NSA Marketing Opportunities & Media Kit

National Society of Accountants

The Association for "Main Street" Tax & Accounting Professionals

NSA
National Society of Accountants

Reach Your Target Market: 8,000 Tax & Accounting Professionals with Buying Power

NSA members are decision-makers. They are independent practitioners who provide tax preparation, accounting, bookkeeping, payroll, financial and estate planning, auditing, and management services to individuals and business clients.

- NSA members are business owners and senior management of small and mid-size tax and accounting firms
- NSA members have an average annual gross income of $269,461
- They hold professional credentials such as CPA, EA, ABA, ATA, ATP and CFP
- They allocate more than 62% of annual expenses towards technology, marketing, continuing education, practice management, supplies, publications, etc.

DESIGN A CUSTOMIZED PLAN TO MEET YOUR MARKETING & BUDGETARY GOALS

NSA offers a multitude of innovative marketing solutions, from reaching members in their inboxes and on their smart phones, to increasing exposure to tax and accounting professionals every day online. Let us tailor a one-of-a-kind package that meets and exceeds your business objectives.

JOIN NSA AS A VENDOR MEMBER AND SAVE!

- **Receive 10% off on advertising, sponsorships and save more on exhibits**
- **Bonus online and social media marketing opportunities**
- **Customized company profile in an online directory**
- **All tax and accounting member benefits**

The National Society of Accountants (NSA) is a membership association of approximately 8,000 "Main Street" tax and accounting professionals. Since 1945, NSA has provided national leadership and helped its members achieve success in the profession of accountancy and taxation through the advocacy of practice rights and the promotion of high standards in ethics, education, and professional excellence.

▶ Get Started Today! Contact Diane Griffin at 770-986-0515 or dgriffin@associationvision.com.

Deliver Your Message to NSA Members & Get Results!

If your business provides any of the following services to tax and accounting practices, NSA members are your #1 target audience.

- 105 & 125 Plans
- Accounting Services & Software
- Advertising Services
- Banking & Financial Products
- Business Valuation
- Buying & Selling Practices
- Client Communications
- Cloud Computing
- Computers, Scanners/Printers & Other Hardware
- Consulting Services
- Continuing Professional Education (CPE)
- Credit Cards & Credit Card Processing
- Data Backup and Recovery
- Employee Benefit Programs
- Estate and Trust Planning Services & Software
- Financial Planning Services & Software
- HR Services
- HRAs and HSAs
- Information Technology & Consulting
- Insurance
- Investments
- Marketing Services, Consulting and Products
- Office Supplies
- Payroll Services
- Phone Systems
- Practice Management Tools
- Publications
- Research Services
- Sales Programs
- Small Business Solutions
- Social Media Services & Consulting
- Software
- Succession Planning
- Tax Preparation Software
- Tax Research
- Technology Products and Services for the Accounting/Tax Industry
- Websites

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ONLINE ADVERTISING

NSA WEBSITE & MEMBERCONNECT ADS

Every day, NSA members and other tax and accounting professionals find their way to the **NSA website**.

The website provides everything from membership information to the latest news and industry information. In addition, a robust member-exclusive online portal, **NSA MemberConnect**, allows members to engage in discussion forums and connect with other tax and accounting professionals.

Quarterly online ad rates:

	Price	Size	Format
Homepage & Interior Rotating Footer	$850/quarter	728 px x 90 px	JPG or GIF format, 72 dpi
Interior Sidebar	$700/quarter	250 px x 300 px	JPG or GIF format, 72 dpi

- **Average visits per month – 16,606**
- **Average page views per month – 34,096**
- **Average time on site – 1:50**

Homepage

Interior Page

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EMAIL ADVERTISING

Tax Talk, MemberLink & NSAlert Ad Specifications

- Ad: 150 px x 150 px
- JPG, PNG or GIF format, 72 dpi

TAX TALK

Daily emails to NSA members

Tax Talk is an all-member eGroup that delivers a daily digest of discussion posts to the inboxes of NSA members every day.

Tax Talk, with an average of over 50 posts a day, is the go-to resource for NSA members to share knowledge and information on everything from specific tax and accounting questions, practice management ideas, to tax and accounting software and product reviews.

$750/month

"The first thing I do every morning is check NSA Tax Talk. I love this forum. It has saved me hours of research."

~Joanne

MEMBERLINK

MemberLink

Email newsletter every other Wednesday

MemberLink delivers crucial industry news and insightful analysis to industry professionals. Each issue of *MemberLink* is packed with timely information that members consider important, must-read information.

$500/issue

- Open rate: 37%
- Click through rate: 11%

NSALERT

NSAlert

Email newsletter every other Friday

NSAlert brings members the very latest in legislative news, regulations and updated tax laws. It also includes updates on NSA advocacy and progress in enhancing and protecting the rights of the small business tax practitioner.

$500/issue

- Open rate: 37%
- Click through rate: 11%

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MAGAZINE ADVERTISING

MAIN STREET PRACTITIONER

NSA's member magazine, *Main Street Practitioner* (MSP), brings cutting edge information, special features, tax and accounting trends, case studies and best practice articles to its readers. MSP is digitally published five times a year at **www.mainstreetpractitioner.org,** where readers can download a PDF of the current issue and browse previous issues. Email notifications are delivered to the inboxes of members when each issue is published. *Main Street Practitioner* content is also promoted through social media posts to NSA followers.

Place an ad in *Main Street Practitioner* and get:

- A full-page pop-up ad on the digital issue (700 px x 900 px)
- A full-page ad in the PDF version (700 px x 900 px)
- A banner ad on the **www.mainstreetpractitioner.org**

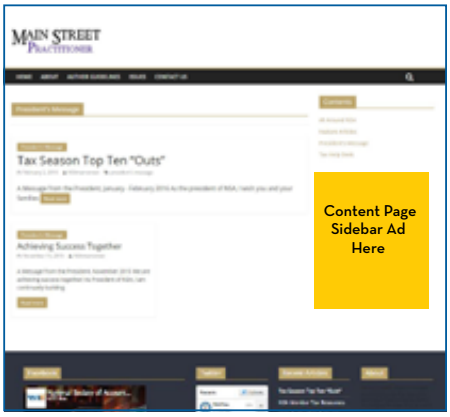
  (choose a footer 700 px x 900 px or sidebar 300 px x 250 px)
- An ad in the email notification upon publication (150px x 150 px)

__1x: $1000
__3x: $900/issue
__5x: $800/issue

Choose Issue Dates:

Tax Season May/June July/August Sept/Oct Nov/Dec

Homepage



Content Page

Main Street Practitioner Editorial Calendar

Issue	Orders & Materials Due	Publication Date
Tax Season	January 3	February 1
May/June	May 1	June 1
July/August	July 3	August 1
September/October	September 1	October 1
November/December	November 1	December 1

Ad Specifications

Website and PDF ads are full color images in JPEG, GIF or PNG file formats at 72 dpi. Provide the URL to link to your website.

CONTACT US

Editor: editor@nsacct.org, 800-966-6679

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NSA Annual Meeting

NSA 72ND ANNUAL MEETING & EXPOSITION

Nugget Casino Resort Reno, NV
August 21 – 24, 2017

Sponsor or exhibit at the NSA Annual Meeting and reach approximately 300 attendees who are key decision makers, leaders and volunteers at both national and state levels.

Exhibitor Benefits

- Pre- and post-show marketing list of pre-registered attendees to boost onsite traffic
- Exposure in both the onsite program and on the NSA website with copy, logo, and link to your company's website
- Exhibitor recognition in *Main Street Practitioner* and *MemberLink* delivered to NSA members
- Onsite traffic builders including meals

Sponsorship is a great way to increase your exposure at the NSA Annual Meeting!

Let us help you create a customized sponsorship package to meet your marketing and budget needs.

Example Sponsorship Opportunities

- Onsite program—advertising
- Annual Meeting tote bags
- Tote bag stuffers
- Other opportunities tailored for you

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2017

National Society of Accountants

Company Name: _____ **Date:** _____

Contact Name: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____ **Email:** _____

Website: _____

❑ **Check enclosed, made payable to NSA**

Credit Card Type: ❑ **VISA** ❑ **MasterCard** ❑ **American Express** ❑ **Discover**

Name on Card: _____

Card Number: _____

Expiration Date: _____

Signature: _____

_____ **Sign me up as an NSA Vendor Member** **Annual Dues: $225**

Join NSA as a Vendor Member and Save!

You'll save 10% on all advertising and get special member exhibitor discounts. You will also be included in the NSA member directory and get all NSA membership benefits.

ONLINE ADVERTISING

❑ **Website Homepage and Interior Rotating Footer Ad** $850/quarter	❑ **Website Interior Sidebar Ad** $700/quarter
Start month:_____ End month:_____	Start month:_____ End month:_____
Total_____	

EMAIL ADVERTISING

Circle months below

❑ **Tax Talk** $750/month	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
❑ **MemberLink** $500/issue	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
❑ **NSAlert** $500/issue	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec

❑ **Square Ad**

Total_____

MAIN STREET PRACTITIONER MAGAZINE ADVERTISING

Frequency (circle)			Total cost
1x $1000	3x $900	5x $800	$

Circle Issue Dates:

Tax Season May/June July/August Sept/Oct Nov/Dec

ANNUAL MEETING EXHIBITS AND SPONSORSHIP

Exhibits - 50% due upon signing, balance due July 31st

❑ **Exhibitor – Tabletop Exhibit**

❑ **NSA Member** $500

❑ **Nonmember** $700

❑ **Sponsorship – Totebag, Stuffer, Other: Contact us**

Total_____

Grand Total _____

▶ Return completed contract to Diane Griffin at 770-986-0515 or dgriffin@associationvision.com.