If you are interested in learning about these engagement opportunities, or our about our roundtable audiences, including CFOs and controllers, small firm leadership, and more, please contact Steve Peirick at (314) 392-5832, or speirick@mocpa.org.

School Audit Conference

(expected attendance: 140-160)

CPAs from across Missouri gather each year to learn best practices in school district auditing. Typical attendees include CPAs who work in school districts and CPAs in public practice who audit school districts.

June ▪ Virtual

Corporate Accounting and Finance Conference

(expected attendance: 30-50)

This program provides CPAs with the technical and strategic topics they need to excel as finance executives. This event offers the flexibility of two, half-days where attendees get their learning in before lunch.

June ▪ Virtual

Women's Conference

In-person!

(expected attendance: 45-65)

This interactive forum is designed to educate, inspire, and champion change on behalf of women. Attendees may come from public practice, corporate accounting and finance, and more.

October ▪ St. Louis

Not-For-Profit Conference

(expected attendance: 40-60)

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

October ▪ Virtual

Elder Law Conference

(expected attendance: 45-65)

As the Baby Boomer generation edges toward retirement, an increased number of practitioners have conversations with clients regarding social security and retirement planning. This event is designed for CPAs, attorneys, and other professionals looking to stay abreast of recent developments affecting their practice and clients.

October ▪ Virtual

Wealth and Asset Management Conference

(expected attendance: 45-65)

Every CPA in a client advisory role should have an understanding of key market changes, economic drivers, and innovations in the asset management space. This event is designed for CPAs, CFPs, and attorneys who provide financial and wealth management consulting.

November ▪ Virtual

Annual Awards Celebrations

In-person!

(total combined expected attendance for both events: 350-400)

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

October ▪ November ▪ St. Louis ▪ Kansas City

Fall Tax Institute

Both in-person and virtual!

(total combined expected attendance for all events: 850 to 1,000)

The Fall Tax Institute is one of MOCPA's most popular events each year. This two-day, intensive tax seminar draws tax practitioners from every level to prepare for the upcoming tax season.

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

MOCPA Clusters

(expected attendance: 70-90; per cluster)

Designed with flexibility in mind, these events (one focusing on A&A topics, one focusing on topics relevant to CPAs in corporate accounting and finance, and one focusing on tax topics) allow attendees to customize their professional development to build the event that best meets their needs. Attendees select from up to four possible events, earning between four – 16 hours of CPE.

November-December ▪ Virtual

Contact

Steve Peirick
Marketing & Communications Manager
Phone: (314) 392-5832
Email: speirick@mocpa.org



Sponsorship Information for Virtual Events

Sponsorship Fee: \$750 for one event. \$700 per event, when booking two or more events at the same time.

Virtual sponsors receive:

- Recognition at the event;
- Logo listing in all promotional materials;
- The option to record a 10-30 second video, to be shown during every break (Video specs: 1920x1080 pixels, 16:9 aspect ratio, if cell phone footage - no resizing necessary);
- The ability to make downloadable documents available to attendees via MOCPA's resources tab (Documents must be submitted in PDF format)
- A post-attendance list; and
- Complimentary registration for one representative. (Additional representatives may attend at a registration fee of \$100.)

Exhibit Information for In-person Events

Exhibit Fee: \$750 for one event. \$700 per event, when booking two or more events at the same time.

In-Person 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.)

Customizable Sponsorship Opportunities

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

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.