



**OSCPA**  
Oregon Society of  
Certified Public Accountants



# MEDIA KIT

Partnership | Sponsorship | Advertising Opportunities

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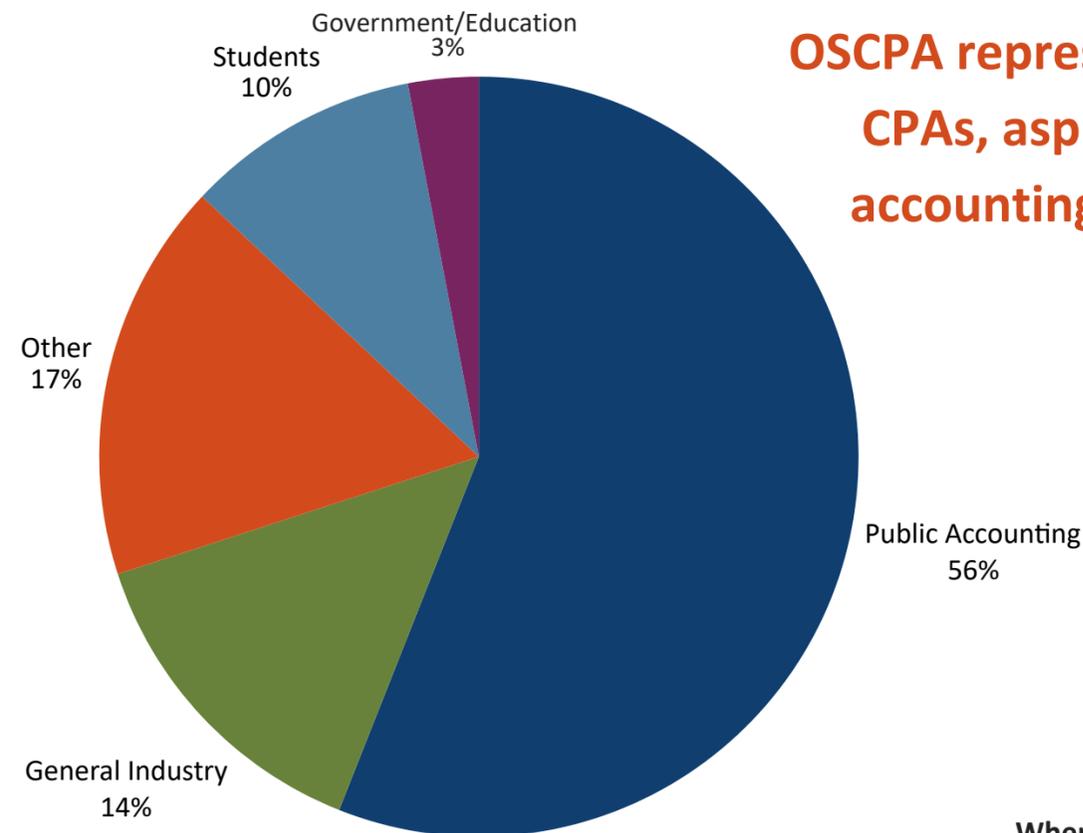
Your guide for reaching CPAs & financial professionals in Oregon



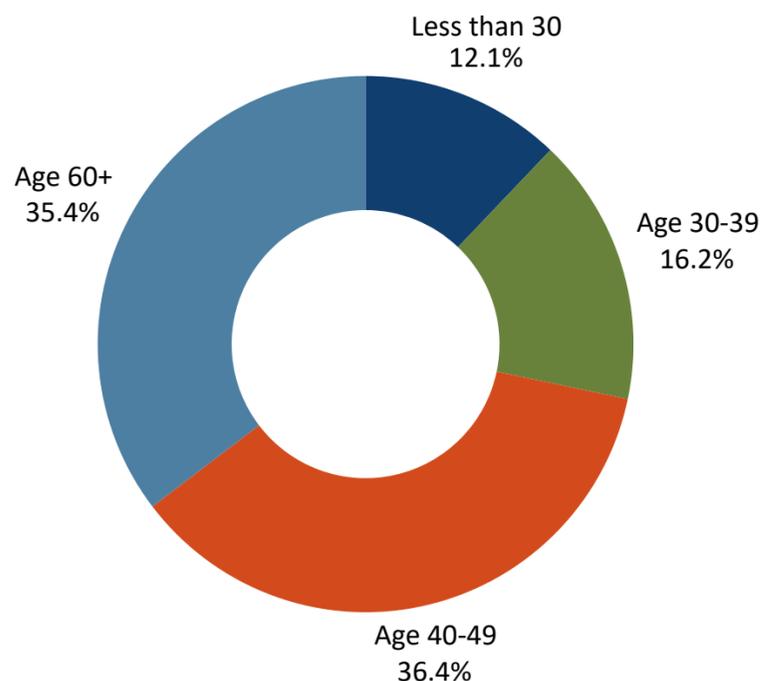
# Partnership with Oregon Society of CPAs

Build relationships and increase your brand exposure through OSCPA partnership. From advertising in one of our publications to sponsoring an event, there's a partnership opportunity for every budget to put your organization in front of the key decision makers transforming businesses in Oregon.

**OSCPA represents nearly 4,000 CPAs, aspiring CPAs, and accounting professionals!**



Our generation



What we do

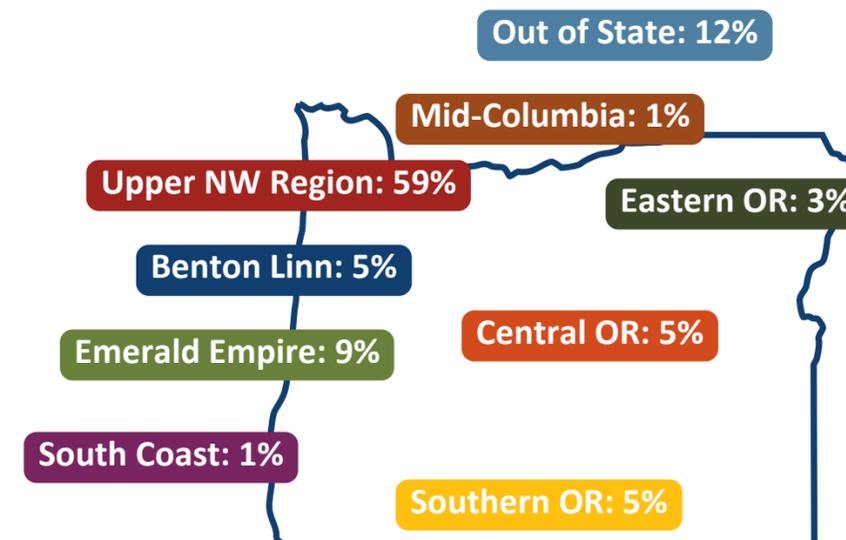


**16% are mid-level managers**

**41% are senior-level executives**

**57% are likely involved in purchasing decisions or recommendations for their businesses and clients**

Where we live





# How Can You Partner with OSCPA?



**Magazine  
Advertising**

**LEARN MORE** →



**Digital  
Advertising**

**LEARN MORE** →



**Conference  
and Event  
Sponsorships**

**LEARN MORE** →



**Corporate  
Donor:  
Educational  
Foundation**

**LEARN MORE** →



**OSCPA  
Knowledge/  
Solutions  
Hub**

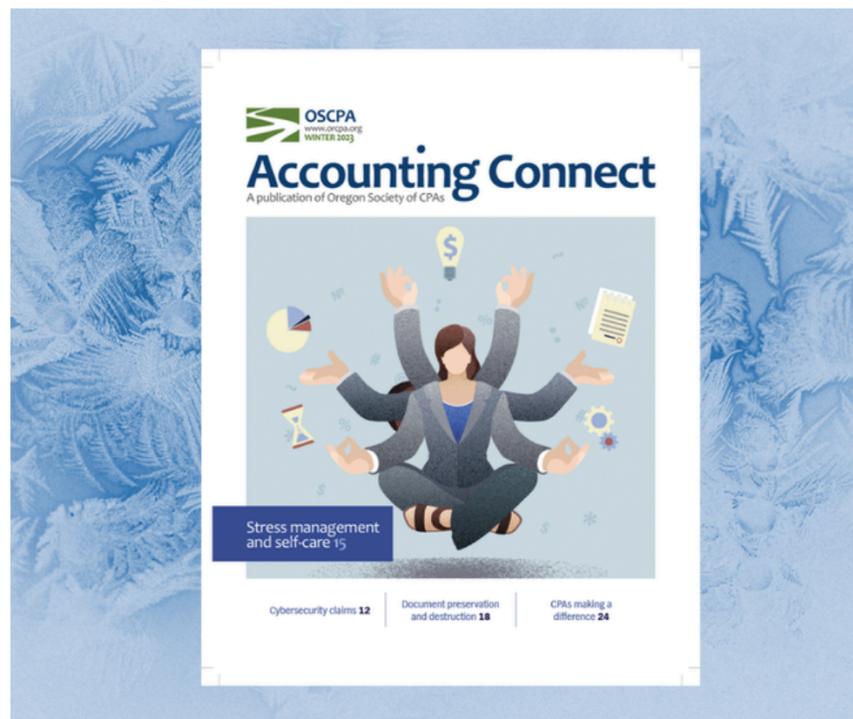
**LEARN MORE** →



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## BECOME AN OSCP Magazine Advertiser

*Accounting Connect* is the digital magazine of the Oregon Society of CPAs. Reaching CPAs throughout Oregon, as well as the firms and businesses they serve, this full-color quarterly has news and updates affecting the CPA profession.



### 2025 Display Advertising Rates & Specs

General Notes:

All advertising prices are subject to change without notice.

#### Ad Specifications:

Trim Size: 8.5" x 11"

Bleed Size: 9" x 11.5" (includes 0.25" bleed)

- *Frequency discount for 2+ issues: 20%*
- *OSCPA Member discount: 20%*

#### Ad Options & Rates:

Full Page

Size: 9" x 11.5" (with bleed)

Rate: \$1,512

1/2 Page

Size: 7.5" x 4.75"

Rate: \$929

2/3 Page Vertical

Size: 5" x 9.5"

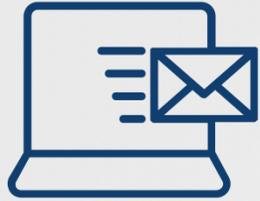
Rate: \$1,170

1/6 Page Vertical

Size: 2.33" x 4.75"

Rate: \$510

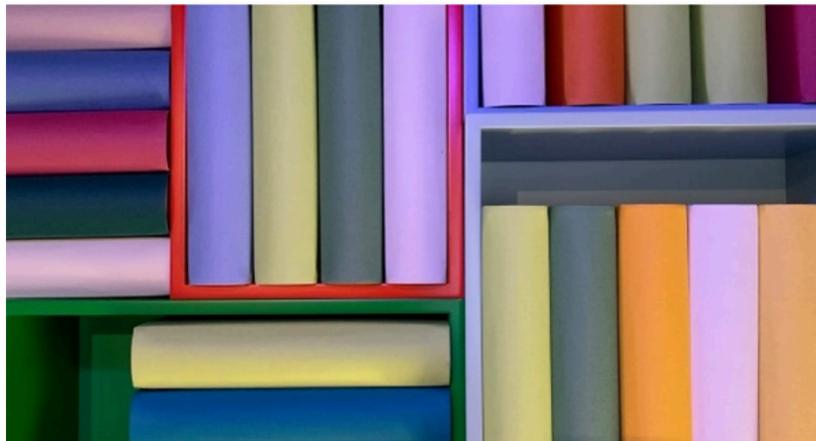
Issue	Publish Date	Art/Insertion Order Deadline
Spring	May 1	March 1
Summer	August 1	June 1
Fall	November 1	September 1
Winter	February 1	December 1



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## BECOME AN OSCPA Digital Web & Newsletter Advertiser

### Accounting Connect



A crucial window for estate planning: Preparing for 2026 changes

Exemption amounts under the Tax Cuts and Jobs Act of 2017 are set to expire, making now an essential time for individuals and families to revisit their estate plans. [Read more](#)

Energy efficient home improvements could help people reduce energy bills and taxes

Homeowners who make improvements like replacing old doors and windows, installing solar panels or upgrading a hot water heater may qualify for home energy tax credits. [Read more](#)

#### Weekly Accounting Connect newsletter:

- Approx. 3,000 subscribers
- \$175 per insertion
- Maximum sponsored ads per newsletter: 2
- Ads may not promote CPE
- Banner ad: 600 pixels wide by 150 pixels high

#### Web Banner Ads:

- OSCPA's website has over 49,000 indexed page views annually, averaging over 4,100 monthly page views.
- \$350 for 30 days

#### Discounts:

- 20% discount for OSCPA members
- Frequency discount for 2+ newsletter ads or 30-day web banner ad placements: 20%



# BECOME AN OSCPA Conference and Event Sponsor

*OSCPA event and conference sponsorships let you connect with potential customers, qualified business prospects, and engaged decision-makers. Build your brand and maximize exposure.*

## Gold Sponsors- exhibit option

- 1-day: \$1,000
- 2-day: \$1,200

## Silver Sponsors- no exhibit option

- 1-day: \$750
- 2-day: \$850

## Sponsorship details:

- Gold level sponsors choose between 30-second video or exhibiting in-person.
- Booth representatives may attend conference for CPE (one is complimentary.)
- Registrations cannot be shared.

### Not-for-Profit Conference

**Average Attendance:** 170

**Typical Timeframe:** Late April

**Audience:** Nonprofit organizations, government agencies, consulting firms, public accounting firms ranging from sole practitioners to medium/large scale.

### ERISA Conference

**Average Attendance:** 50

**Typical Timeframe:** Mid-May

**Audience:** Public and private organizations, public accounting firms ranging from sole practitioners to medium/large scale.

### Farming, Ranching & Agribusiness Conference

**Average Attendance:** 60

**Typical Timeframe:** Early June

**Audience:** Agribusiness entities, consulting firms, public and private organizations, public accounting firms ranging from sole practitioners to medium/large scale.

### Estate & Trust Conference

**Average Attendance:** 110

**Typical Timeframe:** June

**Audience:** Public and private organizations, consulting firms, public accounting firms ranging from sole practitioners to medium/large scale.

### Forest Products Conference

**Average Attendance:** 50

**Typical Timeframe:** Mid-late June

**Audience:** Forest and Timber entities, public and private organizations, consulting firms, public accounting firms ranging from sole practitioners to medium/large scale.

### Financial & Retirement Planning Conference

**Average Attendance:** 40

**Typical Timeframe:** Early November

**Audience:** Public and private organizations, public accounting firms ranging from sole practitioners to medium/large scale.

### State & Local Tax Conference

**Average Attendance:** 500

**Typical Timeframe:** Early January

**Audience:** Public and private organizations, consulting firms, public accounting firms ranging from sole practitioners to medium/large scale.

### Construction Industry Conference

**Average Attendance:** 90

**Typical Timeframe:** Mid-May

**Audience:** Construction entities, general contractors, consulting firms, public accounting firms ranging from sole practitioners to medium/large scale.

### Governmental Accounting & Auditing Conference (2 days)

**Average Attendance:** 180

**Typical Timeframe:** Mid-May

**Audience:** Government agencies, public and private organizations, public accounting firms ranging from sole practitioners to medium/large scale.

### Real Estate Conference

**Average Attendance:** 65

**Typical Timeframe:** Early June

**Audience:** Development companies, public and private organizations, public accounting firms ranging from sole practitioners to medium/large scale.

### Accounting & Auditing Conference

**Average Attendance:** 40

**Typical Timeframe:** Mid-late June

**Audience:** Public and private organizations, consulting firms, public accounting firms ranging from sole practitioners to medium/large scale.

### Business & Industry Conference

**Average Attendance:** 30

**Typical Timeframe:** Mid-October

**Audience:** Private organizations and entities, public accounting firms ranging from sole practitioners to medium/large scale.

### Northwest Federal Tax Conference™ (2 days)

**Average Attendance:** 50

**Typical Timeframe:** Mid-November

**Audience:** Public and private organizations, public accounting firms ranging from sole practitioners to medium/large scale.

### Winter Governmental Auditing & Accounting Conference

**Average Attendance:** 80

**Typical Timeframe:** Mid-January

**Audience:** Government agencies, public and private organizations, public accounting firms ranging from sole practitioners to medium/large scale.



## Member Events



### Circle of Excellence

**Average attendance:** 140-160

**Typical Timeframe:** May

**Audience:** The annual celebration of the Oregon accounting profession honors current and aspiring CPAs for academic and professional achievement. Attendees include CPAs, accounting educators, and members of the public.

**Event Sponsorship:** \$1,000

Includes company name and logo in event promotions and on event signage, special recognition at start of event, complimentary event attendance for two representatives.

### Career Showcase

**Average attendance:** 60-70; approx. exhibitor attendance: 25

**Typical Timeframe:** September

**Audience:** OSCP Career Showcase is an opportunity for public accounting firms, governmental agencies, and industry organizations to meet accounting students and recruit for open positions within their companies.

**Event Sponsorship:** \$1,000

Includes company name and logo in event promotions and on event signage, special recognition at start of event, skirted exhibit table, complimentary event attendance for two representatives, and opportunity to distribute promotional materials.





# BECOME AN OSCPA Corporate Donor

Corporate donors are committed to helping The OSCPA Educational Foundation achieve its mission and building the future of the accounting profession in Oregon.

Build your brand ★ Build the profession

- Brand your company as a leader in the CPA profession
- Gain year-long exposure to students and professionals
- Keep accounting a vital, valuable option for top Oregon students through scholarships

## Corporate Donor Levels

- **Champion:** \$9,000 or more
- **Platinum:** \$6,000-\$8,999
- **Gold:** \$3,000-\$5,999
- **Silver:** \$1,500-\$2,999
- **Bronze:** \$500-\$1,499

Gold level & above can designate funds to a certain college/university listed and class level (e.g. Juniors only)

Thank you 2025-26 donors

Champion Donors:



Platinum Donors:



Gold Donors:



Silver Donors:

Allen Sakai & Company LLP

Maginnis & Carey LLP

Pittman & Brooks PC

Bronze Donors:

B\Val CPAs & Advisers LLP

Individual Named Scholarship Donors:

- Jay Richardson Memorial Scholarship
- John & Catherine Knox
- Lynne M. Angland Memorial Endowment
- Stephen P. & Mayno Blanding Endowment
- Selma I Starns & Alexander R 'Dick' Bartley Endowment
- Suzanne P. McGrath Endowment
- The Willow Endowment
- William F. Holdner Memorial Scholarship



# BECOME AN OSCPA Knowledge/Solutions Hub Sponsor

## Building Relationships — Powering Sales

Lead Generation and Content Syndication Solutions that Invite Deep Engagement! **Our Knowledge Hub** will generate real-time, high-quality sales 'leads' on a risk-free, cost-per-lead basis throughout the year. The **Solutions Hub** is a catalog of industry solution providers and vendors you can be a part of!

### Welcome to the OSCPA Solutions Hub

The OSCPA Solutions Hub is a catalog of industry solution providers and vendors! Search, browse, and filter to find what you're looking for today!

#### Search

Search Companies

Use Advanced Search

#### Categories and Expertise

26 Total Companies

**Software Advice.**

Software Advice for Accounting

**KARBON**

Karbon

Knowledge Hub Solutions Hub

## Building Relationships — Powering Sales

### Lead Generation and Content Syndication Solutions that Invite Deep Engagement!

Our "Knowledge Hub" will generate real-time, high-quality sales 'leads' on a risk-free, cost-per-lead basis throughout the year.

**Request More Information**

First Name

Last Name

Business Email

Phone

Organization Name

**Submit**

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### Welcome to the OSCPA Knowledge Hub

Our library of free downloadable content includes white papers, webinars, product guides, case studies, industry analysis and much more, provided by experts and vendors within the accounting industry. By downloading the content, you may be contacted by the provider. For more information on posting content in the Knowledge Hub, please [click here](#).

[Learn more about the new OSCPA Knowledge Hub \(in under 2 minutes\)!](#)

Results: (116)

Publish Date

#### Search

Search By Keyword...

Use Advanced Search

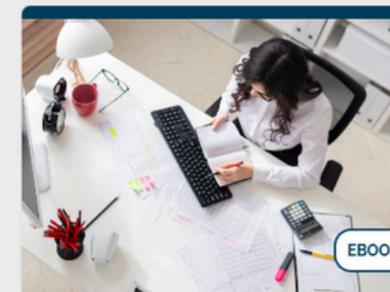
#### Companies

Select Company

[View All Companies »](#)

#### Topics

Accounting and Reporting



EBOOK

THURSDAY, MAY 29, 2025

**Datamatics Business Solutions, Inc.**

Scale Smarter: How Outsourcing Accounting Services Drives Growth

Ready to scale smarter, not harder? This practical guide helps CPAs kickstart their outsourcing



GUIDE

WEDNESDAY, MAY 28, 2025

**Taxfyle**

Unlock Talent Retention and Workforce Excellence with AI in Accounting

AI can help accounting firms retain talent by reducing burnout, enabling strategic work, and



EBOOK

FRIDAY, MAY 23, 2025

**Canopy Tax**

Unlock Your Firm's Growth Potential: Essential Strategies for Building, Growing, and Scaling a Successful Practice

Discover Proven Insights to Transform Your





## Knowledge/Solutions Hub Sponsor

Target CPAs locally or tap into a nationwide audience of more than 350,000 CPAs and accounting professionals.

### How Does It Work?

Leverage your thought leadership and informational content to engage with thousands of qualified professionals.

**STEP 1:** Select a lead generation package 'level' based on lead volume

**STEP 2:** Provide at least one thought leadership content piece for promotion

**STEP 3:** Watch as we drive traffic to your campaign using online, email and social marketing tactics

**STEP 4:** Receive real-time email notifications ('leads') of who downloads your content

## WHY OSCPA LEAD GENERATION?

- Be in front of an active and engaged audience of industry professionals
- Utilize a world-class lead generation platform that's 100% turn-key
- Work with a team of lead generation experts and content marketing strategists
- Low risk, pay-for-performance programs that fit all budgets
- Receive a steady flow of leads to fill your sales pipeline
- Track and monitor the campaign performance with a web-based dashboard



Contact us for pricing!





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# NOT SEEING WHAT YOU NEED?

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Customize a package that works best for your organization! Contact [communications@orcpa.org](mailto:communications@orcpa.org).