



ADVERTISING AND SPONSORSHIP GUIDE

UACPA



The UACPA is your connection to Utah's top accounting and financial leaders. With nearly 3,000 members, the UACPA is the only organization in Utah dedicated to serving the professional needs of CPAs.

If your target market is CPAs in Utah, you've come to the right place. The UACPA offers an array of exhibiting,

sponsorship and advertising opportunities to help you connect with CPAs, controllers and CFOs, and other finance executives.

Explore the opportunities in this brochure and contact us to create a marketing package that fits your needs.

CONFERENCES AND EVENTS

Be a part of the UACPA's conferences and events through sponsorship opportunities. Exhibiting at UACPA conferences gives you the most hands-on exposure and the ability for CPAs to interact with you and your product or service.

EVENTS

2019	Date	Price	Expected Attendance
State & Local Government Conference	May 17	\$1,000	220
Golf Tournament	August	\$200 - \$500	80
CPAs in Business & Management Conference	September 13	\$750	100
Inauguration and Awards Banquet	September	\$500	200
ProNet Leadership Academy	November	\$1,000	15
Accounting & Auditing Conference	December 6	\$500	45
Winter Conference	December 12 - 13	\$1,500	240
Technology Conference	December 19 - 20	\$1,125	135

Event Sponsorship Includes

- Placement in all event advertising
- Prominent signage at the event
- Logo placement in event program
- Exhibit space at event to showcase your product or service (plus complimentary registration lunch for 2 individuals)
- Mention in at least two e-Network emails

Exhibitors Sponsorship Includes

- One 6-foot skirted table with two chairs
- Verbal recognition at the conference
- Complete list of conference attendees with firm affiliation
- Networking opportunities during morning registration, morning and afternoon breaks and lunch
- Lunch with attendees (admits two)



For advertising and sponsorship inquiries,
contact Amy Spencer, as@uacpa.org or 801.834.6633

PRINT ADVERTISING

The *Journal Entry*, a quarterly publication by the Utah Association of CPAs, is distributed to 3,000 accounting professionals.

The full-color magazine is the only professional publication for CPAs in Utah and features in-depth articles relevant to local professionals, technical articles, member profiles, information on membership programs and continuing professional education.



Display Advertising	Size	Price
Full Page w/bleed	8.625" x 11.125"	\$900
Full Page (no bleed)	7.375" x 9.5"	\$900
Half Page	7.375" x 4.5"	\$500
1/4 Page	3.605" x 4.5"	\$200

Classified Advertising: .70 cents per word; minimum of \$35

Advertising Specifications

Files: Please submit your ads as hi-res PDFs with images sized at 300 DPI.
 Color: CMYK color mode or grayscale only.

All advertising is subject to approval by the Utah Association of CPAs. The UACPA reserves the right to decline advertising considered unethical or unsuitable.

2019 Publication Month	Deadline
January	December 2
April	March 4
July	June 3
October	September 3



For advertising and sponsorship inquiries, contact Amy Spencer, as@uacpa.org or 801.834.6633

DIGITAL ADVERTISING

Utah's professional community can track courses, read publications and articles and stay current on the industry on uacpa.org. Advertise your products or services on the official website for the Utah Association of CPAs or advertise in one of our bi-monthly newsletters.

Advertising space is available in our electronic newsletters delivered the 1st and 15th of each month to our 3,000+ member database.

e-Network monthly newsletter

Ad copy is limited to 100 words and one graphic in the UACPA formatted newsletter. Each ad space is \$300. Copy and graphic are due on the 25th of the month prior.

CPE Connect monthly newsletter

Ad copy is limited to 100 words and one graphic in the UACPA newsletter. Each ad space is \$300.

Copy and graphic are due on the 5th of the month in which the ad runs.

- All images should be 72 dpi in RGB.
- Files must be smaller than 40 KB



For advertising and sponsorship inquiries,
contact Amy Spencer, as@uacpa.org or 801.834.6633

ADVERTISING CONDITIONS

All advertising is subject to approval by the Utah Association of CPAs. The UACPA reserves the right to decline advertising that may be unethical or unsuitable, regardless of contract. Advertising for continuing professional education programs will not be accepted.

Fees

All payments for sponsorships and conferences must be made in advance. For print and web advertising, an invoice will be sent to you after your ad runs.

Exhibiting

Exhibitors are responsible for setting up and tearing down their displays during the established time periods. UACPA staff are not generally available to assist.

In assigning exhibit space, full consideration will be given to general grouping of exhibits for proper display and comparison. Every effort will be made for the equitable assignment of space. The UACPA 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.

Print/Digital Advertising

The UACPA reserves the right to revise all ad rates at any time; 30 days notice shall be given to all advertisers. The UACPA does not guarantee any given level of circulation or readership for an advertisement. The advertiser assumes liability for all content of advertisement published and also assume responsibility for any claims arising therefrom made against the UACPA, including costs associated with defending against such a claim.



For advertising and sponsorship inquiries,
contact Amy Spencer, as@uacpa.org or 801.834.6633