NSA MARKETING OPPORTUNITIES & MEDIA KIT

National Society of Accountants

The Association for “Main Street” Tax & Accounting Professionals
The National Society of Accountants (NSA) is a membership association of over 7,000 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.

**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 $302,267
- They hold professional credentials such as CPA, EA, ABA, ATA, ATP and CFP
- They allocate more than 61% of annual expenses towards technology, marketing, continuing education, practice management, supplies, publications, etc.

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**Design a customized plan to meet your marketing & budgetary goals**

Increase your exposure to the industry with online advertising. NSA offers many options to help you reach NSA members and other tax and accounting professionals. Contact us to create a tailored advertising plan that can include advertising in exclusive member emails, daily discussion board notifications, and public-facing websites.

NSA is currently exploring new partnership and affinity programs. Contact us to discuss how an affinity arrangement can benefit you and our members.

**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
- All tax and accounting member benefits

Reach Your Target Market:
Over 7,000 Tax & Accounting Professionals with Buying Power

Get Started Today! Contact NSA at 800-966-6679 or jcrawford@nsacct.org.
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, 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:

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
<th>Size</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage &amp; Interior Rotating Footer</td>
<td>$850/quarter</td>
<td>728 x 90 px</td>
<td>JPEG or PNG, 72 dpi</td>
</tr>
<tr>
<td>Interior Rotating Skyscraper</td>
<td>$700/quarter</td>
<td>160 x 600 px</td>
<td>JPEG or PNG, 72 dpi</td>
</tr>
</tbody>
</table>

18,536 Average visits per month
103,535 Average page views per month
3:03 Average time on site

Get Started Today! Contact NSA at 800-966-6679 or jcrawford@nsacct.org.
EMAIL ADVERTISING

Tax Talk, MemberLink & NSAlert Ad Specifications

- Ad: 150 px x 150 px
- JPG or PNG 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 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/issue

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

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

Get Started Today! Contact NSA at 800-966-6679 or jcrawford@nsacct.org.
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 releases. 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 package in Main Street Practitioner and get:

- A full-page pop-up ad on the digital issue (700 px x 900 px) on a feature page
- A full-page ad in the PDF version (700 px x 900 px)
- A banner ad on www.mainstreetpractitioner.org (700 px x 900 px)
- An ad in the email notification to members upon publication (150px x 150 px)

<p>| | | |</p>
<table>
<thead>
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<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>3x</td>
<td>5x</td>
</tr>
<tr>
<td>$1000</td>
<td>$900/issue</td>
<td>$800/issue</td>
</tr>
</tbody>
</table>

Or choose a stand-alone Banner ad on a feature page for $400/month.

Homepage

Main Street Practitioner Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Order and Materials Due</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax Season</td>
<td>December 15</td>
<td>February 1</td>
</tr>
<tr>
<td>May/June</td>
<td>April 15</td>
<td>June 1</td>
</tr>
<tr>
<td>July/August</td>
<td>June 15</td>
<td>August 1</td>
</tr>
<tr>
<td>September/October</td>
<td>August 15</td>
<td>October 1</td>
</tr>
<tr>
<td>November/December</td>
<td>October 15</td>
<td>December 1</td>
</tr>
</tbody>
</table>

Ad Specifications

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

Get Started Today! Contact NSA at 800-966-6679 or jcrawford@nsacct.org.
Sponsor or exhibit at the NSA Annual Meeting and reach 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

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
- Donations to NSA’s Scholarship Foundation
- Other opportunities tailored for you

Get Started Today! Contact Jennifer Harrison at 800-966-6679 or jharrison@nsacct.org.
Check enclosed, made payable to NSA

Credit Card Type:
- VISA
- MasterCard
- American Express
- Discover

Name on Card:

Card Number:

Expiration Date:

Signature:

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Monthly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Homepage and Interior Rotating Banner Ad (728 px x 90 px)</td>
<td>$850/quarter</td>
</tr>
<tr>
<td>Website Interior Rotating Sidebar Ad (160 px x 600px)</td>
<td>$700/quarter</td>
</tr>
</tbody>
</table>

Start month:_____
End month:_____
Total:______________

Email advertising

<table>
<thead>
<tr>
<th>Item</th>
<th>Monthly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax Talk (150 px x 150 px)</td>
<td>$750/month</td>
</tr>
<tr>
<td>Jan Feb Mar April May June July Aug Sept Oct Nov Dec</td>
<td></td>
</tr>
<tr>
<td>Email Newsletter Banner (600 px x 80 px)</td>
<td>$700/month</td>
</tr>
<tr>
<td>Jan Feb Mar April May June July Aug Sept Oct Nov Dec</td>
<td></td>
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</table>

Start month:_____
End month:_____
Total:______________

Main Street Practitioner Magazine advertising

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Package (700 px x 900 px)</td>
<td>$1000</td>
</tr>
<tr>
<td>3x Banner Ad $400/month</td>
<td>$900</td>
</tr>
<tr>
<td>5x Banner Ad $400/month</td>
<td>$800</td>
</tr>
</tbody>
</table>

Circle Issue Dates:
- Tax Season
- May/June
- July/August
- Sept/Oct
- Nov/Dec
Total:______________

Annual Meeting Exhibits and Sponsorship

Exhibits - 50% due upon signing, balance due July 31st
Contact Jennifer Harrison at jharrison@nsacct.org

Grand Total:______________