



OSCPA
Oregon Society of
Certified Public Accountants



MEDIA KIT

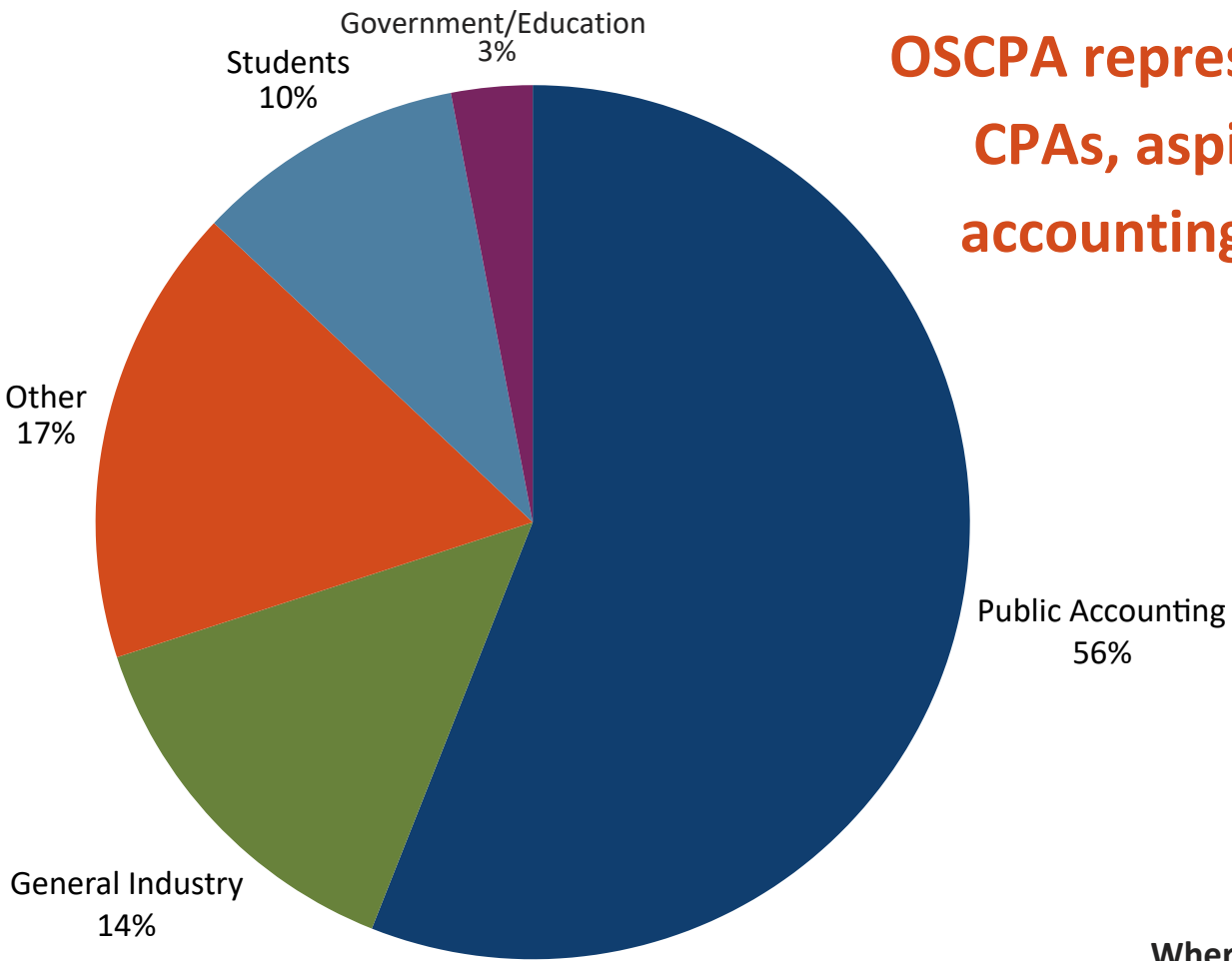
Partnership | Sponsorship | Advertising Opportunities

Your guide for reaching CPAs & financial
professionals in Oregon

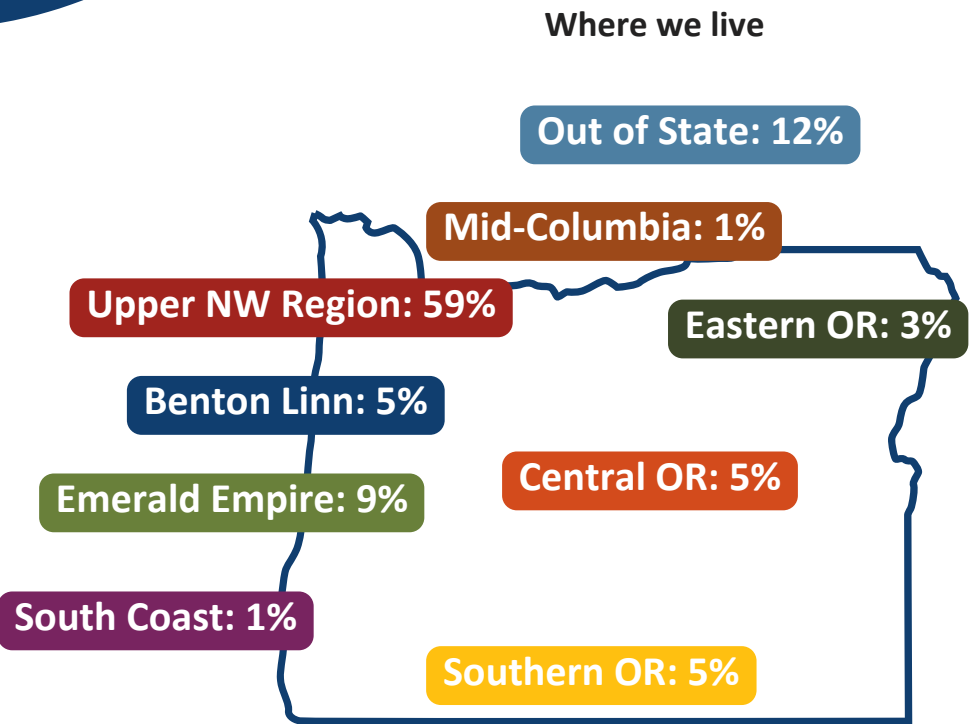
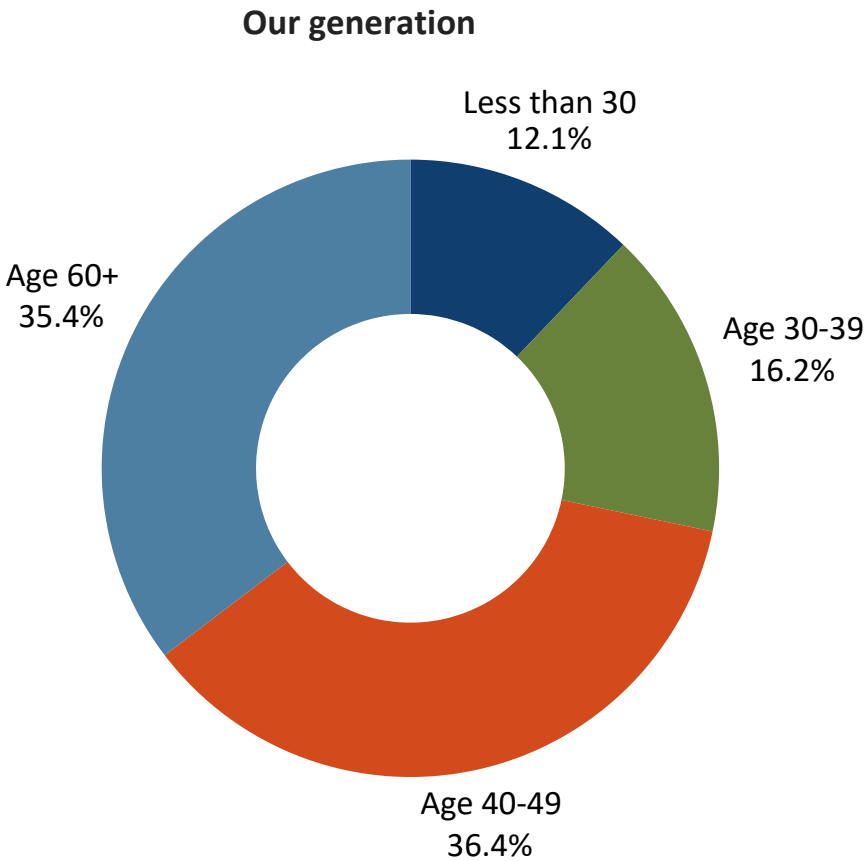


Partnership with Oregon Society of CPAs

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!





How Can You Partner with OSCPA?



**Magazine
Advertising**

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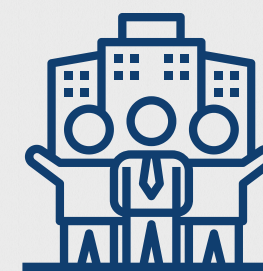
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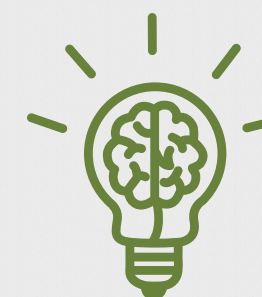
**Conference
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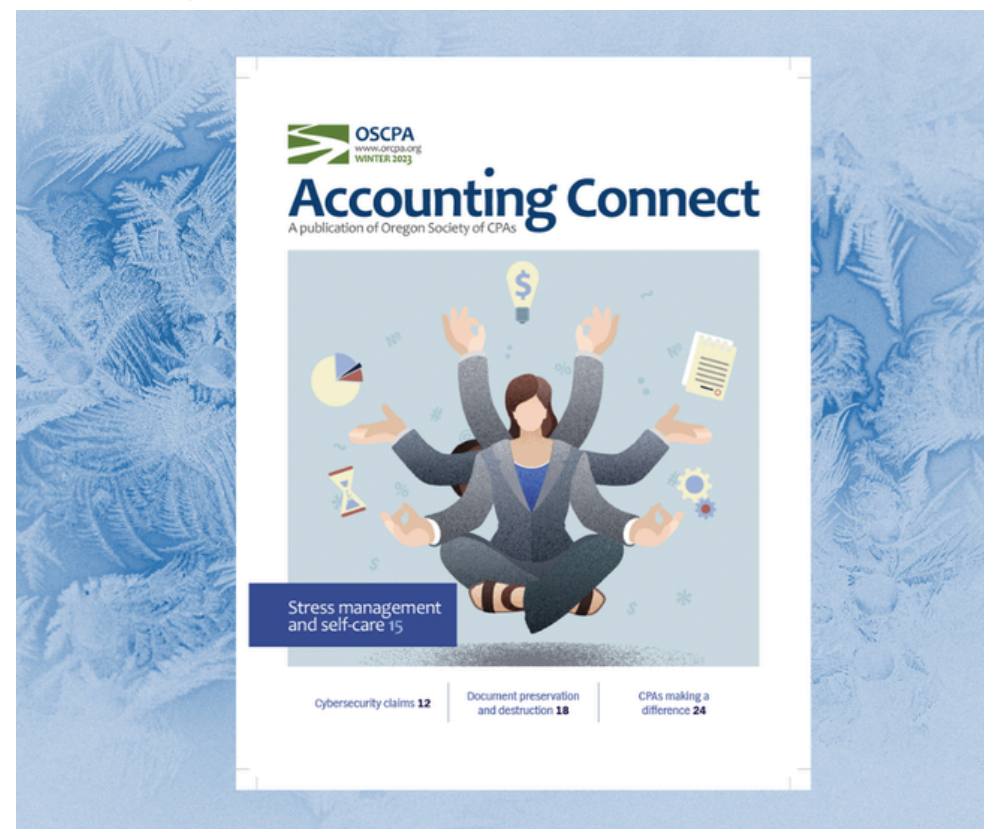
**OSCPA
Knowledge/
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BECOME AN OSCP Magazine Advertiser

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"

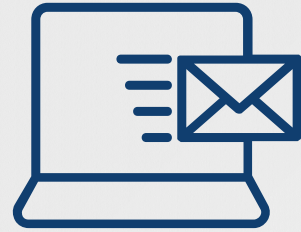
Rate: \$1,170

1/6 Page Vertical

Size: 2.33" x 4.75"

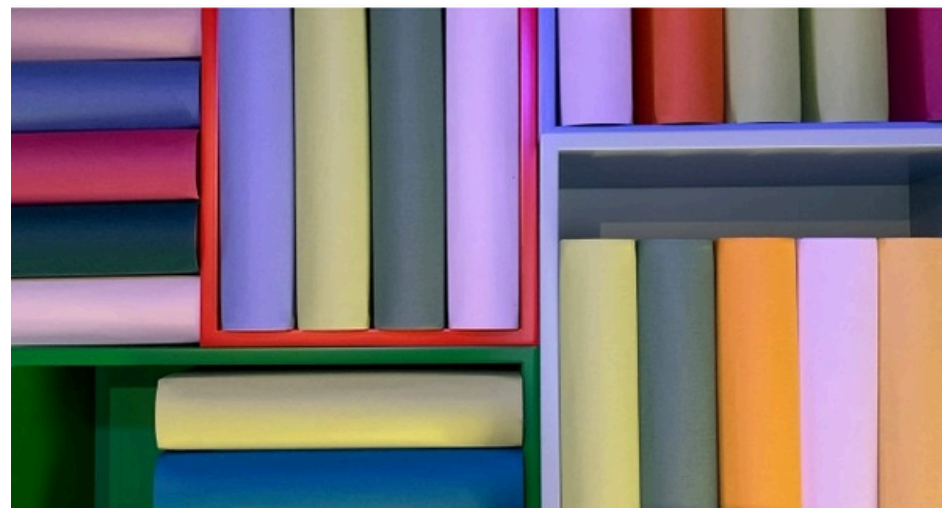
Rate: \$510

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



BECOME AN OSCP 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:

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



BECOME AN OSCP Conference and Event Sponsor

OSCP 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

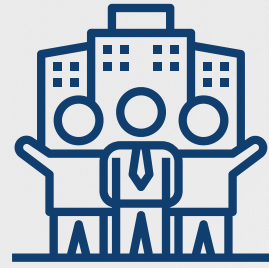
Typical Timeframe: September

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:

Deloitte.



Platinum Donors:

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Gold Donors:

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- 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!

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Oregon Society of CPAs

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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.

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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 \(in under 2 minutes\)!](#)

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☐ Accounting and Reporting

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

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

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





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NOT SEEING WHAT YOU NEED?

Customize a package that works best for your organization! Contact communications@orcpa.org.