

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 is FICPA?

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.

In addition, FICPA plays a key role in protecting the interests of all CPAs throughout Florida. 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.**

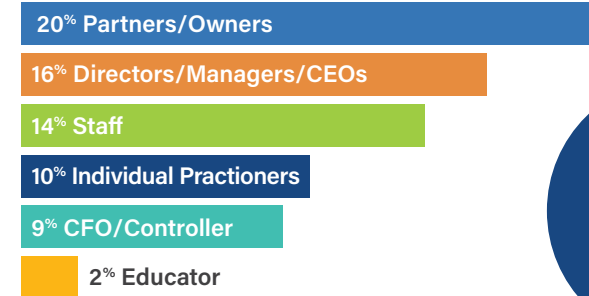


The FICPA's annual advocacy day on Jan. 17, 2024 - CPA Day at the Capitol.  
Photo by Jennifer Powell Photography

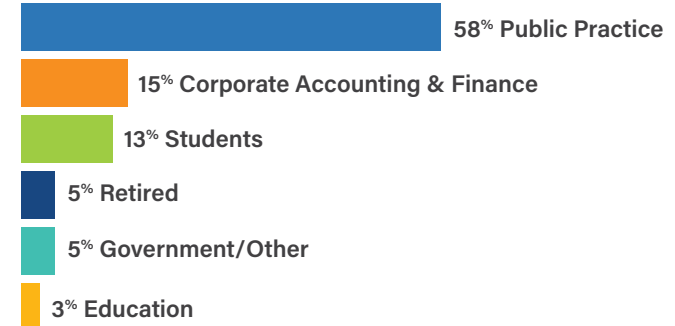
**1820+** Firms  
**2000+** Companies

## Serving 18,500+ Members in Public Accounting and Corporate Finance

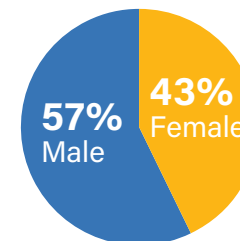
### By Postions Held



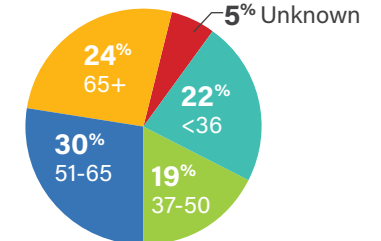
### Where Members Work



### By Gender



### By Age



# How to Get Involved

Connect with Decision Makers and Gain Recognition as a Leader in Your Industry



## Strategic Partnership Program [learn more »](#)

The FICPA's Strategic Partnership Program offers a limited group of organizations the opportunity to maximize exposure to key decision-makers through a variety of marketing and sponsorship initiatives.

As a Partner, the highest level of involvement an organization can have with FICPA, Partners receive a customized plan, which allows a reach across a variety of platforms throughout the year.



## Event Sponsorship & Exhibition [learn more »](#)

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



## Print & Digital Advertising [learn more »](#)

- Florida CPA Today Magazine
- Knowledge Hub
- FICPA.org
- FICPA Career Center
- NewsFlash Newsletter
- Classifieds
- Retargeting Campaigns



To understand the full value of the above offerings, contact **Marjorie Stone**, [marjories@ficpa.org](mailto:marjories@ficpa.org)



FICPA App

engagefully  
Where connection happens

## Capture Leads and Engage with Attendees

The FICPA App amplifies the conference experience by facilitating networking, enabling a direct line of communication amongst attendees, and providing necessary conference content.



*Interested in sponsoring the FICPA App?*

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

# FICPA Sponsorships

At the FICPA, our Learning and Development team delivers top-notch, relevant, year-round virtual and in person CPE conferences that allow you to present and showcase your services and products. We're continuously updating, so be sure to check [ficpa.org/conferences](http://ficpa.org/conferences) frequently.



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

[learn more »](#)

## CFO SERIES

February - June  
Virtual  
6 sessions

[learn more »](#)



February  
South Florida  
Est. Attendance: 80

[learn more »](#)



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

[learn more »](#)



June | Orlando  
Est. Attendance: 250-350  
FICPA's annual conference.

[learn more »](#)



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

[learn more »](#)



November | Ft. Lauderdale  
Est. Attendance: 150  
Business/Tax/Tech focus

[learn more »](#)



November  
Ft. Lauderdale/Orlando  
Est. Attendance: 100

[learn more »](#)

FICPA Exclusive

FREE for members

## Members-Only Webinar

## Sponsored CPE Webinars

Generate leads, position your brand and engage highly-qualified registrants. Sponsored CPE Webinars are promoted on FICPA social media channels, in the NewsFlash and Premier CPE Newsletters.

**\$2,000**

[Reserve Your Spot](#)

### Presenting Sponsorship Topics

- Accounting & Auditing
- AI in Accounting
- Automation and AI
- Client Advisory Services (CAS)
- Cloud-based Accounting Applications
- Cryptocurrency Updates
- Estate Planning
- Financial Planning
- Fraud
- Motivational
- Retirement Planning
- Small Firm Specific
- Wealth Management

## Meet the Team

Our Communications, Conferences and E-Learning teams have the experience and relationships in the industry to help you maximize 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**

### Accounting Scholars Leadership Symposium

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**

### CPA DAY OF SERVICE

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**

### Suncoast Scramble GOLF TOURNAMENT

This Tampa-area tradition remains a staple on the Foundation calendar. This is a full day of golf alongside managing partners, directors and other key decision makers. Take to the golf course for a good cause, as the current leaders of the profession raise funds for its future leaders.

**\$500 - \$5,200**

### FICPA LEADERSHIP ACADEMY

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

## Chapter Events

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

Interested in sponsorship?  
Contact one of the Regional Directors below.



**Karen Dow**  
Regional Director of Membership  
Broward & Palm Beach Counties  
KarenD@ficpa.org | 850-251-5921



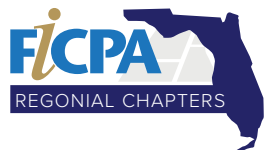
**Kathryn Hernandez**  
Regional Director of Membership  
Miami & The Keys  
KatH@ficpa.org | 850-521-5951



**Alina Penjiyeva**  
Regional Director of Membership  
North Florida  
AlinaP@ficpa.org | 850.521.5930



**Ivey Rose Smith**  
VP of Membership & Corporate Relations  
Central Florida  
Ivey@ficpa.org | 850-521-5918



**Not a member yet?**  
Visit [ficpa.org/membership/types](https://www.ficpa.org/membership/types) to find out which membership level is best for you.

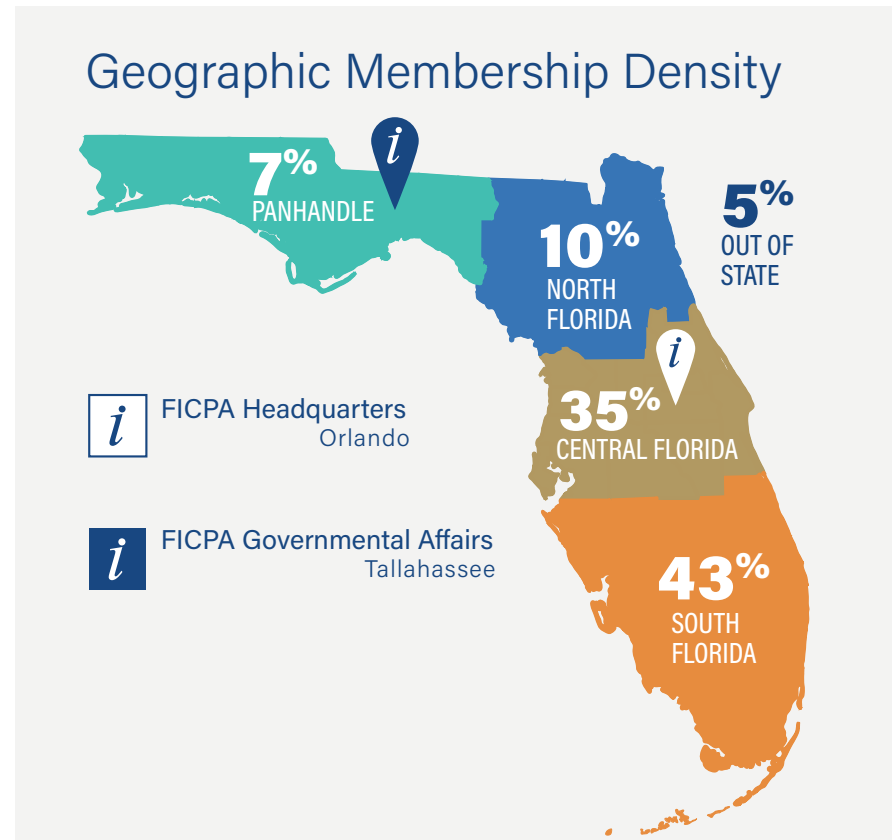


## Governmental Affairs Events

FICPA members - and all members of our profession - benefit from the FICPA's advocacy efforts. Interested in sponsoring Governmental Affairs Events? Contact [marjories@ficpa.org](mailto:marjories@ficpa.org) to see how to get involved.



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



# Florida CPA Today Quarterly Magazine

## Print & Digital

With a circulation of more than 15,000, our members continue to tell us that the *Florida CPA Today* informs them about the latest issues and events in 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



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

[View FCT Rate Card](#)

## 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

# Digital Advertising



## NEWSFLASH

The Official Newsletter of the FICPA

**Frequency:** Weekly

**Audience:** 10,000+

**Open Rate:** 40% average

**CTR:** 10% average

[View Newsflash](#)

### Topics

- Professional Headlines
- Partner Deals and Savings
- News Impacting the Accounting

## Newsflash Promo

Looking for a way to target customers, drive engagement, and generate revenue? Email still ranks highest for ROI.

Whether you are highlighting a service or product, offering a special promotion, or discussing SME content, this promo taps into a ready-made pool of highly-engaged readers.

[Save Your Spot Today](#)

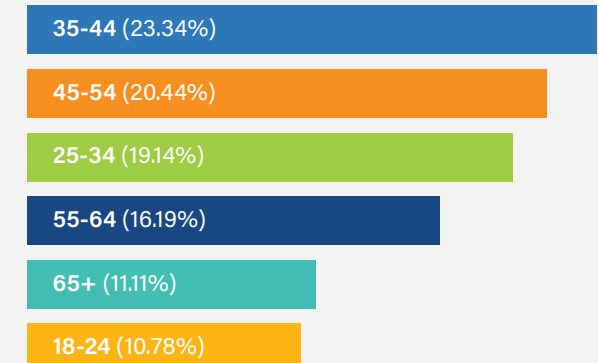
FREQUENCY	INVESTMENT
1x	\$1,500
3x	\$3,000
6x	\$6,500

## Homepage Advertising

FICPA.org has an average of 50,000 visitors each month with a 6.5% increase in traffic month-over-month and a 34.39% increase year-over-year.

### Website Demographics

By Age



\*Based on Dec. 2022 - Feb. 2023

By Gender



\*330 x 250 Display Ad



DURATION	INVESTMENT
1 Month	\$2,500
3 Months	\$5,500
12 Months	\$10,000

[Save Your Spot Today](#)



# Lead Generation

## Retargeting Campaigns

Approximately 92% of people who visit a website are not yet ready to commit to a product or service. Traditionally, it takes 7 touch points with a brand before a customer commits.

[Start Your Journey Today](#)

### New to Retargeting?

Start with a one month campaign at \$1,100.

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

### Reporting Campaign Activity

You have multiple ad size options to submit to receive maximum reach. Once the campaign is published, you will receive a live summary report that provides:

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

## How it works



## Knowledge Hub [Learn More](#)

### Reach over 325,000 CPAs Nationwide

An online resource library to publish thought-leadership content, white papers, webinars, product guides, case studies, industry analysis and much more, with no up-front cost. You only pay for qualified leads when your content is downloaded. You'll receive the interested party's 'digital business card' to contact them.

## FICPA Business Resource Guide [View Current Listings](#)

The Business Resource Guide is a listing of solution providers offering products and services to our members.

Investment: \$500 per listing per year

“

*“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