

TPG 2023 YEAR-ROUND ENGAGEMENT OPPORTUNITIES



About TPG

The Payroll Group brings together independent payroll service providers from across the country to help reduce overhead costs, share success stories and develop common methods to better serve their payroll clients.

[LEARN MORE](#)

Bringing Together Independent Success

The Payroll Group is offering Associate Members the opportunity to gain more exposure to our Payroll Members than ever before.



Please contact Blaire McIsaac at bmcisaac@etherio.com or tpg@etherio.com for more information and to purchase a package.

Newsletter Opportunities



Advertisements

Provide a visual representation of your company or highlight a specific product/offer with advertisements in our monthly newsletter - \$300 for 1/2 page ad or \$600 for full page ad



Educational Articles

Write and publish educational articles to be published in our monthly newsletter. The article should be about an industry topic or relevant news. Your company will be listed as the author of the article. - \$400



Newsletter Sponsor

Sponsor the entire newsletter! Each page of the newsletter will have your company logo at the bottom and receive up to 2 pages filled with whatever your organization would like to feature! - \$1000

Need Help in Branding?

Our Association Management team can provide you with specs, design recommendations, and more - all you have to do is ask!



SPONSORED WEBINARS



Engage with Payroll members and prospective clients by educating them on your company's product(s) and/or service(s) in an hour-long informational webinar session. How you wish to structure your hour-long webinar is up to you!

TPG will promote your webinar through our website and a dedicated email.

\$750 per webinar

Post webinar - you'll receive a report after the webinar that details registrant and attendee numbers, survey responses, and contact information for those who are interested in learning more.



Webinars are limited to 6 a year across all TPG Associate Members. These webinars are sold on a first come, first serve basis.

Homepage Banner



3-Month Contract

6-Month Contract

12-Month Contract

\$300

\$600

\$1100

Company Listing & Logo

FREE

All TPG members are listed on the TPG website with your company logo, contact information, and location. You also are automatically listed on our directory when joining/renewing!





You've Got Mail

Reach all TPG members in one click with a customized email dedicated solely to your company and product(s).

TPG will send the email on your behalf so all you have to do is supply the content!

Email Blasts - \$750

Emails are limited to 6 a year across all TPG Associate Members. These emails are sold on a first come, first serve basis.



Looking for an email sample? Reach out to tpg@etherio.com for some helpful tips and email suggestions!