



# Email Advertising Specifications

Get your message and web link in front of your target audience with our popular electronic publications.

**CTCPA** Member eNews  
Connecticut Society of CPAs

**A. Leaderboard Banner**

**Free Technology Resource, Education for CTCPA Members**

The winter issue of Connecticut CPA magazine featured a great article by CTCPA IT Governance Group and Technology Committee member Mark Torello of Whitlesey Technology. The piece, "Can a Password App Make Your Life Easier and Increase Security?", is a must-read - several state CPA associations including Oregon, Oklahoma, and Louisiana have requested to reprint the piece. [Read the article >>](#)

Mark and the other members of the Technology Committee are a fantastic resource - all CTCPA members are welcome to dial in for the quarterly CTCPA Connect Roundtable to learn about the topic at hand or ask any technology questions. No topics are off-limits for these discussions.

**B. Top Banner**

**New! Find a CPA Search Engine to Offer 'Languages Spoken' Filter**

We frequently get visits to our website or calls from individuals searching for an accountant or a tax preparer - and sometimes, they're looking for someone who speaks a certain language. In order to more effectively match those potential clients with the members who can serve them, we have added a field to the form to enlist in Find a CPA where you can share if individuals in your firm speak any number of languages.

Once the field has been populated, we'll add the filter to the Find a CPA directory, so members of the public will be able to add languages spoken to their search criteria.

Update your Find a CPA listing >>  
(Note: In order to enlist in Find a CPA or update your company's listing, you must be a company administrator. Not a company administrator? Email [webmaster@ctcpas.org](mailto:webmaster@ctcpas.org) and we'll get you set up.)

**Member Perk: Lenovo Offering Employee Pricing to CTCPA Members Through Feb. 5**

Lenovo has reached one million MyLenovo Rewards members and they're celebrating by giving you their employee discounts! Take advantage of exclusive pricing and special rewards now through February 5.

[Check out the deals >>](#)

**C. Box Banner**      **C. Box Banner**

**Whitepapers of the Week**

**IRS Warns Taxpayers on False ERC Claims: How This Could Affect Your Research Tax Credit**

This white paper discusses the rise in fraudulent ERC claims and its impact on other tax provisions and benefits. Learn how you can help protect your claims. [Read more >>](#)

**What Is Captive Insurance?**

Did you know captives protect business, decrease taxes and create wealth? Download this complimentary infographic to learn more. [Read more >>](#)

**D. Bottom Banner**

Connecticut Society of CPAs (CTCPA)

## Publications Available



### Member eNews

Updates CTCPA members on breaking professional and regulatory developments, legislative issues, events, member news, and more.

**Frequency:** Every two weeks    **Circulation:** 6,500



### Professional Development and Events

Alerts CPAs and accounting professionals to upcoming continuing professional education conferences, seminars, webinars, and self-study opportunities.

**Frequency:** Monthly, sent in two versions targeted to public accounting and industry.  
**Circulation:** 7,000 total between two versions



### Student CONNECTION

Keeps CTCPA student members – undergraduate and graduate accounting majors – in-the-know with career development advice and more.

**Frequency:** Monthly    **Circulation:** 1,500

## Sizes and Rates

### A. Leaderboard Banner – 600 x 90 pixels (1 available)

**Member eNews:** \$750/issue (sold for 2023-2025)

**Professional Development and Events:** \$750/issue

**Student CONNECTION:** \$500/issue

### B. Top Banner – 600 x 90 pixels (1 available)

**Member eNews:** \$667/issue

**Professional Development and Events:** \$667/issue

**Student CONNECTION:** \$440/issue

### C. Box Banner – 300 x 250 pixels (2 available)

**Member eNews:** \$583/issue

**Professional Development and Events:** \$583/issue

**Student CONNECTION:** \$385/issue

### D. Bottom Banner – 600 x 90 pixels (1 available)

**Member eNews:** \$500/issue

**Professional Development and Events:** \$500/issue

**Student CONNECTION:** \$330/issue



# Email Advertising Insertion Order

Get your message and web link in front of your target audience with our popular electronic publications.

## I. Choose your advertisement options:

Please contact Cindy Panioto at [cindyp@ctcpas.org](mailto:cindyp@ctcpas.org) to confirm availability.

All rates are net.

### Publication

- Member eNews
- Professional Development & Events
- Student CONNexion

### Advertisement Placement

- A. Leaderboard Banner – 600 x 90 pixels
- B. Top Banner – 600 x 90 pixels
- C. Box Banner – 300 x 250 pixels
- D. Bottom Banner – 600 x 90 pixels

### Cost Calculation

$$\frac{\text{cost per issue}}{\text{cost per issue}} \times \frac{\text{\# of issues}}{\text{\# of issues}} = \frac{\text{total cost}}{\text{total cost}}$$

## 2. Supply your company information:

Company name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Total amount due: \$ \_\_\_\_\_  Check to CTCPA  Request an electronic invoice

## 3. Submit your advertising creative:

Email banner ad (GIF, PNG, or JPG) to Cindy Panioto at [cindyp@ctcpas.org](mailto:cindyp@ctcpas.org) at least two weeks prior to email send date. Advertisements include a link to your website.

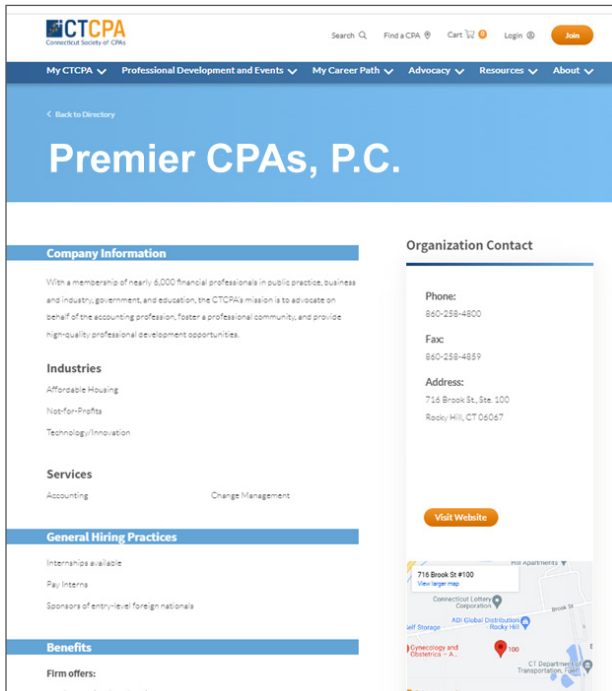
## Return this form to Cindy Panioto at [cindyp@ctcpas.org](mailto:cindyp@ctcpas.org).

Please mail payments by check to CTCPA, 716 Brook Street, Rocky Hill, CT 06067.

Questions? Contact Cindy at 860-258-0231.



# Career Guide Listing Information



## The Career Guide is here! Recruit staff and interns with our new interactive online hiring directory.

As recruitment and retention remain a top challenge for our members, we're excited to announce our new Career Guide has launched on the CTCPA website. Many of you may remember *CTCPA's Guide to Connecticut Accounting Employers*, a print booklet featuring organizations hiring interns and full-time hires in Connecticut. We paused publication of the guide when COVID restrictions made it difficult to distribute a print piece in classrooms and at career fairs.

As part of our commitment to continuously upgrade and enhance our technology, we have just finished installing a completely digital version of the guide, now called the Career Guide, on our website.

### How does it work?

Firms, companies, not-for-profits, and other hiring organizations can purchase a one-year listing in the online Career Guide. The listing will include a comprehensive overview of the organization, what types of individuals it seeks to hire, employee benefits and perks, why a new hire should consider working there, and more.

### Why did the guide go digital?

**Distribution** – This interactive format will make it even easier to reach a broad audience of job and internship seekers and those who mentor them, including students and educators, career counselors, CPA candidates and those newly certified, individuals in career transition, and more.

**Search and Compare Features** – Potential employees can search for hiring organizations based on their interests and priorities and select up to three organizations to compare side-by-side.

**Easy, Real-Time Updates** – Hiring organization listings can be updated throughout the year as new employee benefits, services, locations, etc. are added.

### Pricing:

**Standard one-year listing: \$420**

**Featured one-year listing: \$840**

*Featured organizations appear at the top of search results.*

**Ready to list your organization? Simply go to [www.ctcpas.org/CareerGuide](http://www.ctcpas.org/CareerGuide).**

If you have any questions about getting started, please reach out to [membership@ctcpas.org](mailto:membership@ctcpas.org) or call 860-258-4800 and press 2 for the membership team.