



MEDIA KIT

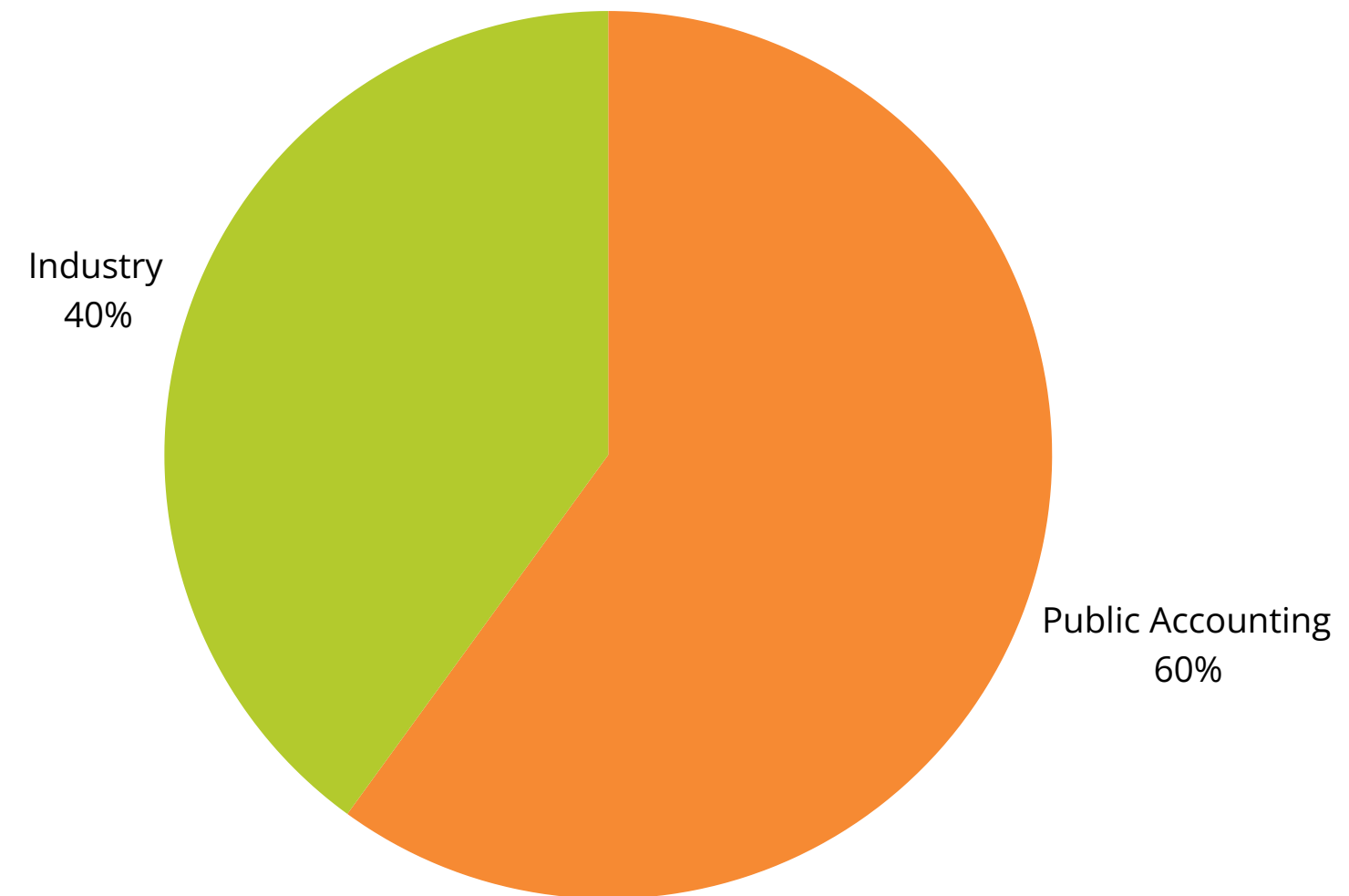
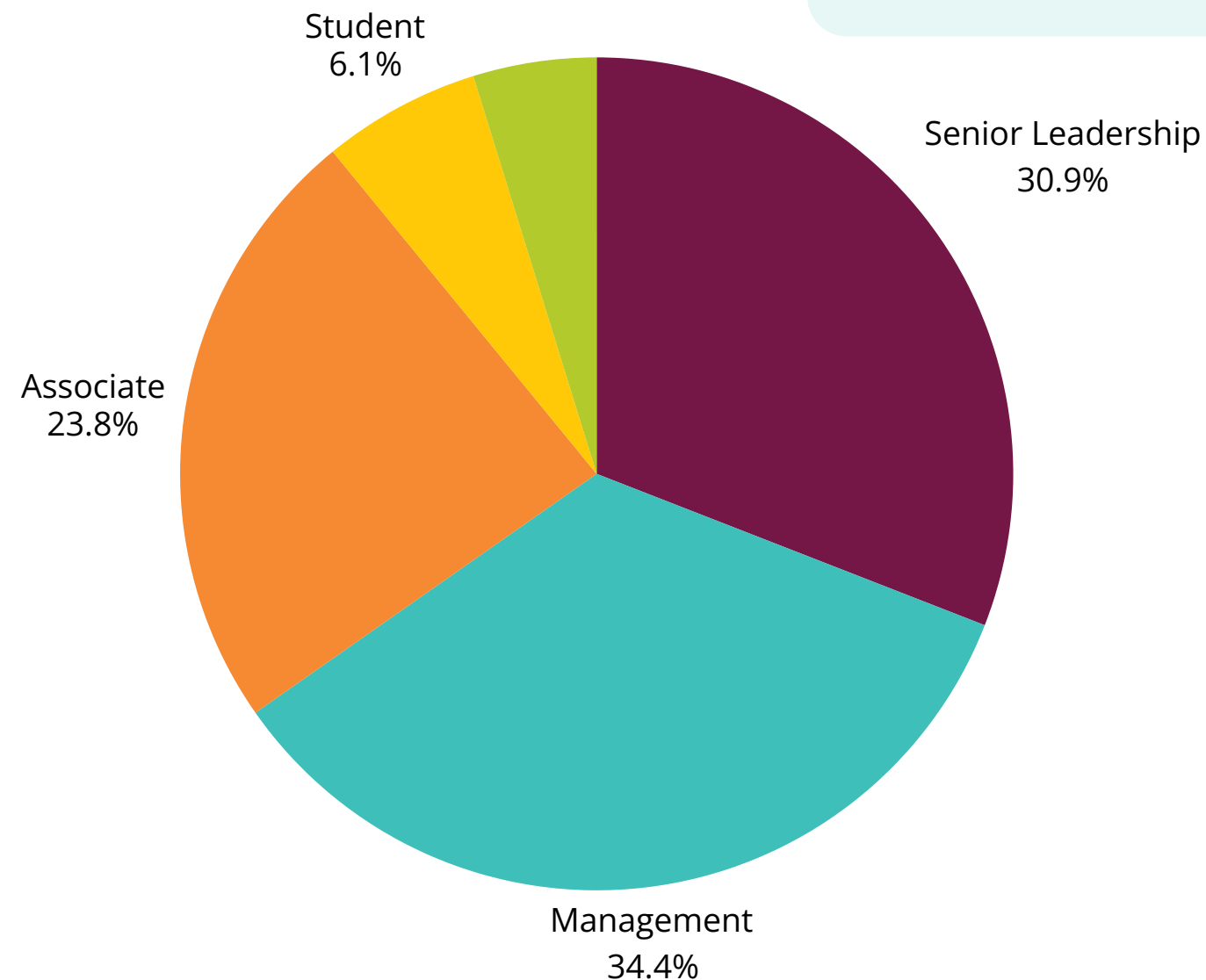
Partnership | Sponsorship | Advertising Opportunities

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](#) →



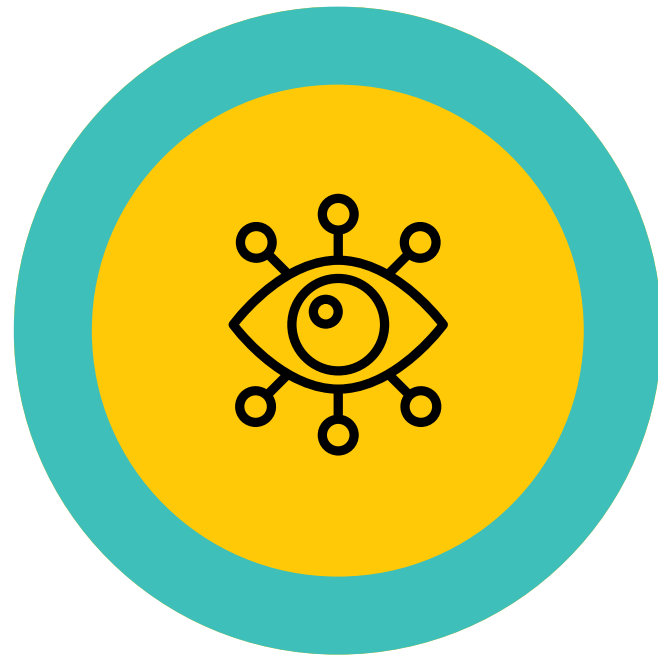
Knowledge Hub Lead Generation

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 (1/2 page)
- **Connect Banner Ads:** 2
- **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:** 4 (1/2 page ads)
- **Connect Banner Ads:** 4
- **The Account E-Newsletter:** 4 (2 ads, 2 sponsored content)

ENGAGEMENT PACKAGE: \$10,000



- **Description:** All conference/webinar promotion
- **Partner Product Page:** Highlighted
- **Virtual Town Hall Sponsorship:** ALL (Logo sponsor)
- **Webinar:** 1
- **Conferences:** 2



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.



Power play
COACHING AS A LEADERSHIP

MEET THE *regulators*

Seven VSCPA women in high-level regulatory positions



+ Employees or owners
where BOI reporting
is required

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 notice of appeal challenging the injunction. Because the situation is ongoing and fluid, we are telling members to continue to assist clients with BOI report filings and gather required information so, if the injunction is lifted, clients are prepared to file.

FinCEN reminds companies they are currently not subject to liability for not filing only while the order remains in force. They can continue to voluntarily submit BOI reports. More information:

- VSCPA, state societies and AICPA ask FinCEN for a delay
- AICPA urges preparedness for BOI reports
- BOIR.org





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

disclosures
THE OFFICIAL MAGAZINE OF THE VIRGINIA SOCIETY OF CPAs
FALL 2023
VSCPA.COM/DISCOVERIES

Power play
COACHING AS A LEADERSHIP STYLE



disclosures
SUMMER 2024
VSCPA.COM/DISCOVERIES

THE MOST IMPORTANT QUESTION YOU SHOULD ASK *each day*



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



disclosures
FALL 2024
VSCPA.COM/DISCOVERIES

Power play
COACHING AS A LEADERSHIP STYLE



+ Employee retirement plans today | When SEC reporting starts | Building government trust

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

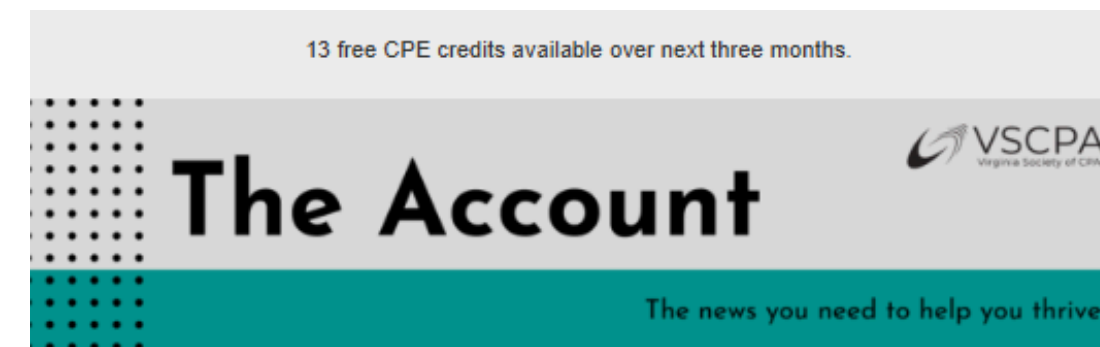
The Account

- 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.

www.vscpa.com/Sponsorships



Dec. 10, 2024

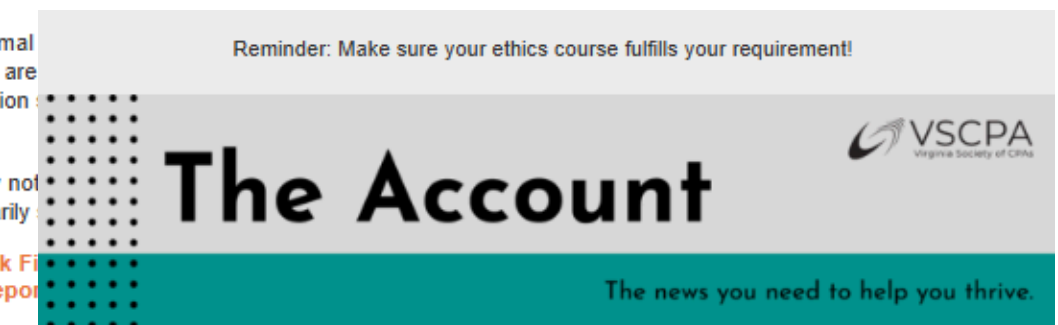
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FinCEN reminds companies they are currently not required to file. They can continue to voluntarily file.

- VSCPA, state societies and AICPA ask F
- AICPA urges preparedness for BOI report
- BOIR.org



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.

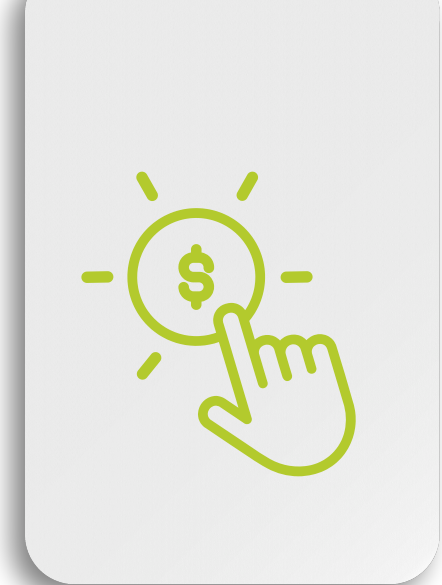
Note: If you have taken your class through the VSCPA, you are covered! No need to do anything!

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

The Account Sponsored Content Includes:	Per Issue
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



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**.

Get started!



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
Homepage Package: homepage banner ad, message thread sidebar and in email digest.	\$450	\$500	\$550
Forum Package: 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 Sponsor Opportunities



Virginia Accounting and Auditing Conference

Month: Nov. 19-21, 2025
Average Attendance: 425
Audience: CPAs in public accounting and industry - executives, managers and staff.
Location: Virtual
Exhibit: \$1,500

Mid-Atlantic Tax Forum

Collaborative event with Maryland Society of CPAs

Month: Jan. 13, 2026
Goal Attendance: 75 +
Audience: CPAs in public accounting, corporate finance and tax
Location: Virtual
Exhibit: \$1,000

Don Farmer Tax Education

Month: Dec. 8-10, 2025
Average Attendance: 1,200 over three days
Audience: CPAs and tax professionals from Virginia and other states
Location: Hybrid
Exhibit: \$1,500

Town Halls

Months: December 15, March 26
Average Attendance: 100-200
Audience: Accounting professionals and CPAs in all industry areas
Location: Virtual
Speaking Opportunity (5-minutes): \$500

Small Business Forum

Month: Dec. 2
Goal Attendance: 200
Audience: Anyone working in a small accounting practice in Virginia
Location: Hybrid
Exhibit: \$1,500

Networking Events

Months: Varies
Average Attendance: 30-50
Audience: Accounting professionals and CPAs in all industry areas
Location: In-person
Exclusive Opportunity: \$1,000
vscpa.com/Networking



Conference & Event Sponsor Opportunities



MEGA CPE Day

Month: February 5, 2026
Average Attendance: 700+
Audience: Anyone working in accounting or finance in Virginia
Location: Virtual
Exhibit: \$2,000

Mid-Atlantic Beach Retreat

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 +

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

Virginia Accounting and Auditing Conference

Month: TBD, 2026
Average Attendance: 150
Audience: CPAs in public accounting and industry - executives, managers and staff.
Location: Roanoke, VA
Exhibit: \$2,000

Business & Industry Conference

Month: TBD 2026
Average Attendance: 225+
Audience: CPAs working in or with clients in business and industry
Location: Virtual
Exhibit: \$1,000



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

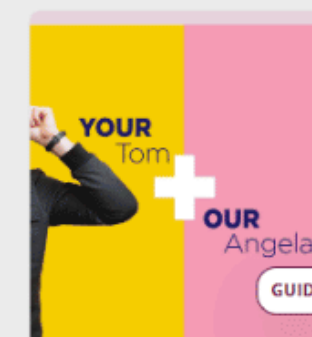
The VSCPA's Knowledge Hub library and e-newsletter syndicates content to our highly engaged audience of 12,000 people who are the source of high-quality, intent-based, 100% exclusive leads. This is a no-risk investment – you only pay for the leads you receive.

Ready to get 100% exclusive leads? Contact
Jennifer Rowell at jrowell@vscpa.com.

www.vscpa.com/Sponsorships

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.