

ISCPA Tax Preparer Campaign 2012

ISCPA campaign promotes CPA tax preparers, asks members to do their part

Starting shortly after the Society's leadership advertisements are placed the week of January 22, 2012, the ISCPA Public & Professional Relations Committee plans to launch a *pilot campaign* to promote the value of CPAs as the best choice to prepare individual and small business taxes. A secondary goal is to support the AICPA tax preparer response campaign (see page 5 of the January issue of *Iowa CPA*).

Elements of the Society's pilot are **small space/banner ads** and **radio spots**. The small ads will be placed twice in the following newspapers: *Cedar Rapids Gazette*, *Davenport Quad-Cities Times*, *Des Moines Register*, *Dubuque Telegraph Herald*, and *Waterloo/Cedar Falls Courier*. The campaign's print component will take place over three weeks, starting on January 29 with a small space ad in the *Des Moines Register*. On February 5, a small banner ad will be placed on the front page of the other four daily newspapers. Finally, on February 19, the small space ad will be repeated in the

Register and the front-page banner ad will be repeated in the four daily papers.

The 60-second radio spots will air on the Iowa Radio Network (63 stations, statewide), KDRB (Des Moines area), KHAK, KKRQ, and KDAT (in eastern Iowa). The radio component will last almost four weeks, starting on January 30 and ending on February 25.

Punch Up the Pilot, Get Noticed

The Society's tax campaign is statewide, but this first year, due to limited funds, print placements concentrate on central Iowa and the Cedar Rapids/Iowa City area. **Please piggyback on our campaign and increase the visibility.** If local CPA firms were to place one or two of the print ads (below and on the back) in their local newspaper during the month of February, the impact would be exponential and the penetration into all of Iowa would be significant. In addition to supporting the ISCPA and the

AICPA campaigns, members would gain exposure for their firms if they placed an ad in a magazine or a school or chamber of commerce event program. You'll find high resolution files for the half-page ads, as well as full-page ads, at www.aicpa.org/Career/Marketing/Pages/2012TaxSeason_PrintAdvertisements.aspx. The files come in color but can easily produce black-and-white ads as seen in this insert. You may want to use other campaign elements (www.aicpa.org/Career/Marketing/Pages/cpa-value-tax.aspx) during the entire tax season.

NOTE: If members want another option, plans are to post PDF files of the coming ISCPA small ads on the ISCPA home page in late January. However, there will not be space on the smaller ads for your firm logo and contact information as there is on the larger ads produced by AICPA.

Can we count on your support?

“Life gets complicated; money is tight. I need to get smarter about our finances – and taxes. Not just for April 15th, but for our future.”



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