

INSPIRE. EMPOWER.

ESTD

**MONTANA**  
SOCIETY *of* CPAs

1913  
IMPACT. EXCELLENCE.

Advertising  
Exhibiting  
Sponsorship  
**OPPORTUNITIES**

[www.montana.cpa](http://www.montana.cpa)

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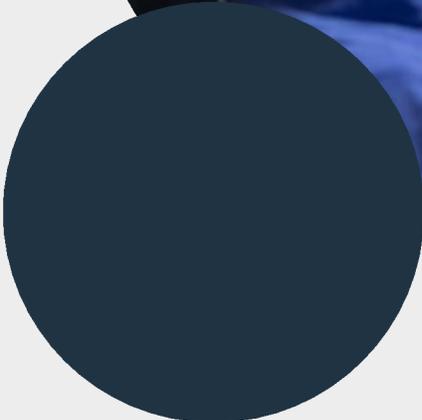
2026



# Interested in showcasing your business to our CPAs?

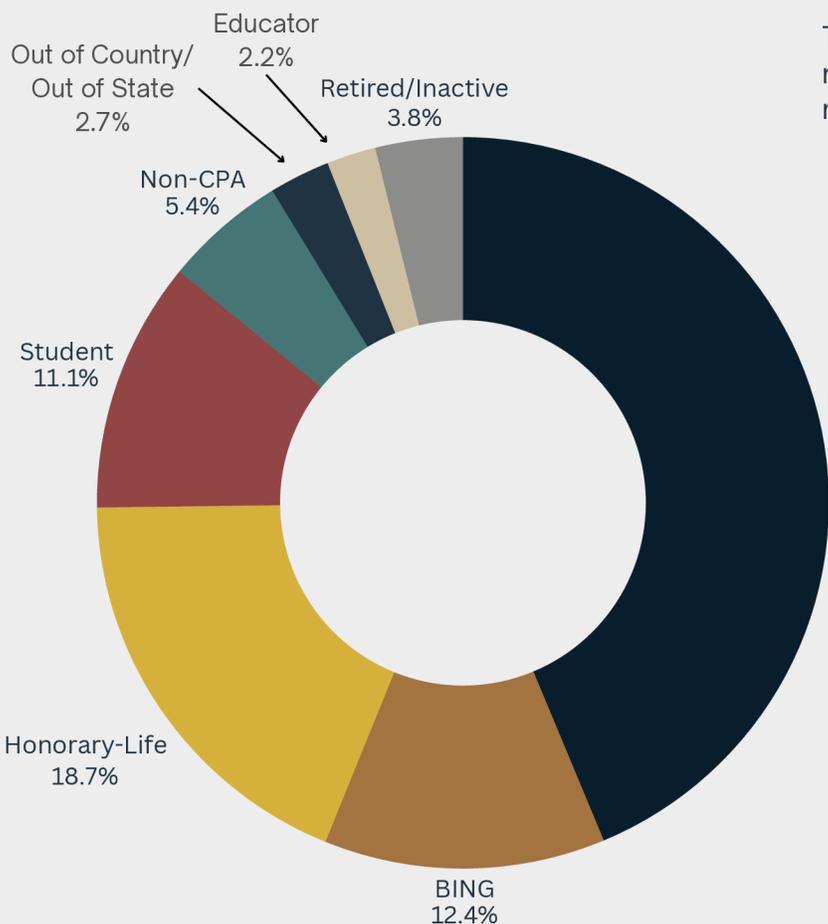
We have many options available to get you in front of our members.

- Digital Advertising
- Event Sponsorship & Exhibiting
- Webinars
- Retargeting Campaigns
- Job Board (Montana-centric)
- Student Branding Initiative [NEW!]
- Student Firm Crawl [NEW!]

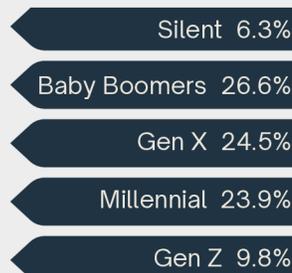


## Our Numbers

The Montana Society of CPAs is a professional membership association with more than 1,400 members worldwide.



Public Practice 43.7%



# Digital Advertising

## eNews Ad

Leverage MTCPA's highly targeted digital publications to build brand awareness with CPAs in our directory. Your banner ad will include a hyperlink to your desired page.

## eNews Advertorial

**MOST POPULAR**

Want more visibility? Put your message in front of a targeted audience by placing an advertorial in one of our publications. We can make your ad look seamless and less sales-y. This includes a banner ad plus up to 125 words and hyperlinks in body of text and/or banner.

## Rates

prices per insertion

### eNews Ad

Graphic only

	Size	1-5x	6+
Full Banner	600x150 pixels	\$125	\$100
Square	250x250 pixels	\$100	\$75

### eNews Advertorial

Full banner + 125 character text + hyperlink

	Size	1-5x	6+
eConnect	600x150 pixels	\$175	\$150
Future CPAs	600x150 pixels	\$125	\$100

### Our Publications

**eConnect** is our weekly "smart" digital newsletter that is sent to nearly 1,200 subscribers. The content is customized weekly with information and updates that keep CPAs informed and ahead of the curve.

**Average WEEKLY click-to-open rate: 20.76%\***

**Aggregate MONTHLY click-to-open rate: 21.12%\***

*\*above average*

**Future CPAs** (student news) is a monthly digital publication helping nearly 150 Accounting students prepare for their future careers.

**Average click-to-open rate: 11.58%**

### Advertorial example:



You provide the graphic/artwork with your message and we'll do the rest! We can even help with design if needed.

Message us about available dates.

We can provide click-rate statistics for advertorial categories, if requested.

**Multi-issue specials!**

# Event Exhibiting & Sponsorship

We have many sponsorship and exhibitor opportunities available. We can be flexible, so if you have an idea or budget, let us know and we will work with you!

## Governmental Conference

*May 12-13, 2026 // Helena, MT (in-person & virtual)  
Average attendance: 110*

This conference focuses on accounting, auditing, and reporting issues affecting Montana's local governments. This conference has been designed for auditors of local governments; representatives of city, county, town and district governing boards; and accountants from city, county, town and school district business offices.



## MTCPA Annual Conference

*June 18-19, 2026 // Whitefish, MT (in-person only)  
Average attendance: 80*

We invite you to be a part of our largest conference as we welcome CPAs from across the state, learn from fantastic speakers, participate in leading-edge forums and have fun in the process! We create the best possible experience for our attendees AND our exhibitors. This conference attracts a mix of CPAs: approximately 48% from public practice, 16% from business/industry, and the remaining is comprised of Honorary/Retired, Educators, Students, Associate & Non-CPA Members.



## Farm & Ranch Conference

*August 6, 2026 // Great Falls, MT (in-person & virtual)  
Average attendance: 85*

This conference is tailored for professionals serving farm and ranch clients, as well as farmers and ranchers themselves. Attendees explore essential tax planning strategies specific to agribusiness and learn how to optimize tax benefits for agricultural operations.



## Industry & Fraud Conference

*Late September (Date TBD) // Helena, MT (in-person & virtual)  
Average attendance: 50*

**MTCPA is excited to debut a combined Industry & Fraud Conference this year!**

This two-day event blends top industry updates with fraud prevention, ethics, and real-world case insights—offered both in-person and online. Join us for a fresh, streamlined conference experience designed for CPAs across business, industry, and public practice. In-person and Virtual options available.



*All sponsorships need to be confirmed with payment at least 3 weeks prior to an event*

# Sponsorship Levels

## Annual Conference



SPONSOR LEVELS	Lunch Sponsor (Friday)	Silver Sponsor (MTCPA Awards)	Gold Sponsor (Main Session)	Platinum Sponsor (Keynote)
	\$2,000	\$3,000	\$4,000	\$5,500
Announcement & signage at event	●	★	★	★
Social media recognition	●	★	★	★
Logo on conference marketing materials	●	●	★	★
Time to speak/address attendees	●	●	●	★
Complimentary eConnect advertorial or job posting		●	●	★
Reserved table at event(s) & extra tickets	Friday Lunch event [2 add'l]	MTCPA Awards [2 add'l]	MTCPA Awards [4 add'l]	MTCPA Awards [4 add'l] & DSA [2 add'l]
Option: Exhibitor Booth			●	● <small>plus other opportunities as discussed</small>

★ priority    ★ VIP

Sponsor-provided content

MORE SPONSOR LEVELS	Break Sponsor	Reception Sponsor	Exhibitor/ Vendor Booth	Working Breakfast CPE Session
	\$500	\$750-\$1,000	\$1,250	\$1,500
Announcement & signage at event	●	●	●	●
Logo on conference materials	●	●	●	●
Social media recognition		●	●	●
List of attendee names / firms (no emails or phone #s)			●	●
Complimentary eConnect advertorial or job posting			●	●
# Attendees (includes associated meal events, no DSA)		Employees at reception	Up to 2 employees in booth & regular meal events	Up to 2 employees at breakfast/session

All sponsorships need to be confirmed with payment at least 3 weeks prior to the event

Contact Erinn at [erinn@montana.cpa](mailto:erinn@montana.cpa) or 406-442-7301 with questions or to secure a sponsorship

# Other Ways to Advertise

## Webinars

True to our values of knowledge sharing and participation, this webinar sponsorship positions your organization as a valuable resource to our members.

### Sponsorship includes:

- A 50-minute webinar in which you provide an expert speaker and content
  - MTCPA handles webinar setup, registration and marketing of the webinar
  - Webinar content must be approved prior to marketing of the event
- Your logo on all marketing materials to our members
- A written profile or short 1-2 minute video you can develop for inclusion in webinar follow-up emails
- Attendee list which includes names and addresses
  - Lists do not include email addresses or phone numbers

1-25 attendees - \$250  
26-50 attendees - \$500  
51-100 attendees - \$750  
101+ attendees - \$1,000

A new way to advertise!

## Job Board

Looking to reach top accounting talent in Montana? Our Job Board connects employers with highly qualified CPAs and financial professionals across the state.

All job postings must be for positions located in Montana. This is a great opportunity to showcase your openings to a targeted audience of accounting professionals!

### Standard Posting (4 weeks)

- Members: **\$200**
- Non-members: **\$325**
- Includes posting on our website, social media, and eNewsletters

### Unlimited Job Postings (1 year)

- Members: **\$1,500**
- Add or update your postings as often as you'd like!

## Retargeting

What are you doing to get your message seen 50,000 times - and have measurable stats from these efforts? Reach your intended audience with access to our membership base of accountants and accounting firms.

### Why Retargeting?

Our audience becomes your audience with retargeting. Get exclusive direct access to MTCPA's website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online. Impressions are **GUARANTEED** with this marketing

### Quality Targeting

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with MTCPA's uniquely qualified audience that will showcase your business to those who need you the most.

### Investment:

Basic - **15,000 impressions** - 3 months - **\$750**  
Standard - **30,000 impressions** - 3 months - **\$1,450**  
Premium - **50,000 impressions** - 3 months - **\$2,500**



# Be a part of our pipeline mission

## Student Firm Crawls

MTCPA Firm Crawls connect students and young professionals with Montana accounting firms through guided, behind-the-scenes office tours designed to strengthen recruitment, showcase firm culture, and promote the future of the profession. While the title of this event is a “Firm Crawl” - business, industry and government entities may also participate.

### Why Sponsor?

A Firm Crawl sponsorship puts your firm front and center. Unlike traditional sponsorships, you’ll have meaningful face time with participants—including a dedicated lunchtime session—plus prominent recognition as the event’s headline sponsor (“Firm Crawl sponsored by \_\_\_”). Your branding appears throughout event communications and onsite, and you receive additional engagement time beyond the standard tour.

*Please note: other firms will participate in each Crawl, but the sponsor receives top billing and extended access to students.*

### Cost

Firm Crawls take place in communities with a four-year university offering an accounting program.

Sponsorship investment varies by market:

- **Helena or Butte:** \$500
- **Billings or Missoula or Bozeman:** \$1,000
- **Statewide/full year** (4-5 events): \$3,000

## Student Branding Initiative

The Montana Society of CPAs is excited to launch a new branding initiative aimed at connecting with accounting students. This campaign will feature updated materials with a fresh, modern look to engage younger audiences and inspire future CPAs. Our new design and messaging will target current and prospective student members at universities across Montana and beyond, and will be lasting collateral for years to come.

We’re seeking sponsorships to help bring this campaign to life—partner with us to inspire the next generation of accounting professionals!

### Supporting Partner (\$500)

- Logo placement on the back of the brochure.
- Recognition on MTCPA’s website as a supporting partner.
- Mention in our social media and newsletter promoting the project.

### Gold Partner (\$1,500)

- Prominent logo placement on the brochure.
- Recognition on MTCPA’s website and social media with a dedicated thank-you post.
- Free booth space at an upcoming MTCPA event.

### Premier Sponsor (\$5,000)

- Customized Brochure Section: Featured logo placement on the front of the brochure, as well as inclusion of a one-page, branded message or informational piece in the brochure.
- Exclusive Digital Feature: A spotlight article or interview feature on MTCPA’s website and in the student newsletter.
- Sponsored Content: A dedicated educational post or blog article featuring the sponsor’s insights, aligned with MTCPA’s goals.
- Event Co-Host Recognition: Recognition as a co-host for one student-focused MTCPA event, or at our Annual Conference in June. (example: Firm Crawl, Leadership opportunity, Social, etc.)
- **Open to other custom opportunities - let us know your ideas!**

