



Nebraska
Society
of
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Public
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Ryan L. Parker
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Dear Advertising Partner:

This year marks the 90th year for the Nebraska Society of CPAs. With a long history of growth and accomplishments, we look forward to a future of new and innovative ways to serve our membership and the profession. On behalf of the Society and our member CPAs, I would like to personally thank you for the role your company has played in this success. We strive to foster a mutually beneficial relationship between the Society, our members, and the industry we represent.

Over the years, the feedback in regard to our newsletter has been positive. While electronic distribution of information has its place and is absolutely part of our association communication mix, print has proven its staying power—over and over again—when it comes to engaging people and harnessing purchasing decisions. According to a recent survey by Clutch, advertisements influence 90 percent of consumers to make a purchase and advertising through traditional mediums is seen as the most trustworthy, with consumers trusting print (58 percent) to be honest in its messages. Another survey by VTT found that 52 percent of all senior business executives prefer to read trade journals in print. Given the feedback, our goal is to further the reach and value of our Society by broadening the opportunities to advertise products and services to our membership.

In addition, we want to provide our membership with a professional journal venue, with in-depth thought leadership, and educational offerings in the form of deeper editorial.

To that end, we are happy to announce that beginning in January 2019, our newsletter, **Nebraska CPA**, will take on more of a professional journal look and feel. Rather than the traditional 10 issues, we will follow a six-issue publishing schedule. We urge you to take advantage of this opportunity now in planning your 2019 marketing strategy accordingly. Your advertisement in **Nebraska CPA** will generate excellent exposure and frequency for your message to all of the decision-makers of our membership.

We have asked a representative from our new publisher, the newsLINK Group, to contact you with the details. If you would like to reserve your space now, you can reach Don Brown directly at (813) 423-1429. We hope you will participate in this very important project through your advertising support. Please do not hesitate to contact me personally if you have any questions.

Sincerely,

Joni Sundquist
President
Nebraska Society of CPAs