

NEW ENGLAND SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

# NECPAs

# MEDIA KIT

**The region's premier professional organization for accounting.**

Through its advocacy, continuing professional education, peer review, membership, communications and academic and career development, the Society provides resources and benefits that allow its members to learn, connect and prosper in the accounting profession.

[NECPAS.ORG](http://NECPAS.ORG)



**New England**  
Society of CPAs

# Who We Are: By Industry

## Membership

Total Members **14,500**

Total Professional Members (Fellow and Associate) **87%**

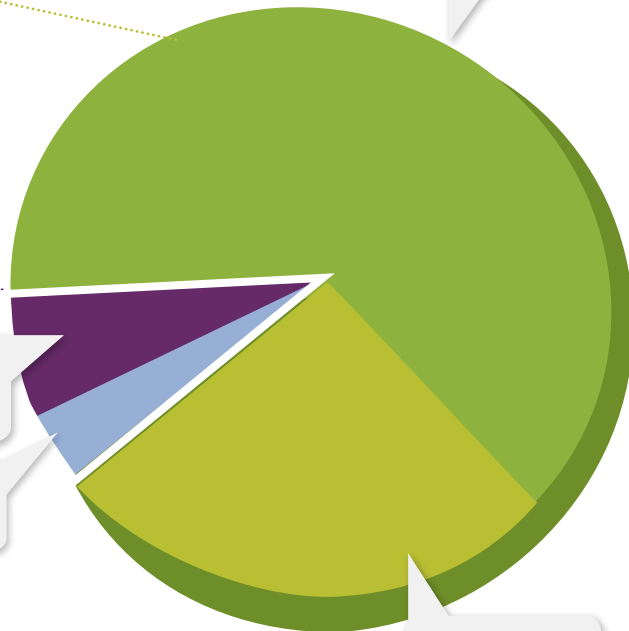
Fellow **62%**

Total Student Members (College and High School) **13%**

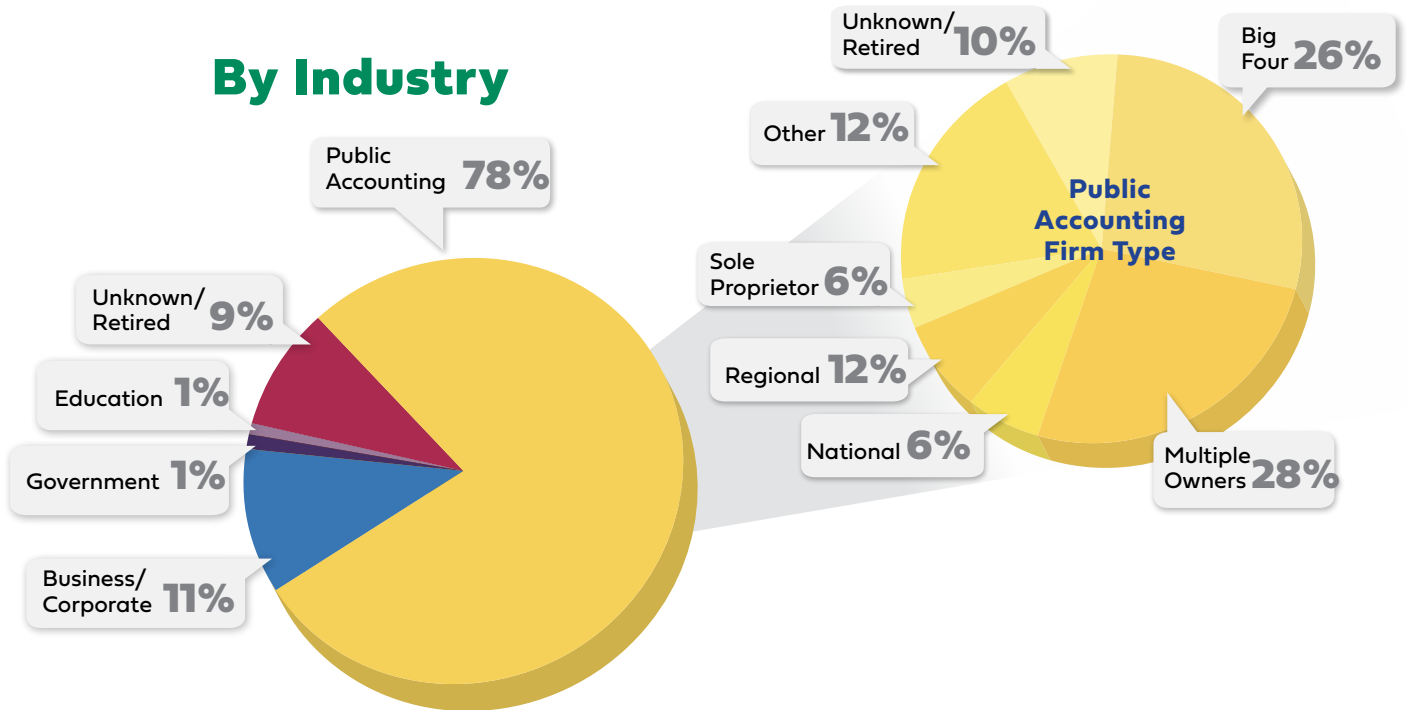
College **11%**

High School **2%**

Associate **25%**



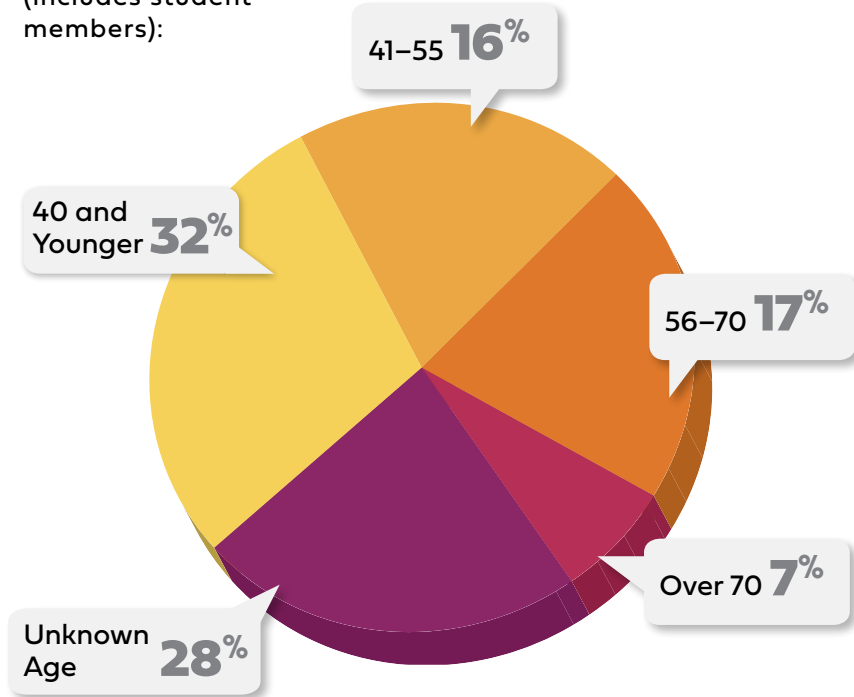
## By Industry



# Who We Are: Age and Professional Position

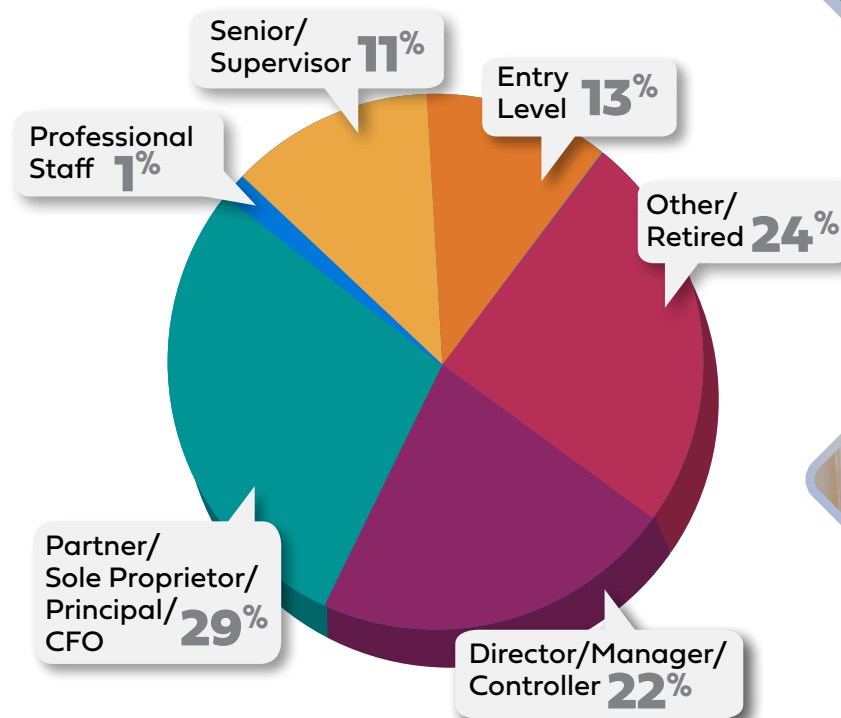
## Age

(includes student members):



About one-third of our members are young professionals (40 years old or younger).

## Professional Position



# Who We Partner With

## ATTORNEYS



## BANKING



## FINANCIAL PLANNING/BENEFITS



## MANAGED IT/CYBERSECURITY



## PAYMENT SOLUTIONS



## PAYROLL/BENEFITS/HR



## RISK MANAGEMENT/INSURANCE



## TALENT SOLUTIONS



## TECHNOLOGY SOLUTIONS



## TAX STRATEGY



# Advertise With Us: SumNews Magazine



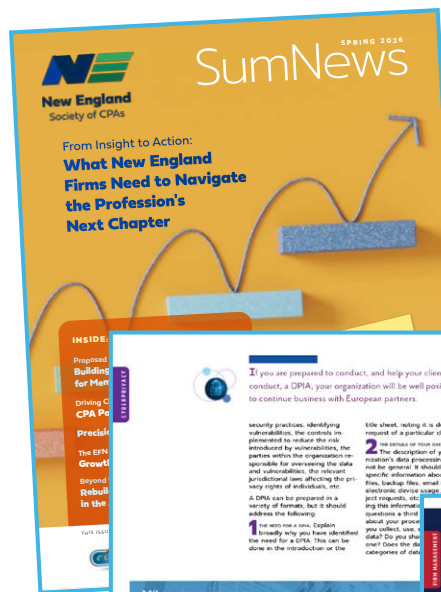
NECPAs' magazine is distributed to members, both in print and online. The online edition gives advertisers the opportunity to add interactive features and video content in their online ad space.

## Display Ad Rates

Prices start at:	
Full page	\$2,225
1/2 page	\$1,300
3 column	\$1,035
1/4 page	\$775
Cover sponsor (logo only)	\$560

\*Cover wrap: Sign on as the issue sponsor and we'll wrap each issue with a special cover featuring your logo and website.

In 2025 digital SumNews averaged **615** visits and **11,605** page views per issue.



## Sponsored Content

For the price of a full-page black and white ad, you can submit an industry-related article to be featured in the magazine. The article will be labeled as "sponsored content" giving you the flexibility to use promotional language to highlight your product or service.

**Rate: \$2,500** (Max 1,000 words)

The collage displays several articles from the magazine's digital edition. Key articles include:

- KEEPING THE DOOR OPEN: The Value of Returning to the Office** by Mark Auld, CPA. Discusses the challenges of returning to the office and the importance of communication.
- Leadership setting an example from the top down**. Discusses how leadership actions impact the rest of the organization.
- THE RIGHT PAYROLL CONNECTIONS MAKE ALL THE DIFFERENCE** for ConnectPay. Promotes their payroll services.
- MS CONSULTANTS, LLC** advertisement highlighting their expertise in tax and estate planning.
- McCLANE MIDDLETON** advertisement for tax and legal services.

# Advertise With Us: Banner Ads



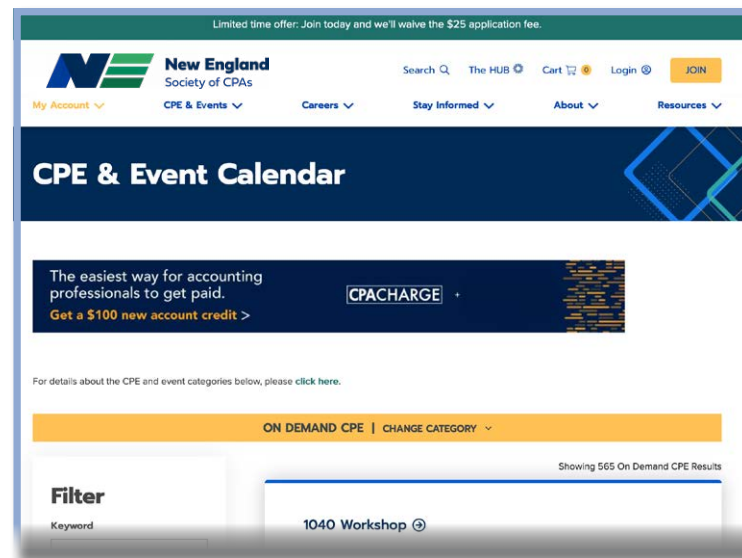
## NECPAs.org

The Society's website can be accessed by both members and non-members. It is utilized by thousands to:

- ▶ Renew membership
- ▶ Register for events
- ▶ Track CPE credits
- ▶ View legislative updates
- ▶ Post on the Career Center
- ▶ Browse member benefits

**Rates:** \$500/month

**2025 STATISTICS:**  
**22,600** visits  
per month.

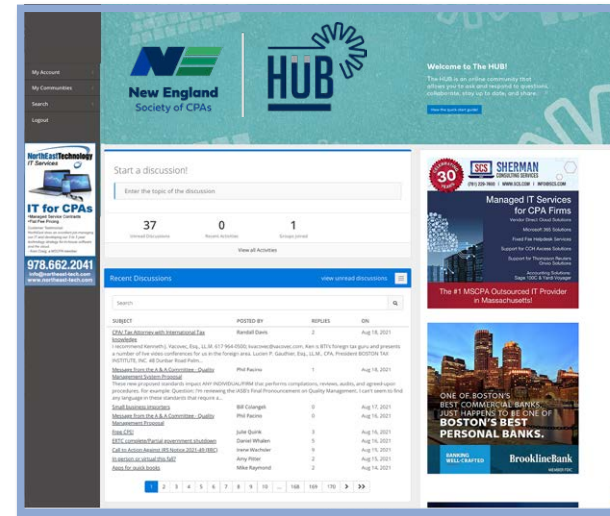


## The HUB Online Community

The HUB, one of our most popular member benefits, is an exclusive online community that allows members to connect with peers, participate in discussions, network with accounting colleagues and share knowledge and resources.

Advertising on The HUB provides you with exposure on the most active pages our members visit daily.

**Rates:** \$600/month for 6+ months,  
\$700/month for fewer than 6 months



**Ads on The HUB** have an average of **808** clicks per month.

**The HUB** has about **3,300** logins each month.

**The HUB daily digest email** is viewed by about **1,641** people each day or an average of **47,473** times per month. Advertisers receive placement in this email for one week per month.

# Advertise With Us: Email Newsletters

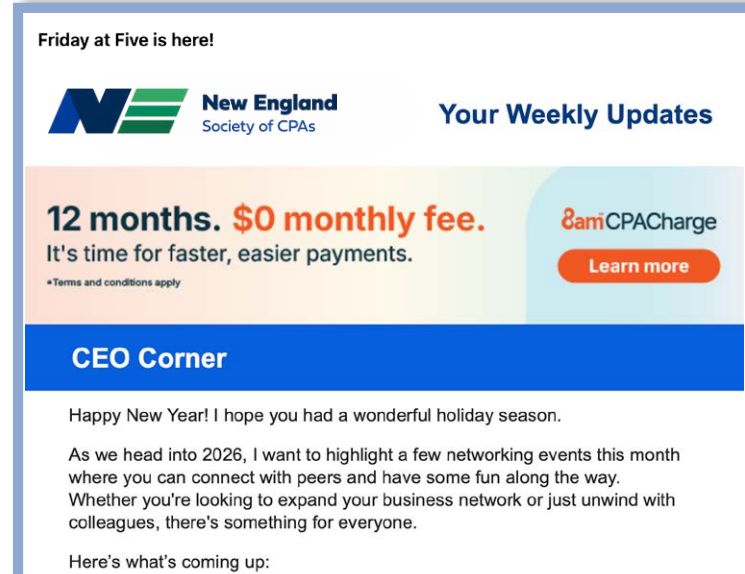
## Friday@Five

NECPAs' weekly roundup of the latest news and issues impacting our members and the accounting profession. Includes:

- ▶ **Legislative changes**
- ▶ **IRS and DOR updates**
- ▶ **Upcoming CPE courses**
- ▶ **NECPAs news and events**

Audience 11,690;  
Average open rate: 39%

**Rates:** \$800/issue; \$650/issue  
for 4+ issues



## Legislative Brief

Weekly news and updates from NECPAs' government affairs team.

Audience 11,806;  
Average open rate: 38%

**Rates:** \$650/issue  
Includes banner ad and content

## Quarterly Newsletters

Digital newsletters are sent to specific membership groups:

- ▶ **Managing Partners:** Audience: 600;  
Average open rate: 44%
- ▶ **Small Firms:** Audience: 2,600;  
Average open rate: 43%

**Rates:** \$800/issue  
Includes banner ad and content

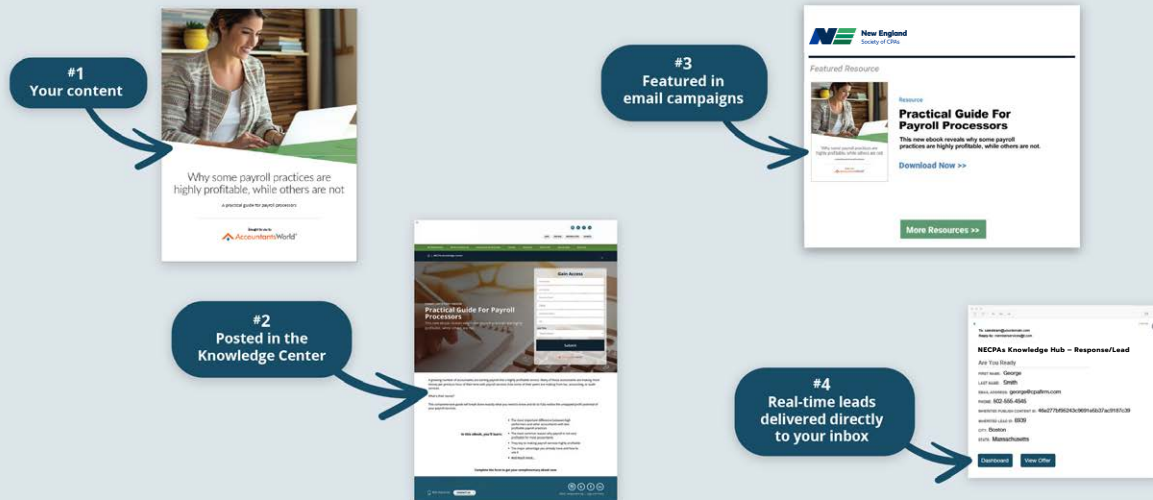


# Advertise With Us: Demand Generation

## Gated White Papers

The **NECPAs Knowledge Center** syndicates content to a highly-engaged audience of more than 11,500 accounting professionals, who in turn, become the source of high-quality, intent-based, 100% exclusive leads to fuel your business.

### 4 Simple Steps to Get Started



#### STEP 1

Provide us with thought leadership content, such as a white paper, eBook or an insightful guide.

#### STEP 2

We'll publish and index your 'gated' content in the Knowledge Center.

#### STEP 3

Watch as we drive traffic to your content using online and email marketing.

#### STEP 4

Receive real-time lead notifications of everyone who downloads your content.

In addition to receiving contact information, you can receive information about the company, job title and more. And, our turn-key platform is available on a cost-per-lead basis.

Inquire for more information on the application process and program terms & conditions. Contact Kristin Wells at [kwells@necpas.org](mailto:kwells@necpas.org).

## Why NECPAs Knowledge Center?

- ▶ Engage with more than 11,500 accounting professionals in Massachusetts
- ▶ Utilize a turn-key, world-class platform to generate leads and expand your company reach
- ▶ 100% LEAD EXCLUSIVITY (leads are 100% exclusive and will never be shared or resold)
- ▶ NO RISK – available for purchase on a cost-per-lead model; you only pay for the leads you receive



## Lead Lists

NECPAs has teamed up with INFUSE, a global leader in B2B demand and revenue marketing, so you can reach highly targeted B2B decision-makers before, during and after our events, not just onsite. Through our INFUSE program, your brand will be strategically positioned using targeted display ads, sponsored content and account-based outreach. Programs are fully managed – requiring minimal lift from your team while delivering qualified lead lists.

**Cost:** \$60 per lead

# Sponsorship Opportunities: Corporate Partnership Packages

## All Access Pass

Set yourself apart and become a premiere partner of NECPAs! Your team will have the opportunity to participate in every event this year: **25-30 in-person events and 6 virtual conferences**. Your branding and content will be featured across **all NECPAs publications and platforms throughout the year**.

## Networking MVP

If your goal is to **get quality facetime with as many members as possible**, this option is for you! You will be invited to our signature networking events with the opportunity to speak about your company and how you can help their firms and clients. Between events we will feature your logo and content in various publications so you stay front-of-mind for members.

## Networking Essentials

A mini version of the MVP package that includes only our largest events with the biggest impact.

## Next-Gen Champion

Support your future customers! **Young professionals make up over 30% of our membership** and many of them don't have concrete referral networks yet so making connections with them is an excellent way to build your business pipeline. Not to mention, this group plans some really fun events!

## MAP It Out

This package is centered around the **New England Practice Management Conference** and gives you maximum flexibility with two additional events of your choice! See [necpas.org/mkevents](https://necpas.org/mkevents) for the schedule of events to choose from.

## MAP It Out Plus

Take MAP It Out to the next level with a breakout session at the conference.

## Corporate Partner Packages include a variety of the following benefits:

### ▶ EVENTS

- Tickets to attend
- Exhibit table
- Speaking opportunities
- Logo placement in all event materials, digital and on-site
- Attendee lists

### ▶ ADVERTISING

- Logo featured as a Corporate Partner on our homepage and in *SumNews*
- Display ads in *SumNews* and conference manuals
- Friday@Five banner ads

### ▶ CONTENT

- CPE PLUS webinar
- Email blasts
- LinkedIn posts

### ▶ OTHER PERKS

- Demo Day spot
- Community meetings
- Vendor Roundtables
- Discount on NECPAs Customized Team Trainings for your team!
- Consistent recognition as a NECPAs Corporate Partner, reinforcing trust and commitment to the CPA community



Download the Corporate Partner Program packet for details and pricing at [necpas.org/cppackage](https://necpas.org/cppackage).

# Sponsorship Opportunities: Infoshares & Events

## Infoshares

Infoshares are in-person, high-impact educational events built around a specific niche practice area. Lasting 2-4 hours each, Infoshares come with **industry exclusivity**. They offer a strategic way to build visibility, share expertise, and engage with members.

### 2026 Topics include:

- Accounting & Auditing
- Cannabis
- Nonprofit
- Regulated & Alternative Investments
- Blockchain & Cryptocurrency
- Litigation Consulting & Business Valuation
- HR/Marketing/Firm Admin

Ask us about bundle pricing if you are interested in more than one.



## Individual Event Sponsorships

Feeling shy? Dippin' in a toe? Sponsor an individual package for size and economy. Perks will be discussed by event.

- Connect
- Women's Golf Outing
- Sip & Socialize
- Womens Leadership Summit
- New England Practice Management Conference
- Federal Tax Camps
- Membership Night at the Celtics
- Membership Night at the Red Sox
- Trivia Night
- Rev Up Your Network
- After Tax Season Bash



## Sponsorship Perks:

- Tickets to attend
- Attendee list with email addresses
- Exhibit table, if applicable
- Speaking opportunities
- Signage and collateral distribution at the event
- Logo placement on the website and promotional materials

"Sponsoring NECPAs events has provided excellent brand recognition and visibility, with a strong ROI. The team's support and involvement in events make us feel valued as a sponsor.

— Irene Walton, Gallagher Affinity

# Sponsorship Opportunities: Virtual Conferences

## Virtual Conference Sponsorships

Have a small team or one that's not in Massachusetts? Is brand awareness your main objective? Supporting our virtual conferences is an easy way to make a big impact on your business. With minimal time and resources, your content and branding will be seen by hundreds of attendees.

- Employee Benefit Plan Conference
- Accounting & Auditing Conference
- Government Accounting & Auditing Conference
- Tax Conference
- Nonprofit Conference

## Package Perks:

- Custom page on the virtual event platform
- 2-3 minute pre-recorded welcome speech
- Opportunity to present a one-hour early bird session at two conferences
- Attendee list
- Commercial played before sessions and during breaks
- Collateral piece emailed to attendees
- Full page ad and company manuals
- Logo placement on registration page, promotional emails and event materials
- Recognition in *SumNews* as Virtual Conference Sponsor
- Logo displayed on NECPAs.org homepage

**Rates:** Virtual Conference Sponsorships start at \$1,500



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For more information, contact Kristin Wells at [kwells@necpas.org](mailto:kwells@necpas.org) and Liz Hebner at [lhebner@necpas.org](mailto:lhebner@necpas.org).

# Sponsorship Opportunities: Demo Days

## What is a Demo Day?

A virtual event where top industry solution providers in specific categories showcase their products directly to CPA decision-makers actively researching new purchases. Efficient, targeted and timely, Demo Days give you early visibility with potential buyers at a stage when research shows you can have the most influence on their final choice.

## Participating Societies

100,000+ members represented:



**"This was great. My favorite part was learning different types of products used by other CPA firms. We have three contenders we're looking into further."**

– Tax Demo Day attendee

**"It's very rare that we receive more than is asked of us, but you did that, so it was an easy sell internally."**

– Tech Vendor, Practice Management Solutions Demo Day

## How it Works:

- 30-minute live demo (20 minute demo and 10 minute Q&A) to a targeted audience of accounting professionals actively researching your product category
- Broad promotional exposure via niche publications and social media posts viewed by thousands across the participating societies
- Post-event analytics, including detailed attendee demographics and contact info for buyers who requested additional engagement

## Example Product Categories:

- Tax Software
- Audit Solutions
- Practice Management Software
- ERP Solutions
- AI in Action



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For more information, contact Kristin Wells at [kwells@necpas.org](mailto:kwells@necpas.org) and Liz Hebner at [lhebner@necpas.org](mailto:lhebner@necpas.org).

# Sponsorship Opportunities: Speaking Engagements



## Conference Breakout Sessions

Enhance your conference presence with an exclusive speaking opportunity. Deliver an educational session, either as an early-bird presentation prior to the official conference start, or as a breakout session on the published agenda. This option is available only to confirmed event sponsors and cannot be purchased separately.

**Cost:** \$1,500-\$2,500



## CPE PLUS Webinar Program

Position yourself as a thought leader in the industry by presenting a webinar to members.

We handle all the marketing, technology and attendance tracking, so all you have to do is provide one-hour of educational content!

**Included:** Zoom Waiting Room Feature – attendees get a chance to learn about your company while they're waiting for your presentation to begin. Feel free to share fun facts, awards, key milestones or anything you'd like them to know!

Attendee list included in sponsorship fee.

**Cost:** \$2,200





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## Contact Us

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