

FICPA 2025

# Media Kit

PARTNERSHIP | SPONSORSHIP | ADVERTISING | EXHIBITING

Connect with the Largest  
Network of CPAs, Accountants  
and Financial Professionals  
in the Sunshine State.



 @Florida Institute of CPAs (ficpa)

 @FICPA

 @FICPA

 @FloridaInstituteofCPAs

 @FICPA

 FICPA.org

# Who We Are

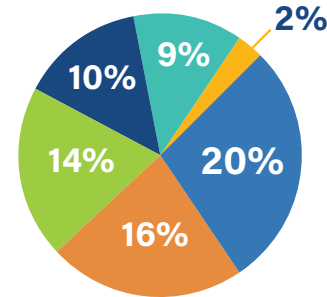
CPAs  
**71%**

*based on only "Regular" and Life-time members*

Founded in 1905, the FICPA has been working to advance the accounting profession in Florida for more than 115 years and now has more than 18,500 members. Continued membership growth and renewal has made the FICPA one of the largest CPA organizations in the United States.

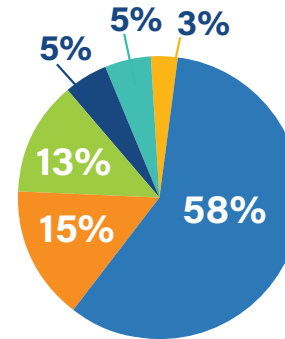
FICPA members — and all members of our profession — benefit from FICPA's advocacy efforts. **We are on a mission to enhance our members competency and professionalism; support professional standards, promote the value of our members and advocate on behalf of the profession.**

**18,500+**  
Total Members



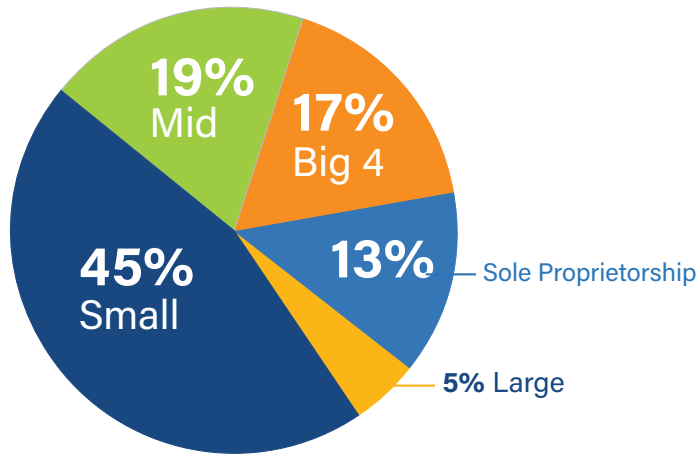
### By Professional Position

- Partners/Owners
- Directors/Managers/CEOs
- Staff
- Individual Practitioners
- CFO/Controller
- Educator



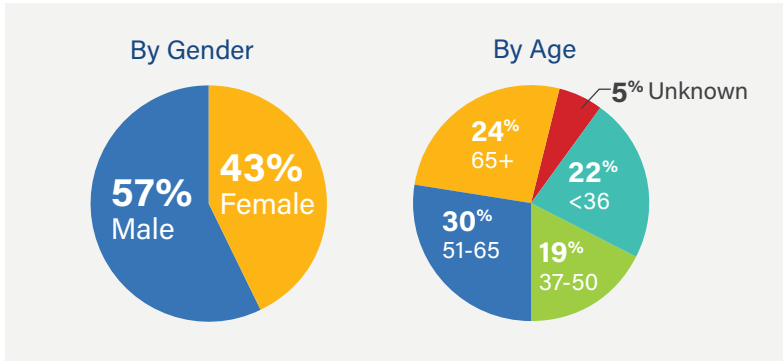
### By Industry

- Public Practice
- Corporate Accounting & Finance
- Students
- Retired
- Government/Other
- Education



**1820+ Firms**    **2000+ Companies**

[Click for Firm 100 Listing](#)



# How to Get Involved



## Share Thought Leader Content

- Florida CPA Today Magazine
- Firms in Focus Newsletter
- Advertorial
- Members Only Webinars
- Blog Entries
- Strategic Partnership Program
- Email Distribution
- Knowledge Hub

[learn more »](#)

### Now Offering Co-branded Research

Expand and elevate your credibility, reach and brand with this distinguished collaborative opportunity. Contact for more details.



## Sponsor Conferences and Events

- CPE Conferences
- Governmental Affairs Events
- Scholarship Foundation Events
- Chapter Events

[learn more »](#)



## Advertise with Print & Digital Campaigns

- Florida CPA Today Magazine
- FICPA Career Center
- FICPA.org
- Classifieds
- NewsFlash Newsletter

[learn more »](#)



## Generate Leads

- Retargeting Campaigns
- Mobile and Historical Geofencing
- Email Mapping
- Business Resource Guide

[learn more »](#)



FICPA App

**engagefully**  
Where connection happens

## Attract Quality Leads and Foster Meaningful Engagement with Attendees

The FICPA Conference App enhances conference experience by streamlining networking, enabling direct communication, and providing essential content to attendees.



*Interested in sponsoring the FICPA App?*

Contact Marjorie Stone at  
[marjories@ficpa.org](mailto:marjories@ficpa.org)

# FICPA Sponsorships

We're continuously updating, so be sure to check [ficpa.org/conferences](http://ficpa.org/conferences) frequently.

## INTERNATIONAL TAX CONFERENCE & BOOT CAMP

January | Miami  
Est. Attendance: 400+  
In partnership with the Florida Bar.

[learn more »](#)

## CFO SERIES

VIRTUAL CPE EVENT

February - June  
Virtual  
Est. Attendance: 30-34/session

[learn more »](#)

## IIC Industry Insights Conference

Corporate Finance Health Care Not-for-Profit

May | Orlando  
Est. Attendance: 150-200  
Emphasis on Corporate Finance, Healthcare, and Not-for-Profit.

[learn more »](#)

## Explore the Possibilities MEGA FICPA'S PREMIER EVENT

June | Orlando  
Est. Attendance: 300+  
FICPA's annual conference.

[learn more »](#)

## WOMEN'S LEADERSHIP Summit

June | Orlando  
Est. Attendance: 100+  
Typically held in conjunction with MEGA.

[learn more »](#)

## A BENEFIT OF BELONGING MEMBER APPRECIATION DAY

VIRTUAL CPE EVENT

August  
Virtual  
Est. Attendance: 800

[learn more »](#)

## VIRTUAL CPE EVENT CONSTRUCTION INDUSTRY CONFERENCE

October  
Virtual  
Est. Attendance: 130

[learn more »](#)

## VIRTUAL CPE EVENT COMMON INTEREST REALTY ASSOCIATIONS CONFERENCE

November  
Ft. Lauderdale/Orlando  
Est. Attendance: 100

[learn more »](#)

## VFALS VALUATION, FORENSIC ACCOUNTING & LITIGATION SERVICES CONFERENCE

November  
South Florida  
Est. Attendance: 80-90

[learn more »](#)

## SOUTH FLORIDA CONFERENCE

Fall | Miami  
Est. Attendance: 150  
Emerging Technology & Business

[learn more »](#)

## VIRTUAL CPE EVENT COLLEGIATE ACCOUNTING SYMPOSIUM

Fall  
Virtual  
Est. Attendance: 120

[learn more »](#)

FICPA Exclusive



**FREE**  
for members

## Members-Only Webinar

Establish yourself as an industry thought leader by hosting a webinar for over 200 FICPA members. We take care of marketing, technology, and attendance tracking—while you deliver one hour of valuable content. Plus, you'll receive the full attendee list. **\$2,000**

[Reserve Your Spot](#)

## Meet the Team

Our team has the industry experience and connections to amplify your exposure.



**Kim Robinson**  
Sr. Manager,  
Conferences



**Jen Johnson**  
Senior Manager  
of Curriculum



**Cherie Gannet**  
Learning Events  
Specialist



**David Leaf**  
Event Technology  
Coordinator



**Kiara Knopp**  
Learning  
Coordinator



**Charlie Needles**  
Event & Sponsorship  
Coordinator



**Nick Menta**  
Communications  
Manager



Join us in our mission to provide support and foster success for current future CPAs. With your help, we'll attract new talent and cultivate the profession in Florida.

Make a difference today!

For more information about FICPA Scholarship Foundation events, please contact [foundation@ficpa.org](mailto:foundation@ficpa.org).

## Meet the Team



**Jennifer Allen**  
Director, Scholarship  
Foundation & Career  
Development



**Kelsey Bryceson**  
Manager, Foundation  
Development



**Lindsey Buck**  
Manager, Career  
Development



**MacKenzie Millet**  
Administrative  
Coordinator

## Scholarship Foundation Events

### TOPGOLF

This exclusive three-night TopGolf event, with our partners Beta Alpha Psi, offers you access to some of Florida's most sought-after accounting students and has limited seating.

**\$500 - \$10,000**

### Annual Retreat & Golf Tournament

Support the future of the profession in style at the Ocean Reef Club in Key Largo. This popular and prestigious gathering of accounting leaders gives you the opportunity to rest, relax, and forge new relationships in a gorgeous resort setting.

**\$1,500 - \$25,000**

### Student Field Day

This is a unique and fun opportunity for accounting students to become acquainted with the "real world" and network with accounting firms in their local areas. Students sign up to visit select firms and network in groups. Firm staff members take them on tours, introduce them to partners and allow them to experience a "day in the life of a CPA."

**\$500 - \$10,000**



This two-day invitational program – held in June 2024 at Universal's Loews Sapphire Falls Resort in Orlando alongside the FICPA's MEGA Conference – strengthens accounting students' professional skills and teaches them about the limitless possibilities and benefits of earning the CPA credential.

**\$500 - \$10,000**



This annual event is the accounting profession's opportunity to lend our hearts and our hands to their communities. The Day of Service is spearheaded by the Young CPAs Committee, which sets up projects and gathers volunteers for a worthy cause.

**\$500 - \$10,000**



The FICPA's Leadership Academy is a selective, high-impact program for CPAs 35 and under looking to grow as a leader and expand their professional network. It helps develop key skills necessary for enhancing their effectiveness and contributing to their successful career advancement.

**Starting at \$2,500+**



# Chapter and Governmental Affairs Events

## Governmental Affairs Events

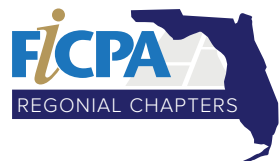
FICPA members - and all members of our profession - benefit from the FICPA's advocacy efforts.



For more information on the Florida CPAPAC, please contact [govaffairs@ficpa.org](mailto:govaffairs@ficpa.org)

## Chapter Events

The FICPA holds chapter and regional events around the state monthly. Visit [ficpa.org/ChapterEvents](http://ficpa.org/ChapterEvents) to view/attend chapter events near you.

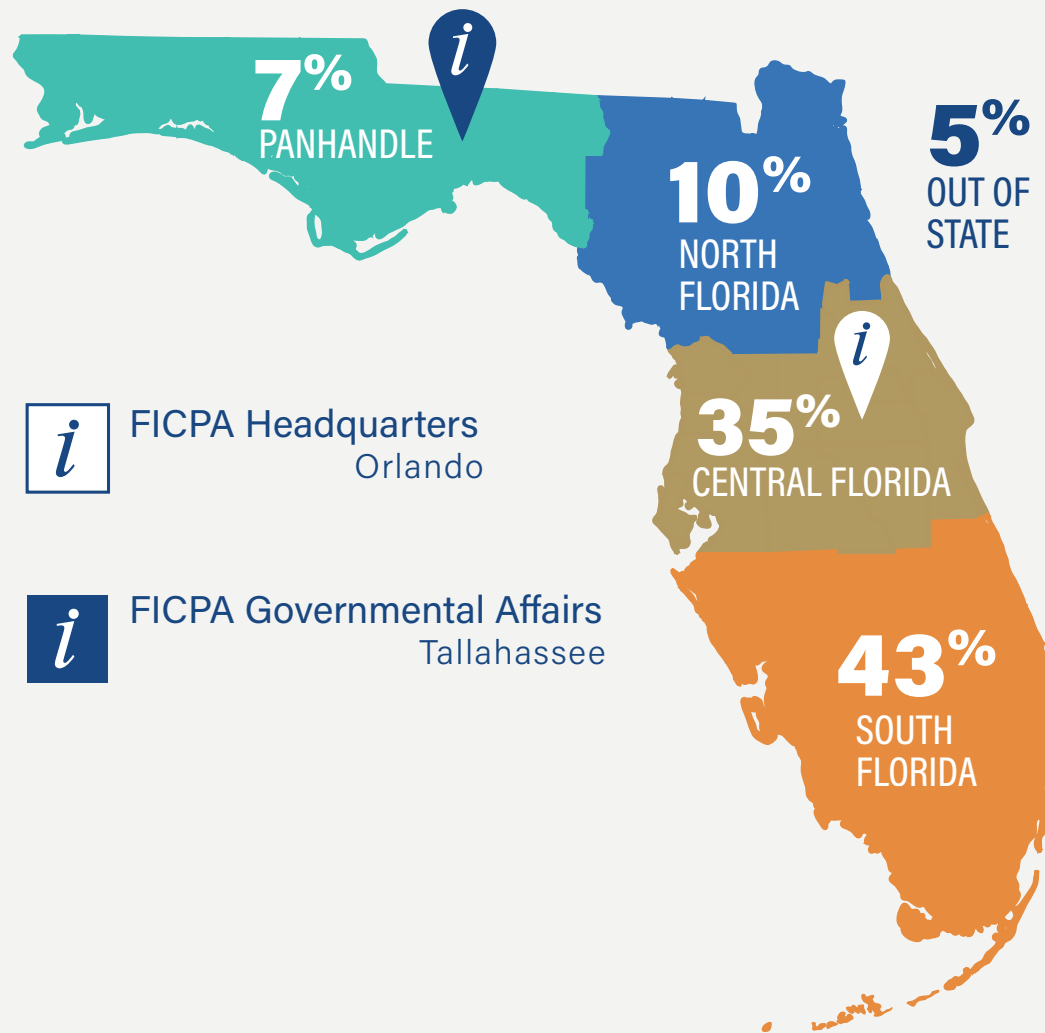


**Ivelisse Santiago**  
Chapter Connections Manager

22  
LOCAL  
CHAPTERS

Contact [marjories@ficpa.org](mailto:marjories@ficpa.org) to see how to get involved.

## Geographic Membership Density



# Florida CPA Today Quarterly Magazine

## Print & Digital

Reaching over 15,000 professionals, *Florida CPA Today* is regularly commended by our members as the go-to source for the latest trends, issues, and events shaping the accounting profession.

### Florida CPA Today delivers:

- Technical articles written by member CPAs and other thought leaders
- Legislative updates
- DOR and IRS updates
- FICPA events



## Testimonial

*“I placed an advertorial in The Florida CPA Today Magazine. I received immediate feedback from a Florida CPA who is a strong prospect for me. Thank you!”*

**John Dohn**

*Management Services International*

SIZE	1x Investment	4x Investment
Advertorial	\$6,060	N/A
Back Cover	\$4,550	\$4,027
Inside Front Cover	\$4,205	\$3,721
Inside Back Cover	\$3,950	\$3,496
Full Page	\$3,830	\$3,365
Half Page	\$1,855	\$1,575
Quarter Page	\$1,550	\$1,372
Four-Page Centerfold	\$7,200	N/A
Six-Page Centerfold	\$10,000	N/A
Classified	<a href="#">Click to view options</a>	

For demographic breakdown, editorial calendar, specs and advertorial guidelines, view the rate card.

[View FCT Rate Card](#)

# Website Advertising

Accessible to both members and non-members, the site continues to expand its reach and impact.

Monthly Visitors: 50,000

Month-over-Month Growth: 6.5%

Year-over-Year Increase: 34.39%



Ads are strategically positioned on the top 8 most visited web pages.

Page Views: 2,262 on average

Outbound Clicks: 440 on average

## Career Center

The FICPA Career Center is a valuable resource for job postings, career opportunities, professional development, and educational resources. Ad campaigns can connect you with a targeted audience, elevate your brand, and support your recruitment and marketing goals.

AD TYPE	12 MONTHS
Footer	\$10,000
Header	\$10,000
Homepage Square	\$5,000
Pane View	\$5,000

**AD TYPES:** Tile, Banner, Vertical

### 3 Month Campaign \$2,500

**IDEAL FOR**

Promotions, seasonal offers, and product launches.

**ADVANTAGES**

Quick results, flexibility to adjust strategies based on performance.

**CONSIDERATIONS**

May require higher frequency and visibility to make an impact.

### 6 Month Campaign \$5,000

**IDEAL FOR**

Building brand awareness, engaging with a target audience.

**ADVANTAGES**

Allows time to optimize and refine the campaign, steady exposure.

**CONSIDERATIONS**

Balances cost and effectiveness, suitable for sustained engagement.

### 12 Month Campaign \$10,000

**IDEAL FOR**

Establishing brand presence, long-term marketing strategies.

**ADVANTAGES**

Consistent visibility, stronger brand recall, better ROI over time.

**CONSIDERATIONS**

Requires commitment and budget, but can yield significant benefits.

**Save Your Spot Today!**



# Email Advertising



## NEWSFLASH

The Official Newsletter of the FICPA

Frequency: Weekly

Audience: 10,000+

Open Rate: 40% average

CTR: 10% average

[View Newsflash](#)



Looking for a way to **target customers**, **drive engagement**, and **generate revenue**?

Email *still* ranks highest for ROI.

## Campaign Options

### 2 WEEK CAMPAIGN

Running ads for 1-2 weeks can be effective for promoting time-sensitive offers or events. This duration helps create a sense of urgency and can drive quick engagement.

**\$1,500**

### 1 MONTH CAMPAIGN

Suitable for building brand awareness and maintaining a consistent presence. This allows the audience to become familiar with the brand and message over time.

**\$3,000**

### 2-4 MONTH CAMPAIGN

This is particularly useful for products or services that require a longer decision-making process.

**\$6,000 +**

*max of 4 months*

## Newsflash Promo

Whether you're showcasing a service or product, offering a special promotion, or sharing SME content, this promo in our newsletter reaches a highly-engaged audience, ready to connect with your message.

**Save Your Spot Today**

*Only one promo per newsletter.*



### Outsource BOI Reports: No Work, No Liability, Only Passive Income

With few days remaining before the Beneficial Ownership Information (BOI) reporting deadline, it's essential for your firm to determine how to manage this new federal requirement for your clients. Joseph & Bryant's BOI filing service can generate substantial passive income for your firm (≈ \$40,000+ per partner), all while eliminating the extra work and legal liability that comes with filing these reports yourself. Take care of your clients and your firm, join 100+ accounting firms already partnered with Joseph & Bryant.

[Learn more.](#)

*Promoted*

**Inquire about our dedicated email marketing solutions**

# Lead Generation

## Retargeting Campaigns

Around 92% of website visitors aren't ready to commit immediately. Typically, it takes **7 interactions** with a brand **before a customer decides**. Frequent exposure increases likability. When users visit the FICPA's website, they see your ads and reconnect with your brand, increasing the likelihood of engagement at FICPA events.

### Start Your Journey Today

<b>PLATINUM</b>	50,000 Impressions	\$6,000
<b>GOLD</b>	25,000 Impressions	\$4,000
<b>SILVER</b>	15,000 Impressions	\$2,000

### Live Reporting Campaign Activity

- Reach
- Views
- Unique Clicks
- CTR
- Activity Heat Map
- Detailed Breakdown of Ad Performance
- Campaign Engagement Listing

## Enhancements

Increase your digital presence through one of the following:

Mobile Geofencing	\$250/day
Historical Geofencing	\$250/day
Email Mapping	\$1,200/month
Search Keyword	\$300/month

**Integrate into a retargeting campaign or include as part of a conference package.**

## Knowledge Hub

### Online Resource Library: Reach over 325,000 CPAs Nationwide

- Generate leads and expand your reach
- 100% lead exclusivity
- No Risk: a cost-per-lead model; only pay for the leads you receive

[Learn More](#)

## Business Resource Guide

A vendor directory of solution providers offering products and services.

Investment: \$500 per listing per year

[View Current Listings](#)

“

*“Let’s advance your presence and maximize your investment together.”*

*It matters to me that you walk away satisfied. Let’s create opportunities that serve you and our members well.”*

**Marjorie Stone**

*Director of Strategic Relationships*

# How can we help you?



**Marjorie Stone**

Director of Strategic  
Relationships

marjories@ficpa.org

850-521-5950