



**Delaware Society of  
Certified Public Accountants**

**MEDIA KIT**



**Delaware Society of  
Certified Public Accountants**

## ***About Us***

The Delaware Society of Certified Public Accountants is a well-established and well-respected organization representing more than 600 CPAs, their staff and students.

## ***Contact Us***

Phone: 302-478-7442

Email: [lori@delaware.cpa](mailto:lori@delaware.cpa)

## ***Advertising Opportunities***

- Website Sponsorship
- Ad in weekly emails
- Dedicated email to members



# Website Advertising

## Display Your Logo on our Homepage

Your company logo will be displayed on our website as one of our sponsors. This is a unique opportunity to reach our members. Purchase space for a full year or for a quarter.



# Website Advertising

## Place a Banner Ad on our Website

Your banner ad can be displayed at the bottom of every page on [Delaware.CPA](http://Delaware.CPA). Give your company the opportunity to be front and center throughout our website.

Banner Ads are available for monthly purchases.



**Delaware Society of  
Certified Public Accountants**

## **Weekly Email Advertisement**

This is an incredible opportunity to reach our expansive CPE community! Every Monday we send an email to our marketing list of over 1000 accountants highlighting upcoming educational events. You can purchase a banner ad to be placed in our weekly emails. Below is a sample of that email. Contact us to discuss appropriate size and content.

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### **Top Webinar Picks February 10 - February 13**

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#### **Achieving High Levels of Compliance and Customer Service in Your Organization**

4 Hours Management Services

February 10

#### **Delaware Ethics for CPAs**

4 Hours Delaware Ethics

February 11

#### **A Complete Guide to Reporting Form 1099-DA**

2 Hours Taxes

February 12

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**PLACE YOUR AD HERE with  
CLICKABLE LINKS**

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## **Send a Dedicated Email**

Although we do not share our member list, you can still reach our members' inboxes through a dedicated email. We will send an email with content that you provide. The content must include specialized knowledge based on your expertise that educates our members.

### **Email Specifications**

- Provide company logo
- Provide email content including any hyperlinks
- Minimal promotion of a product or service can be included



We look forward to working with you to customize a marketing plan to fit your budget.

Thank you for supporting the Delaware Society of CPAs.

Contact Lori Gandy for details.

Lori Gandy  
Director, Programs & Member Services  
Delaware Society of CPAs  
2207 Concord Pike  
#221  
Wilmington, DE 19803  
P: 302-478-7442  
lori@delaware.cpa

SPECIAL INFORMATION: Advertisements cannot mislead the user. For example, they may not mimic or resemble Windows/Macintosh/Unix dialogue boxes, error messages, or the like.

Advertisements cannot resemble DSCPA.org content.

#### Disclaimer

All advertisements are subject to approval by the Delaware Society of Certified Public Accountants (DSCPA). DSCPA reserves the right to refuse advertising sponsorships. The appearance of an advertisement in any DSCPA publication does not necessarily constitute endorsement by DSCPA of the advertiser, sponsor or of its products or services.

# 2026 DSCPA Advertising Rates

## Website Advertising on [Delaware.CPA](http://Delaware.CPA)

### Sponsor Ad

Display your logo on our homepage with these options:

1. \$500 per quarter

Quarters are as follows:

- May - July
- August - October
- November – January
- February – April

2. \$1500 for 12 months

Ads will be posted no earlier than May 1 and will run through April 30 regardless of when posted

### Banner Ad

Place a banner ad on our website to appear on the bottom of every page:

\$750 per month

### Weekly Emails

1. \$125.00 per week for ad placement on our weekly CPE email
  - a. Date(s) chosen by client
  - b. Ads must be received no later than 2 weeks prior to the placement of the ad
2. \$400.00 to place an advertisement on our weekly CPE emails for 4 consecutive weeks
  - a. Dates chosen by client
  - b. Ads must be received no later than 2 weeks prior to the beginning of the 4 week ad cycle

## **Dedicated Emails to DSCPA Members**

We will send a promotional email prepared by you to our members.

\$750.00 per dedicated email

- a. Date request to be submitted to DSCPA no later than 1 one month prior to desired send date
- b. Email must be submitted to DSCPA no later than 2 weeks before distribution for approval and formatting
- c. Emails cannot be purchased 2 consecutive months in a row

### **Please Note:**

- Payment **MUST** be received no later than 15 days prior to the beginning of the contracted start date.
- All ads must be received no later than 2 weeks prior to the beginning of the contracted start date.
- All ads must be accompanied by a valid URL.