



# MEDIA KIT

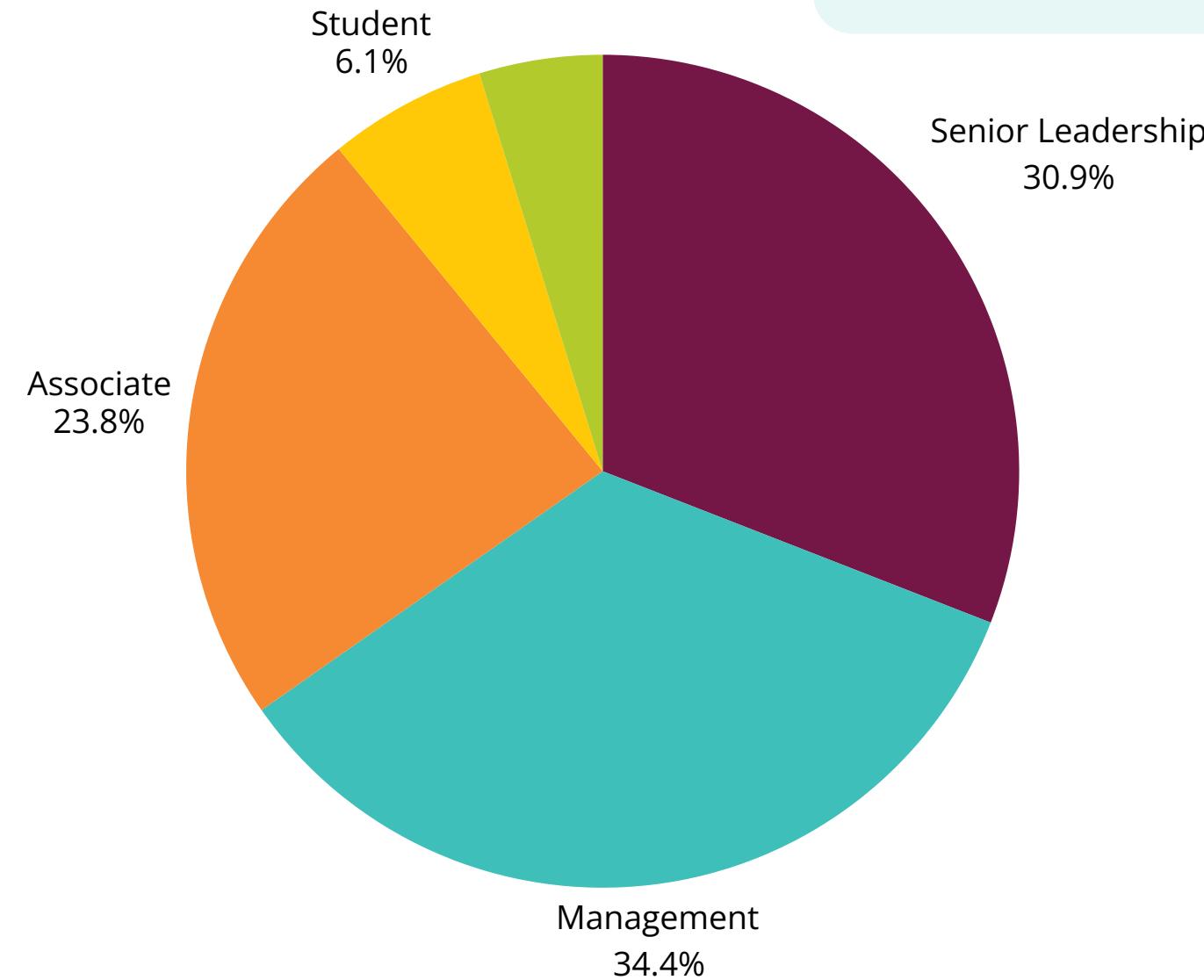
Partnership | Sponsorship | Advertising Opportunities

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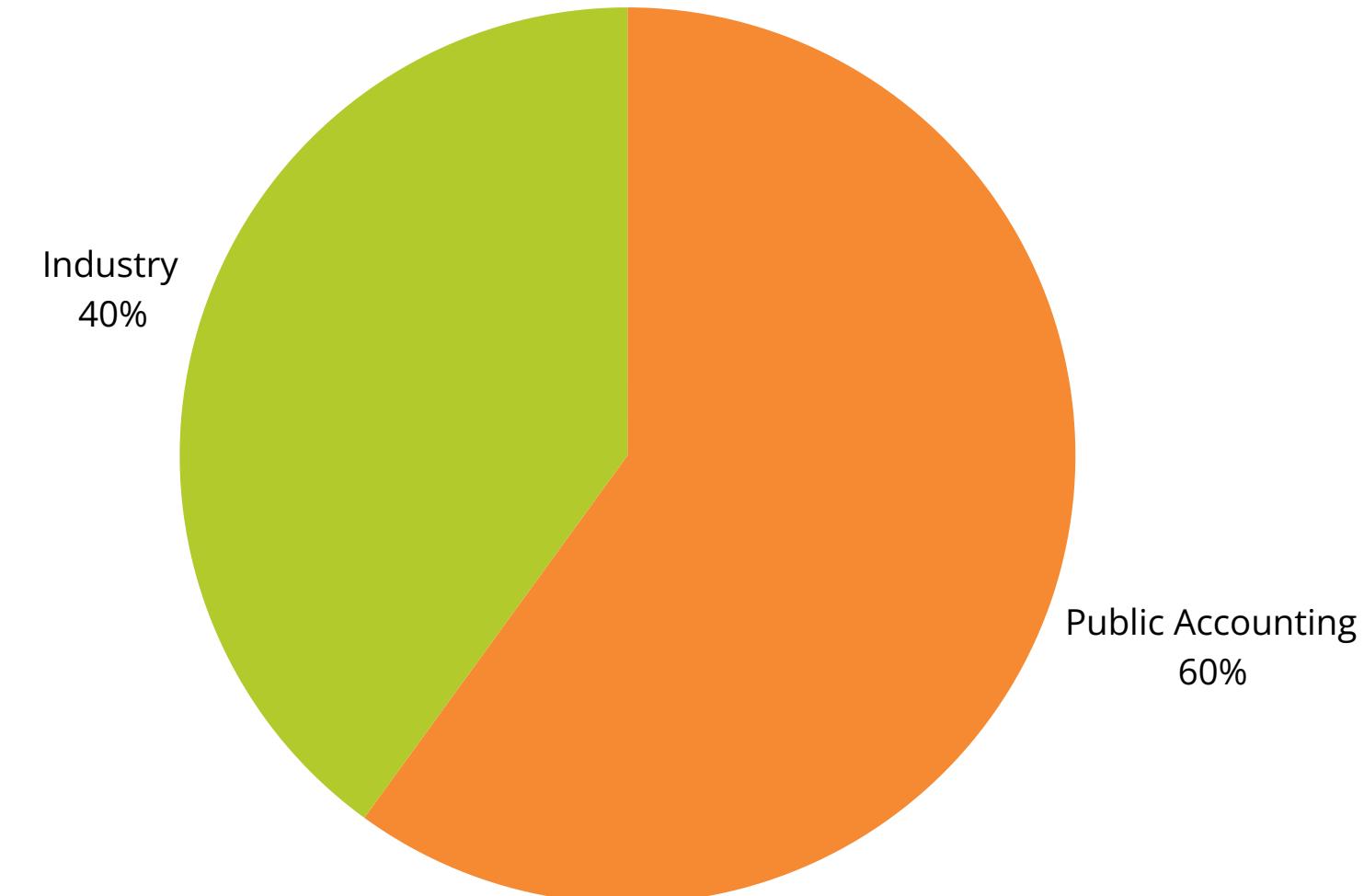
Your guide for reaching CPAs &  
financial professionals in Virginia

# VSCPA Partnership

Get in front of nearly 12,000 CPAs and finance professionals who are the brain trust behind the world's fifth-largest economy. Dedicated to empowering our members and the profession to thrive, the VSCPA offers an array of benefits and services to CPAs and financial professionals across the entire Commonwealth.



**Total Members: 12,000**



# How Can You Partner with the VSCPA?



## Advertising Opportunities

Align your brand with Virginia's most trusted professional accounting network by partnering with the VSCPA for your advertising needs.

[LEARN MORE →](#)



## Conference & Event Sponsorships

Sponsoring an event or conference lets you highlight your professional partnership and expertise to attendees at VSCPA-organized in-person or virtual events.

[LEARN MORE →](#)



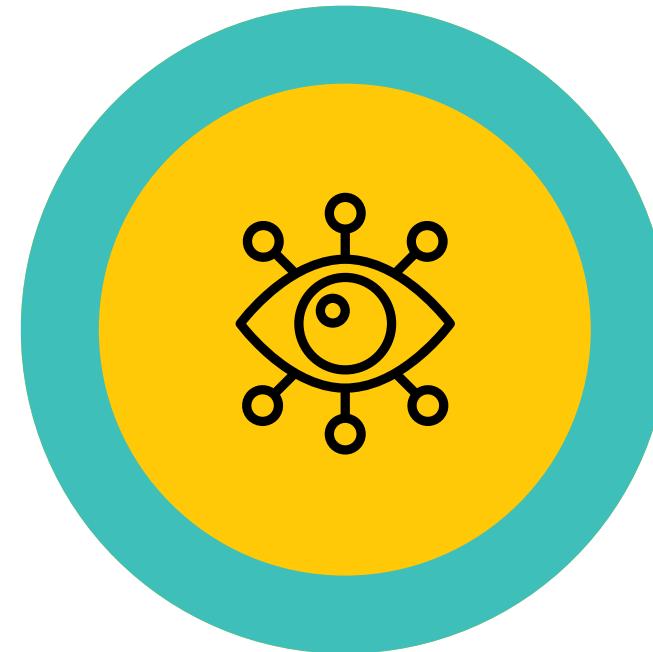
## Knowledge Hub Lead Generation

Engage with VSCPA members via our award-winning media platforms, offering opportunities for experts and thought leaders to connect and share insights.

[LEARN MORE →](#)

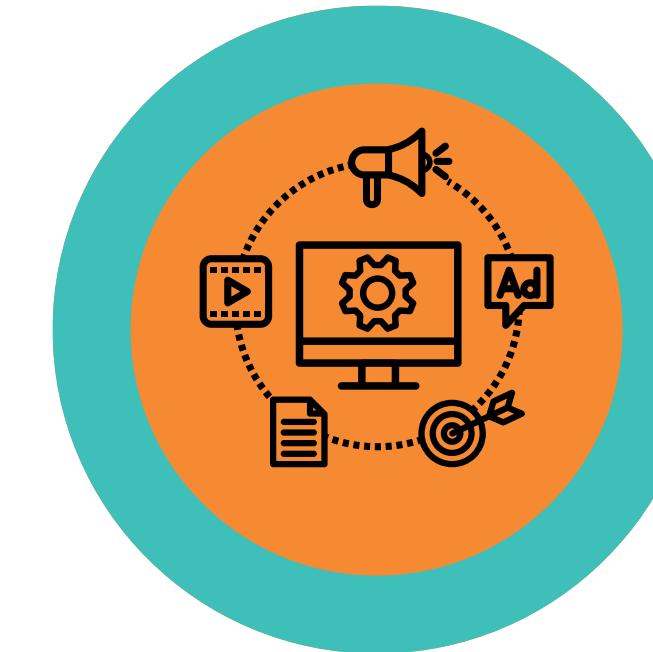
# NEW: Partnership Packages

**VISIBILITY PACKAGE: \$10,000**



- **Description:** Blend of digital advertising & conference/webinar promotion
- **Partner Product Page:** Highlighted
- **Virtual Town Hall Sponsorship:** 1
- **Webinar:** 1
- **Conference:** 1
- **Dedicated Emails:** 1
- **Disclosures Digital Magazine Ads:** 2 (½ page or 1 advertorial)
- **The Account E-Newsletter:** 2 (1 ad, 1 sponsored content)

**DIGITAL IMPACT PACKAGE: \$10,000**



- **Description:** All digital advertising
- **Partner Product Page:** Highlighted
- **Dedicated Emails:** 2
- **Disclosures Digital Magazine Ads:** 2 (1/2 page ads) or 1 advertorial
- **Connect Banner Ads:** 2
- **The Account E-Newsletter:** 4 (2 ads, 2 sponsored content)

**ENGAGEMENT PACKAGE: \$10,000**



- **Description:** Conference/webinar promotion
- **Partner Product Page:** Highlighted
- **Virtual Town Hall Sponsorship:** ALL (Logo sponsor)
- **Webinar:** 1
- **Conferences:** 2
- **Networking Event In Person:** 2

# NEW: Bundle Package

Bundled Cost: \$6,000



- **Description:** Thought Leadership Webinar event. 50 minutes of educational CPE-eligible content delivered to an average of 600 attendees.
- **Dates:** February 5, 2026 or August 20, 2026
- **Cost:** \$2,000
- **Location:** Online



- **Description:** Leadership event with a focus on networking and content. Over 7 hours of dedicated networking throughout the event.
- **Audience:** Leaders, Managers, Volunteers, Decision Makers
- **Dates:** May 7-8, 2026
- **Cost:** \$2,500
- **Estimated Attendance:** 80-110
- **Location:** Richmond, VA



- **Description:** All conference/webinar promotion
- **Date:** TBD (September, 2026)
- **Cost:** \$2,000
- **Estimated Attendance:** 135-150 in person
- **Location:** Roanoke, VA
- **2 for 1:** Get recognized as a sponsor at the virtual event held in November + the post event list with opt-in emails for no additional cost.



# BECOME A VSCPA Advertiser

Advertising with the VSCPA means aligning your brand with Virginia's most trusted network of accounting and finance professionals. Take advantage of our diverse digital advertising opportunities—including placements in publications, digital platforms and events—to connect with our highly engaged and influential membership.





# BECOME A VSCPA Magazine Advertiser

## VSCPA Digital Disclosures magazine:

- Read regularly by 80% of our members
- Ranked consistently as a top benefit
- Reaching a circulation of nearly 12,000
- Serving as the only professional news magazine for CPAs in the state

### Disclosures Advertising

| Ad Size  | Rate Per Issue |         |
|--|----------------|---------|
|  | 4              | 1       |
| First ad position (8.5 x 11)   | \$2,000        | \$2,200 |
| Inside front (8.5 x 11)  | \$1,800        | \$2,000 |
| Full page (8.5 x 11)*  | \$1,550        | \$1,750 |
| In article ad (7.25 x 5 )  | \$1,150        | \$1,350 |
| Peripheral ad (horizontal - 728 x 90 pixels and vertical - 160 x 600 pixels) | \$950          | \$1,150 |

\*Full page video add on - \$500



*Power play*  
COACHING AS A LEADERSHIP STYLE



**disclosures**  
THE OFFICIAL MAGAZINE OF THE VIRGINIA SOCIETY OF CPAs  
VSCPA.COM/DISCLOSURES

THE MOST IMPORTANT QUESTION  
YOU SHOULD ASK *each day*



+ What PCAOB sanctions reveal | Hackers + AI: A perfect weapon

*YOUR DIGITAL*  
**disclosures**

VSCPA  
Virginia Society of CPAs

**disclosures**  
THE OFFICIAL MAGAZINE OF THE VIRGINIA SOCIETY OF CPAs  
VSCPA.COM/DISCLOSURES

*Power play*  
COACHING AS A LEADERSHIP STYLE



The best leaders are coaches

Save time and mental energy and become the manager your teammates and staff want you to be by embracing coaching as a leadership style. VSCPA member and leadership development coach Brian Kush, CPA, breaks down **three foundational principles you need in your coaching toolbox**.

[Read your full issue now](#)

### Disclosures Sponsored Content

| Disclosures Advertorial                         | Rate Per Issue      |
|---|---------------------|
| 1 page article length, approx. 400-500 words    | \$2,300             |
| 2 pages article length, approx. 800-1,000 words | \$3,300             |
| 2+ pages  | Contact for pricing |



# BECOME A VSCPA Advertiser with Dedicated Emails

## Dedicated Email:

- Sent to niche audience or direct to 12,000+ VSCPA members
- Limited spots per month for vendors

**Sponsorship Fee: \$1,500**



### Experts in Merchant Service Fee Reduction

We are **NOT** a credit card processor or provider but an advocate to help businesses ensure they can negotiate the lowest cost with their existing payment processor. We are hired to negotiate, audit and optimize credit card processing fees for our clients without them switching or changing their current processor or software system.

[Get a free audit & analysis](#)

#### Lower processing fees:

We audit your accounts and negotiate lower credit card processing rates, driving down your merchant fees with your current payment processor.

#### We only make money when you save money:

We share a percentage of the savings we can find our clients. If there are no savings, we make no money.

#### Monthly monitoring:

When rates increase, our team works to get the rates back down and issue any applicable refunds.



Merchant Cost Consulting can lower credit card merchant fees for businesses without the need to switch the business's credit card processing company.



### Upgrade Your Library with the 30% Off Year-End Books Sale

As the year comes to a close, it's an ideal time to secure the resources you need for the upcoming tax season. Explore exclusive member savings on all CCH® Publications, designed by industry experts to help you navigate the evolving tax landscape with confidence.

#### Top Titles Available:

- [U.S. Master Tax Guide® \(2025\)](#)
- [Internal Revenue Code \(Winter 2025\)](#)
- [Income Tax Regulations \(Winter 2025\)](#)
- [GAAP Guide® \(2025\)](#)
- [U.S. Master Depreciation Guide \(2025\)](#)

Take advantage of this limited-time opportunity to invest in these essential resources.

[Explore More Titles](#)



# BECOME A VSCPA E-newsletter Advertiser

## The Account

- Bi-weekly
- Distribution 12,000+ members
- Approximate 35% open rate
- Approximate 14% clickthrough rate

## Number of Months

## Rate Per Month

6+

\$450

2-5

\$500

1

\$550

Ad specs are: 975p x 225p as 72 dpi JPG or PNG file.

13 free CPE credits available over next three months.



## The Account

The news you need to help you thrive.

Dec. 10, 2024

### BOI reporting is paused. Now what?

We're closely watching the unfolding situation since a federal district court ruled the Corporate Transparency Act unconstitutional last week. Currently, the court order prohibits enforcement of the beneficial ownership information (BOI) reporting rule.

The U.S. Department of Justice has filed a formal Because the situation is ongoing and fluid, we are BOI report filings and gather required information file.

FinCEN reminds companies they are currently not remains in force. They can continue to voluntarily

- [VSCPA, state societies and AICPA ask FinCEN to pause BOI reporting](#)
- [AICPA urges preparedness for BOI reporting](#)
- [BOIR.org](#)

Reminder: Make sure your ethics course fulfills your requirement!



## The Account

The news you need to help you thrive.

Nov. 26, 2024



### Are you taking the right ethics course?

We've heard from CPAs who believed the ethics courses they took would fulfill their Virginia ethics CPE requirement, only to discover the course wasn't approved by the Virginia Board of Accountancy (VBOA). The only way to be sure your course counts is to check the [VBOA's list of approved courses and providers](#). Check out [five options from the VSCPA](#) guaranteed to meet your requirement.

*Note: If you have taken your class through the VSCPA, you are covered! No need to do anything!*

SPONSOR >>

### Reduce merchant services without switching providers



We are hired to negotiate, audit, and optimize credit card processing fees for our clients without them switching or changing their current processor or software system. We are NOT a credit card processor or provider but an advocate to help businesses ensure they can negotiate the lowest cost with their existing payment processor. [Learn how you can save big on merchant service fees.](#)



## BECOME A VSCPA Content Sponsor

| <b>The Account Sponsored Content Includes:</b>  | <b>Per Issue</b> |
|---|------------------|
| Standard Content: Title, short description of services and link to website.   | \$500            |
| Featured Content: Prominent location at the beginning of the newsletter, title, short description and link to an article online. No word limit. | \$750            |



# BECOME A VSCPA Digital Advertiser

## VSCPA.com Website Display Advertising

- More than 100,000 homepage visits per month
- Visitors remain on our website for an average of five minutes

AICPA

Where can an AICPA Credential take your career next?

Explore Your Opportunities.

| Placement                                | Rate Per Month |       |       |
|--|----------------|-------|-------|
|  | 6+             | 2-5   | 1     |
| Homepage Banner Ad (1280p W x 100p H)    | \$450          | \$500 | \$550 |
| Internal Pages Sidebar (300p W x 250p H) | \$400          | \$450 | \$500 |

**Get Hired** with expert resume, cover letter, LinkedIn, and interview prep guidance with **Candidate Premium Services**.



# BECOME A VSCPA Connect Online Community



- Private member-only online community
- Thousands of CPAs and business leaders log on to share information and network



| Connect Display Ad Placements  | Rate Per Month |       |       |
|--|----------------|-------|-------|
|  | 6+             | 2-5   | 1     |
| <b>Homepage Package:</b> homepage banner ad, message thread sidebar and in email digest.                 | \$450          | \$500 | \$550 |
| <b>Forum Package:</b> top banner ad in each forum page, side bar ad on thread pages and in email digest. | \$400          | \$450 | \$500 |



**Ad specs include: homepage 964p x 125p, forum page 640p x 125p, thread page 200p x 200p and email digest 200p x 200p.**



# BECOME A VSCPA **Conference & Event Sponsor**

When you sponsor a VSCPA event or conference, you demonstrate your professional partnership and expertise to attendees.

VSCPA provides sponsorship opportunities for in-person and virtual events.





# Conference, Event & Networking Sponsor Opportunities



## MEGA CPE Day - Webinar

**Month:** February 5, 2026, August 20, 2026

**Average Attendance:** 700+

**Audience:** Anyone working in accounting or finance in Virginia

**Location:** Virtual

**Exhibit:** \$2,000

## Business & Industry Conference

**Month:** December 14-16, 2026

**Average Attendance:** 225+

**Audience:** CPAs working in or with clients in business and industry

**Location:** Virtual

**Exhibit:** \$500

## Virginia Accounting and Auditing Conference

**Month:** Sept. 28-29, 2026 (in person), Nov. 18-20, 2026 (virtual)

**Average Attendance:** 150 in person, 425 virtual

**Audience:** CPAs in public accounting and industry - executives, managers, and staff.

**Location:** Roanoke, VA, Zoom

**Exhibit:** \$2,000 (includes both)

## VSCPA Ignite

**Month:** May 7-8, 2026

**Average Attendance:** 90+

**Audience:** Leaders, decision-makers, and volunteers of the profession

**Location:** Richmond, VA; Richmond Westin

**Exhibit:** \$2,500

## Mid-Atlantic Coastal Conference

Collaborative event with Maryland Society of CPAs

**Month:** June 21-24, 2026

**Average Attendance:** 150+

**Audience:** Executives and Managers, CPAs in public accounting, corporate finance, and tax

**Location:** In-Person Ocean City, Maryland

**Exhibit:** \$2,500 +

## Don Farmer Tax Education

**Month:** Dec. 14-16, 2026

**Average Attendance:** 1,000 over three days

**Audience:** CPAs and tax professionals from Virginia and other states

**Location:** Hybrid

**Exhibit:** \$1,500



# Conference, Event & Networking Sponsor Opportunities

## Town Halls

### Dates:

07/22/2026 - Richmond, VA

07/21/2026 - DC Metro Area

7/23/2026 - Tidewater area

**Average Attendance:** 75-125

**Audience:** CPAs in all industry areas

**Speaking Opportunity (5-minutes):**

**Cost: \$1000**

## Women's Learning Exchange

**Date:** 8/26/2026

**Audience:** Female CPAs - execs and managers

**Cost: \$1000**

## Networking Events

### Dates:

03/16/2026- Womens Spring Sip & Social- Richmond, VA

04/16/2026 - End of Tax Season Social - Richmond, VA

September 2025, Social Event

October 2026- Networking Social

10/21/2026 - Women's Fall Sip and Social

3/24/2027 Women's Spring Sip and Social

11/05/2026 - Pickleball Round Robin

**Avg. Attendance:** 40-50

**Cost: \$1000**

**[vscpa.com/Networking](http://vscpa.com/Networking)**



# Conference & Event Sponsor Levels & Add-ons

## Exhibit

- Logo on all marketing and communications (must be received at least three months before the event to be included in the brochure)
- Verbal recognition
- A presence at the event (online and/or in-person)
- Complimentary registrations (2)
- Exhibit booth
- Attendee list including organization name, position, location and opt-in email addresses

**\$500 - \$2,500**

## Sponsor

- Add on a Lunch, Reception, etc. (contingent on what's available per conference)
- Receive all the benefits above plus inclusion in "Know Before You Go" email to attendees

**+\$1,000**

## Exclusive

- Exclusive to your industry
- Receive all of the benefits above
- Plus, speaking opportunity at event (must receive sponsorship confirmation at least three months prior to the event for speaking opportunity inclusion)

**+\$3,000**

## Add-ons

This year VSCPA will be offering additional sponsorship opportunities to help further your reach within the VSCPA community. \*These opportunities vary per conference.

- Lobby Bar Sponsor
- Beer Tasting and CPE Session Sponsor
- Lunch or Reception Sponsor
- Headshots Sponsor
- Sponsored Track
- Spa Sponsor
- Wine Tasting & CPE Session Sponsor
- Chocolate Sponsor
- Puppy Therapy Sponsor



# BECOME A VSCPA Lead Generator

The VSCPA's Knowledge Hub **library** and e-newsletter syndicates content to our highly engaged audience of 12,000 people who are the source of high-quality, intent-based, 100% exclusive leads. This is a no-risk investment – you only pay for the leads you receive.

**Ready to get 100% exclusive leads? Contact Jennifer Rowell at [jrowell@vscpa.com](mailto:jrowell@vscpa.com).**

## VSCPA Knowledge Hub

Our library of free downloadable content includes white papers, webinars, product guides, case studies, industry analysis and much more, provided by experts and vendors within the accounting industry. By downloading the content, you may be contacted by the provider. For more information on posting content in the Knowledge Hub, please [click here](#).



TUESDAY, JANUARY 9, 2024  
The Back Room  
How Offshoring Beats Outsourcing for Accounting Firms  
Find out how building an offshore team can fast track your growth and help solve the



MONDAY, JANUARY 8, 2024  
Suitefiles  
How to Eliminate Your Bottlenecks with Document Management  
Eliminate the biggest bottlenecks in your workflows



MONDAY, JANUARY 8, 2024  
Wolters Kluwer  
Beneficial Ownership Information Reporting for Tax & Accounting Professionals  
Beginning in 2024 all domestic and foreign reporting companies

| 90-Day Trial Package Pricing | Price Per Lead |
|------------------------------|----------------|
| \$2,500: up to 50 leads      | \$50 CPL       |
| \$4,000 up to 100 leads      | \$40 CPL       |
| \$7,000 or more: 200+ leads  | \$35 CPL       |



# Not seeing what you need?



To customize the best sponsorship package for your organization,  
contact Amanda O'Dell at [ao'dell@vscpa.com](mailto:ao'dell@vscpa.com).