



South Carolina
Association of CPAs

Media Kit

About SCACPA

SCACPA serves to protect and promote the CPA profession in South Carolina. Every program, product, service, and benefit exists to support that mission and enhance the value and expertise of South Carolina CPAs. South Carolina CPAs rely on SCACPA as their go-to source for continuous professional growth and enhancement.

Collaborating with SCACPA is a win-win. With SCACPA on your team, you gain access to highly skilled professionals and the opportunity to expand your business's presence within our community. Our community includes controllers, financial managers, sole practitioners, and more.

Advocate: Protecting the Profession

SCACPA develops and maintains relationships with state and federal legislators so they understand how bills will impact the CPA profession and the business community. SCACPA constantly monitors for threats to the profession, eliminating them in their infancy, and raises awareness of legislation that supports the CPA profession. Likewise, relationships with regulatory agencies like the South Carolina Department of Revenue, Labor Licensing & Regulation, and Department of Employment and Workforce ensure the protection of the CPA profession.

Grow: Securing the Future

SCACPA reaches hundreds of students every year, supporting them along their CPA journey as they pursue the CPA credential and understand the various career paths available to them. From tuition scholarships to exam review discounts, SCACPA works to build a full and qualified talent pipeline.

Connect: Engaging with a Powerful Community

South Carolina CPAs look to SCACPA as their resource for connecting with peers, students, and legislators. In-person opportunities through Chapters encourage local level networking. Two annual in-person experiences bring together CPAs across all areas of practice from every corner of the state. Members receive real-time feedback from peers through SCACPA Connect, a private, online community. The energy from these relationships enriches the Association and the profession.

Communicate: Staying Ahead of the Curve

SCACPA actively curates and delivers relevant information to CPAs, sending the right news at the right time. Our communications span every medium, ensuring members are keenly aware of what's happening in the Association and the CPA profession. Social media, e-communications, print publications---SCACPA covers it all.

Educate: Strengthening Competence-Based Learning

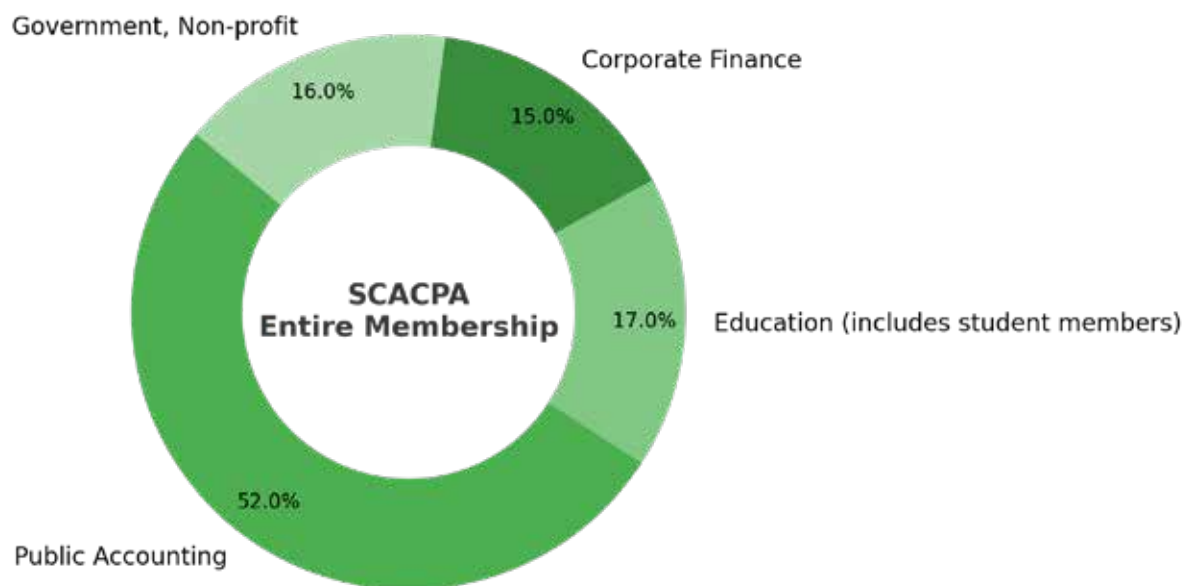
SCACPA's education goes beyond core curriculum. We present education that is South Carolina-specific and built for well-rounded professionals. With a focus on competence over compliance, CPAs look to SCACPA for worthwhile educational opportunities.



Why Partner with SCACPA

The South Carolina Association of CPAs represents nearly 4,000 CPAs and accounting professionals in South Carolina. These highly skilled professionals apply their talents in every type of business, from public accounting to corporate businesses to government and nonprofit organizations. SCACPA members work at every organizational level, including firm partners and CFOs, and every business size, from sole practitioners to large corporations.

CPAs from all areas of the state rely on SCACPA to advocate, protect, and promote their interests. SCACPA serves as their trusted conduit for success, valuable connections, top-tier services and resources, and education.








As a SCACPA Partner, you will maximize your brand awareness with a diverse group of professionals. You'll gain credibility and enrichment with South Carolina CPAs.

Increase your company's visibility and position within South Carolina's CPA community. SCACPA provides a multitude of avenues for you to elevate your company's viability, cultivate winning relationships, increase your bottom line, and meet your organization's goals.

SCACPA's Reach & Impact

Our community stretches across the state, reaching nearly 4,000 CPAs and accounting professionals through our digital platforms, in-person conferences, and publications. SCACPA offers opportunities for you to connect your brand with an engaged network. Partner with us to amplify your reach and create a lasting impact on South Carolina's CPA profession.

Digital Platforms	
	Audience/Reach
 Facebook	1,673 Followers
 Instagram	781 Followers
 LinkedIn	2,060 Followers
 X (formerly Twitter)	4,191 Followers
 YouTube	428 Subscribers

45% Open Rate for *Current Assets*, our weekly member-exclusive e-newsletter



CURRENT ASSETS E-NEWSLETTER
Your all-inclusive SCACPA membership guarantee. Unleashed only to your inbox.

Make a Difference: Join SCACPA's Legislator Connections Community

SCACPA is building a network of members ready to advocate for our profession at the State House. Our goal? To connect with every elected official in South Carolina. Whether you have established relationships or are just getting started, the Legislator Connections Community (LCC) offers a platform to engage with lawmakers, share insights on key issues, and raise your professional profile.

Worried about how to begin? SCACPA will guide you every step of the way. Your voice is essential to protecting the future of our profession.

Ready to get involved? [Join](#) the LCC today and help us amplify our collective voice.



ENGAGE, CONNECT, SUCCEED

Unleashed only to your inbox. Available from your SCACPA membership.



CPACHARGE

- ✓ Easy reconciliation
- ✓ Faster payments
- ✓ Greatness for your team and firm

[LEARN MORE](#)

SCACPA Knowledge Hub

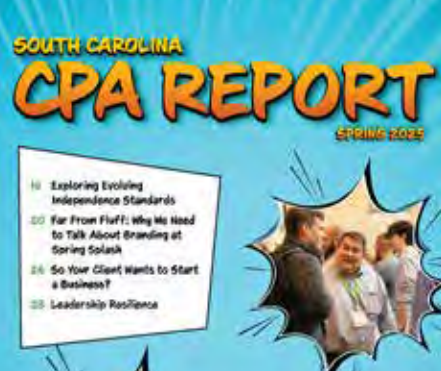
5 Top-Rated Accounting Software For Small and Midsize Businesses
- Software Advice for Accounting

With a wide range of options, determining the right tool for your accounting needs can be tricky. This report can help small and midsize businesses compare the five top-rated accounting software solutions.

[Read More](#)



Connect with nearly 4,000 CPAs statewide through the *South Carolina CPA Report*



SOUTH CAROLINA CPA REPORT
SPRING 2025

- 10 Exploring Evolving Independence Standards
- 20 Far From Fluff: Why We Need to Talk About Branding at Spring Splash
- 24 So Your Client Wants to Start a Business?
- 33 Leadership Resilience



SOUTH CAROLINA CPA REPORT
Winter 2025

- 10 Modernizing South Carolina's CPA Statute for a Stronger Profession and Greater Public Protection
- 20 Connect First: Give Advice Savvy
- 24 CPAAs: Your Running in Everyday Business
- 28 Time Management: Building a Powerful Day

Digital Media Opportunities

Online Sponsorship

South Carolina CPAs rely on SCACPA's digital presence for the latest professional news, insights, and information. Leverage these platforms to reach a captive and dedicated audience

\$1,100	Social media mention – we will promote your ad on Facebook, X, Instagram, and LinkedIn. (4 mentions per platform)
\$2,000	Banner Ad in SCACPA's weekly member-exclusive e-newsletter (4 issues)
\$1,650	Digital content with social share - your content will be showcased on our website, highlighted in our e-newsletter, and shared across our social media channels.
\$2,200	Education Livestream Commercial (30 secs) runs once.



Classified Ads

Classified Ads provide a text-only way to reach members online and in print.

\$229 per month	Digital Classified Ad (also shared through weekly e-newsletter)
\$275 per magazine issue (quarterly)	Print Classified Ad



Print Opportunities

SCACPA members receive the *South Carolina CPA Report* magazine every quarter. This publication features valuable technical content and Association news, providing a tangible asset to members.

Ad Type	Ad Size	Price	Number of Issues
Print Classified Ad	80 words	\$275	1 Issue
Sponsored Content	8.5 in x11 in	\$1,650	1 Issue
		\$3,290	2 Issues
		\$5,270	4 Issues
Quarter-Page Ad	3.75 in x 5 in	\$1,200	2 Issues
		\$2,190	4 Issues
Half-Page Ad	8.5 in x 4.75 in	\$1,750	2 Issues
		\$3,510	4 Issues
Full-Page Ad	With Bleed: 8.625 x 11.25	\$3,290	2 Issues
		\$5,270	4 Issues
Front Inside Cover Ad	With Bleed: 8.625 x 11.25	\$3,840	2 Issues
		\$6,150	4 Issues
Back Inside Cover Ad	With Bleed: 8.625 x 11.25	\$3,510	2 Issues
		\$5,710	4 Issues
Back Cover Ad	8.5 in x 8.15 in	\$4,170	2 Issues
		\$6,700	4 Issues

Sponsored Content

7 Ways to Help Your Clients Address COVID-19 Vaccinations Within the Workplace

On November 5, 2021, the Occupational Safety and Health Administration (OSHA) published its COVID-19 Vaccination and Testing Emergency Temporary Standard (ETS). This ETS impacts your clients who have at least 100 employees, with some exceptions.

By December 5, 2021, your clients are required to comply with most provisions of the ETS and testing requirements go into effect January 4, 2022. Research has outlined three seven tips you may want to consider when consulting with your clients about the new COVID-19 Vaccination Policy.

- 1. Stay informed.** Keep your clients informed with federal, state, and local government updates on the COVID-19 vaccines.
- 2. Rely on HR support.** Seeking support from an HR professional can help guide your clients through the process.
- 3. Motivate employees to get the vaccine.** Encourage your clients to provide their employees time, encouragement, and incentives to get vaccinated.
- 4. Invest in tools.** Recommend ways to help your clients invest in tools, technology, and HR resources to manage the new policies in the workplace.
- 5. Track employee vaccinations.** Consider tools and resources to help your clients with tracking their employee vaccination status updates with their teams.
- 6. Communicate vaccine.** It is important for your clients to update their employees as to the latest vaccination policies.
- 7. Offer digital options.** As your clients and their employees adjust to the new vaccine, digital tools can help with managing the COVID-19 vaccination process.

Learn more at paychex.com/7-ways-to-help-your-clients-address-covid-19-vaccinations | 877-534-4198

Paychex is proud to be a Gold Affinity Partner of payroll, retirement, and HR services for SCACPA.

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SOUTH CAROLINA CHAPTER OF THE AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS

PAYCHEX
HR | Payroll | Benefits | Insurance

Back Cover Ad

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MEET YOUR ACCOUNTING FIRM ON YOUR TERMS.

Accounting is a critical part of your business. At SCACPA, we understand that your accounting firm should be a partner, not just a vendor. We offer a variety of services to help you manage your business more effectively.

HELPING BUSINESSES MEET THEIR GOALS

SCACPA is a leading provider of accounting and business consulting services. We have a proven track record of helping businesses of all sizes achieve their goals.

FOR MORE INFORMATION, CONTACT US TODAY.

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SOUTH CAROLINA CHAPTER OF THE AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS

Full-Page Ad

CPACHARGE
BY CARDSPACE

CPACHarge has made it easy and inexpensive to accept payments via credit card. I'm getting paid faster, and clients are able to pay their bills with no hassles.

— Carter Foreman Accounting, PLLC

Trusted by accounting industry professionals nationwide, CPACHarge is a simple, web-based solution that allows you to securely accept client credit and eCheck payments from anywhere.

- 22% increase in cash flow with online payments
- 48% of consumers prefer to pay electronically
- 82% of bills sent online are paid in 24 hours

YOUR FIRM LOGO HERE

Client Invoice #12345

Net Total: \$1,000.00

TOTAL: \$3,000.00

VISA **MasterCard** **Discover** **AMERICAN EXPRESS** **ONCHARGE**

eCheck **DEBIT** **PAY CPA**

Get started with CPACHarge today
cpacharge.com/scacpa
866-327-0241

In-Person Sponsorship Opportunities

Meet face-to-face with members at SCACPA's in-person conferences. The Spring Splash and Fall Fest conferences offer opportunities to connect with attendees, assess their needs, and offer solutions. CPAs across the state attend these conferences to connect, grow, and learn. Because our conferences are not practice-specific, they attract CPAs from all facets of accounting. These are the best opportunities to establish trust and relationships with South Carolina CPAs. These conferences attract nearly a quarter of the entire membership!

Increase your footprint at the conference with add-on sponsorships and speaking opportunities. For current booth pricing and add-on sponsorship opportunities, contact SCACPA at membership@sc.cpa or 803.791.4181

Conference Exhibitor

Package includes:

- One standard table-top booth
 - Two complimentary conference passes (including lunch)
 - Discounted registration for additional representatives
 - Logo recognition in onsite conference guide
 - Logo linked to your website on conference webpage at sc.cpa
-

Speaking Opportunities

Present your thought leadership to a captive audience. Contact SCACPA at membership@sc.cpa or 803.791.4181 regarding this creative way to reach your market.



In-Person Sponsorship Opportunities

Connect with South Carolina CPAs at the local level during the SCACPA Roadshow, our highly anticipated summer event series. The Roadshow includes eight local stops featuring a Professional Issues Update by SCACPA CEO Chris Jenkins, lunch, and afternoon education sessions led by industry experts.

- Access a highly engaged audience, showcase your brand as a trusted resource, and network with key decision-makers.

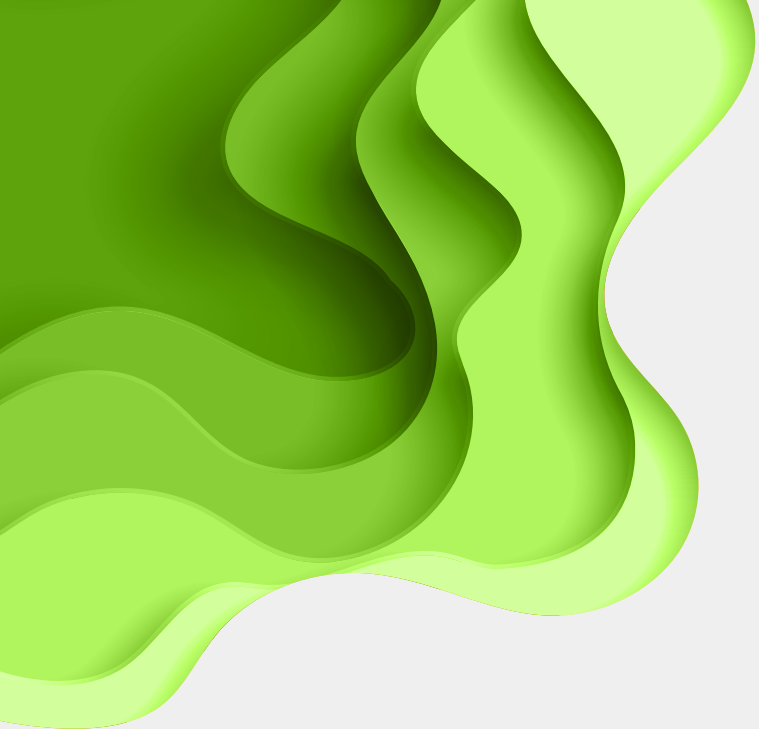
<p>Bronze Level \$1,500</p>	<ul style="list-style-type: none"> • Coffee Sponsor: On-site recognition as the official coffee sponsor • Email Sponsorship: Your logo featured at the end of a promotional email with a link to your site • Logo placement on the SCACPA Roadshow landing page
<p>Silver Level \$2,000</p>	<ul style="list-style-type: none"> • Lunch Sponsor: On-site recognition as the official lunch sponsor • Social Media Promotion: SCACPA will highlight your brand across its social media channels • Email Sponsorship: Your logo featured at the end of a promotional email with a link to your site • Logo placement on the SCACPA Roadshow landing page
<p>Gold Level \$2,750</p>	<ul style="list-style-type: none"> • Speaking Opportunity: 3–5 minutes of remarks following lunch • On-site Tabletop Booth: Display space for your marketing materials • Social Media Promotion: SCACPA will highlight your brand across its social media channels • Email Sponsorship: Your logo featured at the end of a promotional email with a link to your site • Logo placement on the SCACPA Roadshow landing page



Level Up! Bundle your offerings and maximize your brand visibility as a SCACPA Partner!

Our partnership levels are designed to give you a strong start, but we understand that every brand has unique goals. We're here to help you exceed those goals with a custom solution tailored to your specific needs. Let's work together to explore how we can elevate your brand visibility even further!

Benefits	Foundational Partner	Essential Partner	Premium Partner	Elite Partner
Savings from list costs	10%	15%	20%	Exclusive Provider in your vertical!
Fall Fest Exhibitor Package	✓	✓	✓	✓
Spring Splash Exhibitor Package	✓	✓	✓	✓
Roadshows	-	-	-	Gold Level, 2 Roadshows
Additional Conference Opportunity (each conference)	-	-	-	✓
South Carolina CPA Report Ads	Quarter Page Ads (2 issues)	Quarter Page Ads (4 issues)	Half Page Ads (4 issues)	Full Page Ads (4 issues)
Sponsored/ Advertorial Content	-	One Page Advertorial	-	One Page Advertorial
Social Media Mentions	1 month	3 months	6 months	12 months
Weekly E-Newsletter Ad	4 weeks	4 weeks	8 weeks	12 weeks
Banner Ad on Website (Quarterly)	-	-	-	✓
Logo on SCACPA's homepage and Members Benefit page	✓	✓	✓	✓
Recognition in SCACPA communications and materials	✓	✓	✓	✓



Ready to get started?

Let SCACPA help you customize a sponsorship package to meet your needs, your budget, and your goals.

Visit sc.cpa/partnerships to learn more.

**Contact Andrell Greene, Relationship Manager,
at drell@sc.cpa or 803.791.4181 to start moving your brand forward!**