

INSPIRE. EMPOWER.
ESTD

MONTANA
SOCIETY *of* CPAs

1913
IMPACT. EXCELLENCE.

Advertising
Exhibiting
Sponsorship
OPPORTUNITIES

www.montana.cpa

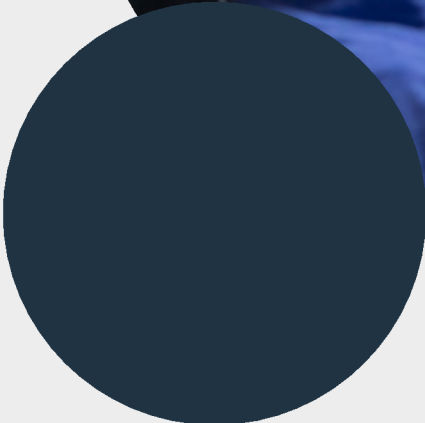
2025



Interested in showcasing your business to our CPAs?

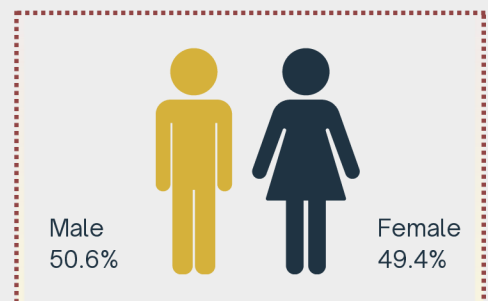
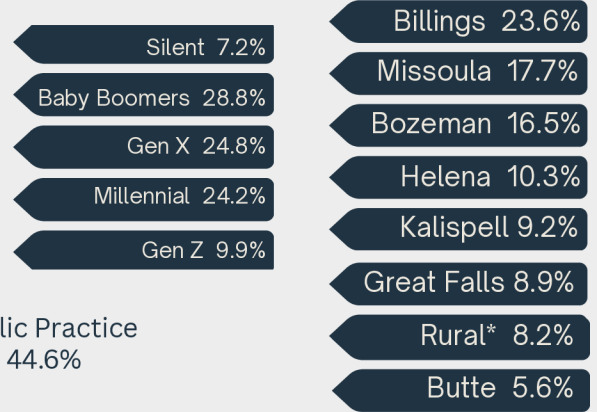
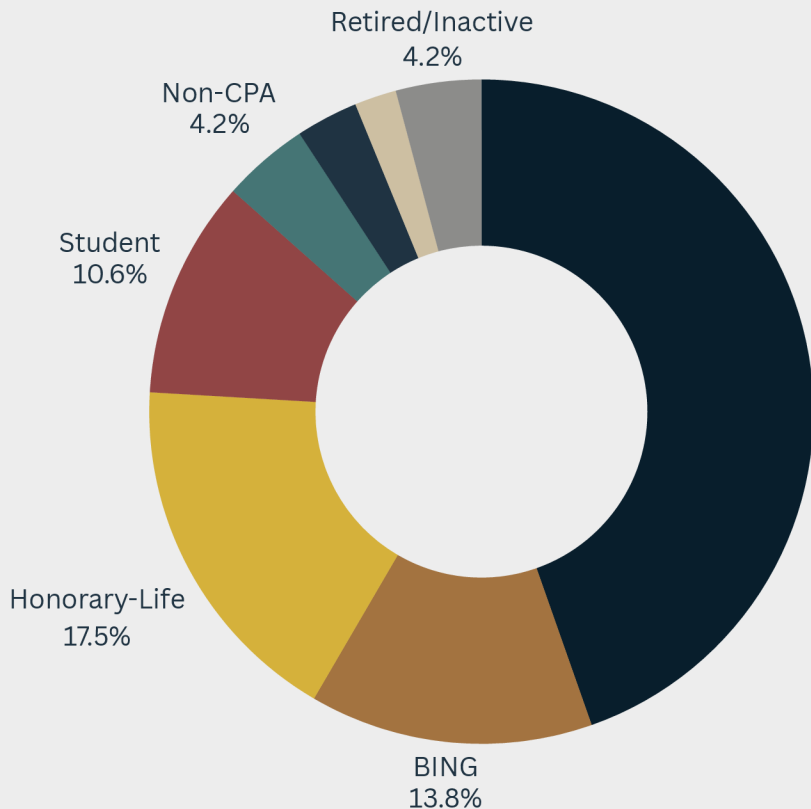
We have many options available to get you in front of our members.

- Digital Advertising
- Event Sponsorship & Exhibiting
- Webinars
- Retargeting Campaigns
- Job Board (Montana-centric)
- Student Branding Initiative [NEW!]



Our Numbers

The Montana Society of CPAs is a professional membership association with more than 1,400 members worldwide.



Digital Advertising

eNews Ad

Leverage MTCPA's highly targeted digital publications to build brand awareness with CPAs in our directory. Your banner ad will include a hyperlink to your desired page.

eNews Advertorial

MOST POPULAR

Want more visibility? Put your message in front of a targeted audience by placing an advertorial in one of our publications. We can make your ad look seamless and less sales-y. This includes a banner ad plus up to 125 words and hyperlinks in body of text and/or banner.

Rates

prices per insertion

eNews Ad

Graphic only

	Size	1x	2-5x	6+
Full Banner	600x150 pixels (px)	\$125	\$100	\$75
Square	250x250 pixels (px)	\$100	\$75	\$50

eNews Advertorial

Full banner + text

eConnect	\$175/issue or \$150/issue for 6+	full banner + 125 words	hyperlink
Future CPAs	\$125/issue or \$100/issue for 6+	full banner + 125 words	hyperlink

Our Publications

eConnect is our weekly "smart" digital newsletter that is sent to nearly 1,200 subscribers. The content is customized weekly with information and updates that keep CPAs informed and ahead of the curve.

Average WEEKLY click-to-open rate: 23%*

Aggregate MONTHLY click-to-open rate: 42%*

**above average*

Future CPAs (student news) is a monthly digital publication helping nearly 150 Accounting students prepare for their future careers.

Average click-to-open rate: 12%

Advertorial example:



You provide the graphic/artwork with your message and we'll do the rest! We can even help with design if needed.

Message us about available dates.

We can provide click-rate statistics for advertorial categories, if requested.

Multi-issue specials!

Event Exhibiting & Sponsorship

We have many sponsorship and exhibitor opportunities available. We can be flexible, so if you have an idea or budget, let us know and we will work with you!



Industry Conference

*March 26-27 // Helena (live & virtual)
Average attendance: 45*

This conference targets accounting professionals including CFOs, CEOs, controllers and major decision makers who work in business, industry, nonprofit and government (BING). It is a great line-up of education offerings created at the request of our members.



Governmental Conference

*May 14-15 // Helena (live & virtual)
Average attendance: 90*

This conference focuses on accounting, auditing, and reporting issues affecting Montana's local governments. This conference has been designed for auditors of local governments; representatives of city, county, town and district governing boards; and accountants from city, county, town and school district business offices.



Fraud Conference

*September 24-25 // Helena (live & virtual)
Average attendance: 60*

This conference is comprised of attendees from public practice and industry. This two-day event is filled with ethics and fraud sessions.



Farm & Ranch Conference

*August 14 // TBD (live & virtual)
Average attendance: 85*

This conference is tailored for professionals serving farm and ranch clients, as well as farmers and ranchers themselves. Attendees explore essential tax planning strategies specific to agribusiness and learn how to optimize tax benefits for agricultural operations.

Annual Conference

*June 5-6 // Billings (in-person only)
Average attendance: 95*

We invite you to be a part of our largest conference as we welcome CPAs from across the state, learn from fantastic speakers, participate in leading-edge forums and have fun in the process! We create the best possible experience for our attendees AND our exhibitors. This conference attracts a mix of CPAs: approximately 54% from public practice, 15% from business/industry, and the remaining is comprised of Honorary/Retired, Educators, Students, Associate & Non-Members.



All sponsorships need to be confirmed with payment at least 3 weeks prior to the event

Sponsorship Levels

Annual Conference



SPONSOR LEVELS	Reception Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
	\$500-\$1,000	\$2,500	\$3,500	\$5,000
Announcement & signage at event	●	★	★	★
Social media recognition before event	●	★	★	★
Logo on conference materials & website	●	●	★	★
Time to speak/address attendees	●	●	●	★
Complementary job posting or advertorial in eConnect				★
Reserved table at Award event(s) & extra tickets			MTCPA Awards [2 extra]	DSA [2 extra] & MTCPA Awards [4 extra]
Option: Exhibitor Booth			●	●

★ priority ★ VIP

1 available

FILLED

MORE SPONSOR LEVELS	Break Sponsor	Lunch Sponsor	Exhibitor/ Vendor Booth	Breakfast Session (provide CPE content)
	\$350	\$1,000	\$1,250	\$1,500
Announcement & signage at event	●	●	●	●
Logo on conference materials	●	●	●	●
Time to speak/address attendees		●	●	●
List of attendee names / firms (no emails or phone #s)			●	●
Econnect advertorial w/ company info			1	2
# Attendees (includes associated meal events, no DSA)		Up to 2 employees at lunch	Up to 3 employees in booth & regular meal events	Up to 2 employees at breakfast/session

EXHIBITOR DISCOUNT:

Exhibit at a second (or more) conference and save!

Other Ways to Advertise

Webinars

True to our values of knowledge sharing and participation, this webinar sponsorship positions your organization as a valuable resource to our members.

Sponsorship includes:

- A 50-minute webinar in which you provide an expert speaker and content
 - MTCPA handles webinar setup, registration and marketing of the webinar
 - Webinar content must be approved prior to marketing of the event
- Your logo on all marketing materials to our members
- A written profile or short 1-2 minute video you can develop for inclusion in webinar follow-up emails
- Attendee list which includes names and addresses
 - Lists do not include email addresses or phone numbers

Opportunities are limited and are on a first-come, first served basis.

The cost:

1-25 attendees - \$250
26-50 attendees - \$500
51-100 attendees - \$750
101+ attendees - \$1,000

A new way to advertise!

Retargeting

What are you doing to get your message seen 50,000 times - and have measurable stats from these efforts? Reach your intended audience with access to our membership base of accountants and accounting firms.

Why Retargeting?

Our audience becomes your audience with retargeting. Get exclusive direct access to MTCPA's website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online. Impressions are **GUARANTEED** with this marketing

Quality Targeting

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with MTCPA's uniquely qualified audience that will showcase your business to those who need you the most.

Investment:

Basic - **15,000 impressions** - 3 months - **\$750**
Standard - **30,000 impressions** - 3 months - **\$1,450**
Premium - **50,000 impressions** - 3 months - **\$2,500**



Be a part of our pipeline mission

Student Branding Initiative

The Montana Society of CPAs is excited to launch a new branding initiative aimed at connecting with accounting students. This campaign will feature updated materials with a fresh, modern look to engage younger audiences and inspire future CPAs. Our new design and messaging will target current and prospective student members at universities across Montana and beyond.

We're seeking sponsorships to help bring this campaign to life—partner with us to inspire the next generation of accounting professionals!

Supporting Partner (\$500)

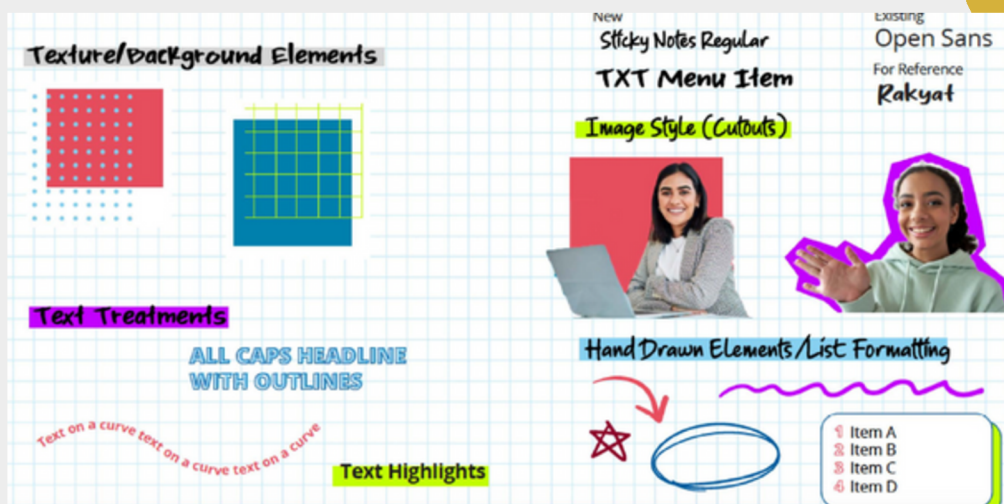
- Logo placement on the back of the brochure.
- Recognition on MTCPA's website as a supporting partner.
- Mention in our social media and newsletter promoting the project.

Gold Partner (\$1,500)

- Prominent logo placement on the brochure.
- Recognition on MTCPA's website and social media with a dedicated thank-you post.
- Free booth space at an upcoming MTCPA event.

Premier Sponsor (\$5,000)

- Customized Brochure Section: Featured logo placement on the front of the brochure, as well as inclusion of a one-page, branded message or informational piece in the brochure.
- Exclusive Digital Feature: A spotlight article or interview feature on MTCPA's website and in the student newsletter.
- Sponsored Content: A dedicated educational post or blog article featuring the sponsor's insights, aligned with MTCPA's goals.
- Event Co-Host Recognition: Recognition as a co-host for one student-focused MTCPA event, or at our Annual Conference in June. (example: Firm Crawl, Leadership opportunity, Social, etc.)
- **Open to other custom opportunities - let us know your ideas!**



Sponsorship & Advertising Registration Form

You can fill out this form digitally on our **website** (www.montana.cpa/sponsorship-advertising) or contact us at info@montana.cpa

Company _____

Contact name _____

Street/PO Address _____

City _____ ST ____ Zip _____

Phone _____

Email _____

Conference Exhibitor

\$1,250 (1 conference) [save \$200 on each additional event]

- Industry Conference [March]
- Governmental Conference [May]
- Annual Conference [June]
- Fraud Conference [Sept]
- Farm & Ranch Conference [Aug]

Conference Sponsor

- Platinum - \$5,000
- Gold - \$3,500
- Silver - \$2,500
- Breakfast CPE Session - \$1,500
- Lunch Sponsor - \$1,000
- Break Sponsor - \$350

Additional Event Sponsorships

Annual Conference

- Welcome Reception (Wed) - \$500
- Past Presidents Dinner (Wed) - \$1,000
- DSA Reception (Thurs) - \$1,000
- Dessert Dash - \$500
- Book/Podcast Club - \$250

Other Conferences (receptions)

- Industry Conference [March] - \$500
- Governmental Conference [May] - \$500
- Fraud Conference [Sept] - \$250
- Farm & Ranch Conference [Aug] - \$250

Webinars

Please contact info@montana.cpa with proposed webinar content and availability

Payment options

Contact us at 406.442.7301 to pay with credit card, or mail check to: MTCPA, PO Box 138, Helena MT 59624

All sponsorships need to be confirmed with payment at least 3 weeks prior to the event

Digital Advertising - e-News Ad

Full Banner (600x150 px)

- 1x \$100
- 2-5x \$75
- 6+x \$50

Square (250x250 px)

- 1x \$75
- 2-5x \$50
- 6+x \$25

E-News Advertorials

eConnect

- Banner + 125 words + hyperlink - \$175/issue
or \$150/issue for 6+

Future CPA

- Banner + 125 words + hyperlink - \$125/Issue
or \$100/issue for 6+

Retargeting Ads

- Basic - 15,000 impressions - 3 mo - \$750
- Standard - 30,000 impressions - 3 mo - \$1,450
- Premium - 50,000 impressions - 3 mo - \$2,500

Student Branding Initiative

- Supporting Partner - \$500
- Gold Partner - \$1,500
- Premier Partner - \$5,000

Signature _____