

South Carolina Association of CPAs

Media Kit

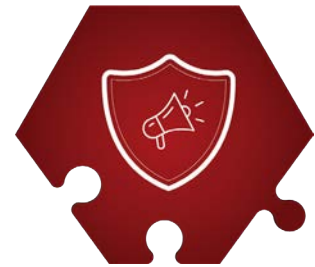
About SCACPA

SCACPA serves to protect and promote the CPA profession in South Carolina. Every program, product, service, and benefit exists to support that mission and enhance the value and expertise of South Carolina CPAs. South Carolina CPAs rely on SCACPA as their go-to source for continuous professional growth and enhancement.

Collaborating with SCACPA is a win-win. With SCACPA on your team, you gain access to highly skilled professionals and the opportunity to expand your business's presence within our community. Our community includes controllers, financial managers, sole practitioners, and more.

Advocate: Protecting the Profession

SCACPA develops and maintains relationships with state and federal legislators so they understand how bills will impact the CPA profession and the business community. SCACPA constantly monitors for threats to the profession, eliminating them in their infancy, and raises awareness of legislation that supports the CPA profession. Likewise, relationships with regulatory agencies like the South Carolina Department of Revenue, Labor Licensing & Regulation, and Department of Employment and Workforce ensure the protection of the CPA profession.



Grow: Securing the Future

SCACPA reaches hundreds of students every year, supporting them along their CPA journey as they pursue the CPA credential and understand the various career paths available to them. From tuition scholarships to exam review discounts, SCACPA works to build a full and qualified talent pipeline.



Connect: Engaging with a Powerful Community

South Carolina CPAs look to SCACPA as their resource for connecting with peers, students, and legislators. In-person opportunities through Chapters encourage local level networking. Two annual in-person experiences bring together CPAs across all areas of practice from every corner of the state. Members receive real-time feedback from peers through SCACPA Connect, a private, online community. The energy from these relationships enriches the Association and the profession.



Communicate: Staying Ahead of the Curve

SCACPA actively curates and delivers relevant information to CPAs, sending the right news at the right time. Our communications span every medium, ensuring members are keenly aware of what's happening in the Association and the CPA profession. Social media, e-communications, print publications---SCACPA covers it all.



Educate: Strengthening Competence-Based Learning

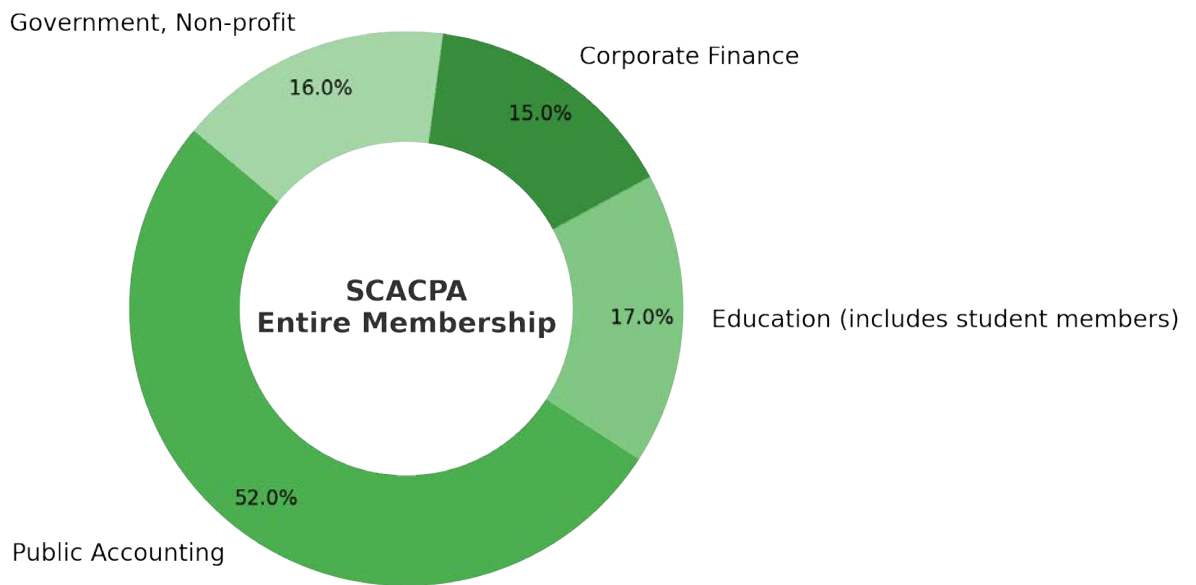
SCACPA's education goes beyond core curriculum. We present education that is South Carolina-specific and built for well-rounded professionals. With a focus on competence over compliance, CPAs look to SCACPA for worthwhile educational opportunities.



Why Partner with SCACPA

The South Carolina Association of CPAs represents nearly 4,000 CPAs and accounting professionals in South Carolina. These highly skilled professionals apply their talents in every type of business, from public accounting to corporate businesses to government and nonprofit organizations. SCACPA members work at every organizational level, including firm partners and CFOs, and every business size, from sole practitioners to large corporations.

CPAs from all areas of the state rely on SCACPA to advocate, protect, and promote their interests. SCACPA serves as their trusted conduit for success, valuable connections, top-tier services and resources, and education.



As a SCACPA Partner, you will maximize your brand awareness with a diverse group of professionals. You'll gain credibility and enrichment with South Carolina CPAs.

Increase your company's visibility and position within South Carolina's CPA community. SCACPA provides a multitude of avenues for you to elevate your company's viability, cultivate winning relationships, increase your bottom line, and meet your organization's goals.

SCACPA's Reach & Impact

Our community stretches across the state, reaching nearly 4,000 CPAs and accounting professionals through our digital platforms, in-person conferences, and publications. SCACPA offers opportunities for you to connect your brand with an engaged network. Partner with us to amplify your reach and create a lasting impact on South Carolina's CPA profession.

Digital Platforms	
	Audience/Reach
Facebook	1,640 Followers
Instagram	731 Followers
LinkedIn	1,763 Followers
X (formerly Twitter)	4,210 Followers
YouTube	393 Subscribers
Web Retargeting	43,505 Views

45% Open Rate for *Current Assets*, our weekly member-exclusive e-newsletter

Connect with nearly 4,000 CPAs statewide through the *South Carolina CPA Report*

CURRENT ASSETS
E-NEWSLETTER

Your All-Inclusive SCACPA Membership experience, delivered direct to your inbox.

Make a Difference: Join SCACPA's Legislator Connections Community

SCACPA is building a network of members ready to advocate for our profession at the State House. Our goal? To connect with every elected official in South Carolina. Whether you have established relationships or are just getting started, the Legislator Connections Community (LCC) offers a platform to engage with lawmakers, share insights on key issues, and raise your professional profile.

Worried about how to begin? SCACPA will guide you every step of the way. Your voice is essential to protecting the future of our profession.

Ready to get involved? [Join](#) the LCC today and help us amplify our collective voice.

ENGAGE, CONNECT, SUCCEED

VOLUNTEER OPPORTUNITIES ARE AVAILABLE HERE: [SCACPA.ORG/VOLUNTEER](#)

CPACHARGE

- ✓ Easy reconciliation
- ✓ Faster payments
- ✓ Greatness for your team and firm

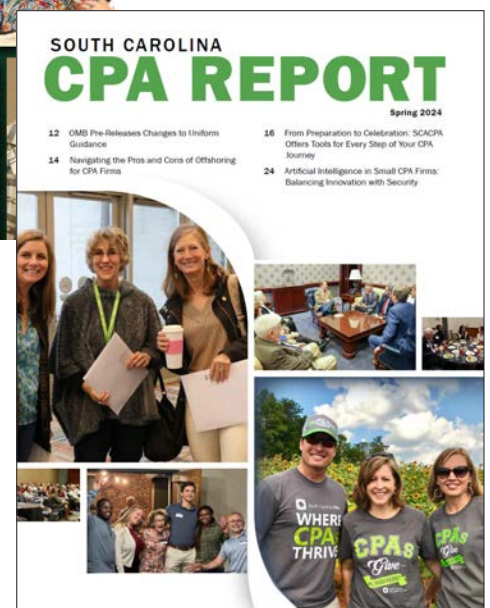
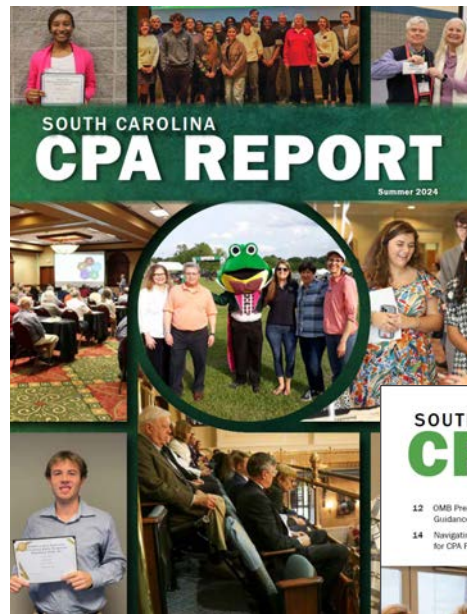
LEARN MORE

SCACPA Knowledge Hub

5 Top-Rated Accounting Software For Small and Midsize Businesses - Software Advice for Accounting

With a wide range of options, determining the right tool for your accounting needs can be tricky. This report can help small and midsize businesses compare the five top-rated accounting software solutions.

[Read More](#)



Digital Media Opportunities

Web Retargeting

This broad digital exposure provides reliable opportunities to retarget the SCACPA audience across 95% of the consumer web. Retargeting campaigns can be sponsored based on impressions or duration. Web retargeting serves your ads to SCACPA's website visitors as they visit other sites. Stay in front of this highly qualified audience well after they leave the SCACPA site.

\$1,500	30 Days
\$2,250	60 days
\$4,000	90 days



Online Sponsorship

South Carolina CPAs rely on SCACPA's digital presence for the latest professional news, insights, and information. Leverage these platforms to reach a captive and dedicated audience

\$500	SCACPA Connect Sponsor (price per quarter)
\$1,000	Social media mention – we will promote your ad on Facebook, X, Instagram, and LinkedIn. (4 mentions per platform)
\$1,000	Banner Ad in SCACPA's weekly member-exclusive e-newsletter (4 issues)
\$1,500	Digital content with social share - your content will be showcased on our website, highlighted in our e-newsletter, and shared across our social media channels.
\$2,000	Education Livestream Commercial



Print Opportunities

SCACPA members receive the *South Carolina CPA Report* magazine every quarter. This publication features valuable technical content and Association news, providing a tangible asset to members.

Ad Type	Ad Size	Price	Number of Issues
Sponsored Content	8.5 in x11 in	\$1,500	1 Issue
		\$2,990	2 Issues
		\$4,790	4 Issues
Quarter-Page Ad	3.75 in x 5 in	\$1,090	2 Issues
		\$1,990	4 Issues
Half-Page Ad	8.5 in x 4.75 in	\$1,590	2 Issues
		\$3,190	4 Issues
Full-Page Ad	With Bleed: 8.625 x 11.25	\$1,500	1 Issue
		\$2,990	2 Issues
		\$4,790	4 Issues
Front Inside Cover Ad	With Bleed: 8.625 x 11.25	\$3,490	2 Issues
		\$5,590	4 Issues
Back Inside Cover Ad	With Bleed: 8.625 x 11.25	\$3,190	2 Issues
		\$5,190	4 Issues
Back Cover Ad	8.5 in x 8.15 in	\$3,790	2 Issues
		\$6,090	4 Issues

Sponsored Content

7 Ways to Help Your Clients Address COVID-19 Vaccinations Within the Workplace

On November 5, 2021, the Occupational Safety and Health Administration (OSHA) published its COVID-19 Vaccination and Testing Emergency Temporary Standard (ETS). This ETS impacts your clients who have at least 100 employees, with some exceptions.

By December 5, 2021, your clients are required to comply with most provisions of the ETS and testing requirements go into effect January 4, 2022. Research has outlined these seven ways you may want to consider when consulting with your clients about the new COVID-19 Vaccination Policy.

- 1. Stay informed.** Keep your clients informed with federal, state, and local government updates on the COVID-19 vaccines.
- 2. Rely on HR support.** Seeking support from an HR professional can help guide your clients through the process.
- 3. Motivate employees to get the vaccine.** Encourage your clients to provide their employees time, encouragement, and incentives to get vaccinated.
- 4. Invest in tools.** Recommend ways to help your clients invest in tools, technology, and HR resources to manage the new policies in the workplace.
- 5. Track employee vaccinations.** Consider tools and resources to help your clients with tracking their employee vaccination status.
- 6. Communicate vaccine updates with their teams.** It is important for your clients to update their employees as to the latest vaccination policies.
- 7. Offer digital options.** As your clients and their employees adjust to the new vaccines, digital tools can help with managing the COVID-19 vaccination process.

Learn more at payx.me/sc-covid-vaccinations | 877-534-4198

SCACPA | PAYCHEX

Back Cover Ad

SCACPA
1300 12th Street, Suite D
Clem, South Carolina 29533

SELL YOUR ACCOUNTING FIRM ON YOUR TERMS.

Have your clients looking for the right buyer in the industry's leading board of accounting firm transactions. The Group submits the transaction to help you of more regional practices. Buy, build or sell your practice with knowledge and guidance you can trust.

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FORSALEBYACCOUNTANTS.COM | 888-240-0874

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Full-Page Ad

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CPACHARGE has made it easy and inexpensive to accept payments via credit card. I'm getting paid faster, and clients are able to pay their bills with no hassles.

Trusted by accounting industry professionals nationwide, CPACHARGE is a simple, web-based solution that allows you to securely accept client credit and eCheck payments from anywhere.

- 22% increase in cash flow with online payments
- 48% of consumers prefer to pay electronically
- 82% of bills sent online are paid in 24 hours

YOUR FIRM LOGO HERE

Client Invoice #1234

TOTAL: \$3,000.00

VISA | MASTERCARD | AMERICAN EXPRESS | DISCOVER | CPACHARGE | eCheck | DEBIT | PAY CPA

Get started with CPACHARGE today
cpacharge.com/scacpa
866-327-0211

In-Person Sponsorship Opportunities

Meet face-to-face with members at SCACPA's in-person conferences. The Spring Splash and Fall Fest conferences offer opportunities to connect with attendees, assess their needs, and offer solutions. CPAs across the state attend these conferences to connect, grow, and learn. Because our conferences are not practice-specific, they attract CPAs from all facets of accounting. These are the best opportunities to establish trust and relationships with South Carolina CPAs. These conferences attract nearly a quarter of the entire membership!

Increase your footprint at the conference with add-on sponsorships and speaking opportunities. For current booth pricing and add-on sponsorship opportunities, contact SCACPA at membership@scacpa.org or 803.791.4181

Conference Exhibitor

Package includes:

- One standard table-top booth
- Two complimentary conference passes (including lunch)
- Discounted registration for additional representatives
- Logo recognition in onsite conference guide
- Logo linked to your website on conference webpage at scacpa.org

Conference Supporter

Not able to attend the conference in person? No problem! These opportunities promote your company to attendees in your stead!

Package includes:

- Logo on registration table signage
- Logo recognition in onsite conference guide
- Logo linked to your website on conference webpage at scacpa.org

Speaking Opportunities

Present your thought leadership to a captive audience. Contact SCACPA at membership@scacpa.org or 803.791.4181 regarding this creative way to reach your market.



In-Person Sponsorship Opportunities

Connect with South Carolina CPAs at the local level during the SCACPA Roadshow, our highly anticipated summer event series. The Roadshow includes eight local stops featuring a Professional Issues Update by SCACPA CEO Chris Jenkins, lunch, and afternoon education sessions led by industry experts.

- Access a highly engaged audience, showcase your brand as a trusted resource, and network with key decision-makers.

<p style="text-align: center;">Bronze Level <i>Amplify Your Brand</i> \$1,000</p>	<ul style="list-style-type: none"> • Gain valuable brand exposure on our high-traffic website and targeted email campaigns. • Showcase your branding as our featured coffee sponsor, capturing the attention of energized attendees. • Sponsor Introduction. • <i>Invest in the Bronze Level today to amplify your brand and connect with top professionals.</i>
<p style="text-align: center;">Silver Level <i>Elevate Your Reach</i> \$1,500</p>	<ul style="list-style-type: none"> • Expand your brand awareness across our website, emails, and social media platforms. • Position your logo prominently as our featured lunch sponsor, reaching hungry attendees looking for a mid-day boost. • Sponsor Introduction. • <i>Elevate your reach by choosing the Silver Level sponsorship and engage with an energized audience.</i>
<p style="text-align: center;">Gold Level <i>Own the Experience</i> \$2,000</p>	<ul style="list-style-type: none"> • Maximize your brand visibility with comprehensive marketing across our website, emails, and social media channels. • Secure a spot at the registration table. • Ensure your logo is front-and-center during this high-traffic period. • 3 - 5 minute Sponsor Spotlight. • <i>Own the experience by opting for the Gold Level sponsorship and make a lasting impression.</i>



Level Up! Bundle your offerings and maximize your brand visibility as a SCACPA Partner!

Our partnership levels are designed to give you a strong start, but we understand that every brand has unique goals. We're here to help you exceed those goals with a custom solution tailored to your specific needs. Let's work together to explore how we can elevate your brand visibility even further!

Foundational Partner

10% Savings from list costs

- Fall Fest Exhibitor Package
- Spring Splash Exhibitor Package
- Half-Page Ads in Fall Fest and Spring Splash Conference Guides
- Quarter-Page Ads in 4 issues of *South Carolina CPA Report*



Essential Partner

15% Savings from list costs

- Fall Fest Exhibitor Package
- Spring Splash Exhibitor Package
- Half-Page Ads in Fall Fest and Spring Splash Conference Guides
- Half-Page Ads in 4 issues of *South Carolina CPA Report*
- Digital Retargeting Campaign for 1 Month



Premium Partner

20% Savings from list cost

- Fall Fest Exhibitor Package
- Spring Splash Exhibitor Package
- \$1,000 of sponsorship credit for Fall Fest and Spring Splash.
- Full-Page Ads in Fall Fest and Spring Splash Conference Guides
- Half-Page Ads in 4 issues of *South Carolina CPA Report*
- Digital Retargeting Campaign for 3 Months
- One-page sponsored content in 2 issues of *South Carolina CPA Report*

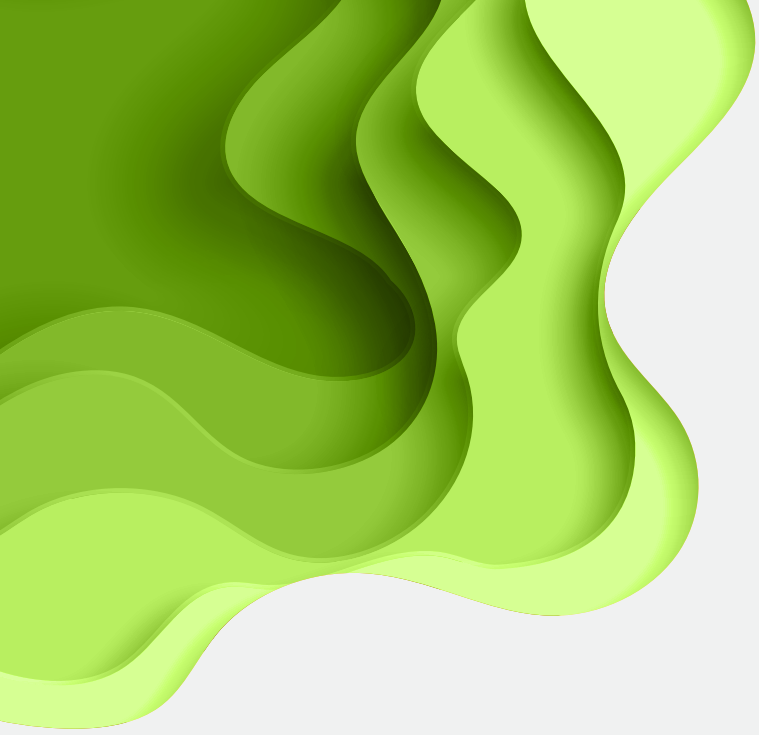


Elite Partner

You become the exclusive provider in your vertical!

- Fall Fest Exhibitor Package
- Spring Splash Exhibitor Package
- \$1,000 of sponsorship credit for Fall Fest and Spring Splash.
- Full-Page Ads in Fall Fest and Spring Splash Conference Guides
- Full-Page Ads in 4 issues of *South Carolina CPA Report*
- One-page sponsored content in 4 issues of *South Carolina CPA Report*





Ready to get started?

Let SCACPA help you customize a sponsorship package to meet your needs, your budget, and your goals.

Visit scacpa.org/partnerships to learn more.

**Contact Andrell Greene, Relationship Manager,
at agreene@scacpa.org or 803.791.4181 to start moving your
brand forward!**