ENROLLED AGENTS ARE AMERICA'S TAX EXPERTS

2023 Digital and Print Marketing Packages
Digital and Print Marketing Packages

Why partner with NAEA? We have been setting the standard since 1972.

Enrolled agents are the IRS-designated professional representing taxpayers before the IRS on today’s most challenging tax issues.

NAEA knows that enrolled agents and tax practitioners are the lifeblood of the tax practicing community as the IRS designated professionals to appeal to the IRS on the taxpayer’s behalf. Getting in front of these tax professionals is the best way to get your product or service noticed!
EA Journal

The *EA Journal* is a leading source of timely and informative content for the advanced tax practitioner and is published four times per year. Every issue includes information on high-profile tax updates and changes and their impact on how enrolled agents will meet taxpayer needs. Special issues will feature topics like practice management and technology updates to help small business owners and advanced tax practitioners get the information they need to grow their businesses.

### 2023 Digital and Print Marketing Offerings

<table>
<thead>
<tr>
<th>Rates</th>
<th>1 Time</th>
<th>4 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>$3,100</td>
<td>$2,800</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,600</td>
<td>$2,300</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,300</td>
<td>$2,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>$2,100</td>
<td>$1,900</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,500</td>
<td>$1,200</td>
</tr>
</tbody>
</table>
2023 Digital and Print Marketing Offerings

### EA Journal Specs

- **Full Spread Bleed**
  - Size: 17 x 11 1/8"
  - Trim: 16 3/4 x 10 7/8"

- **Full Page Bleed**
  - Size: 8 5/8" x 11 1/8"
  - Trim: 8 3/8 x 10 7/8"

- **Full Page**
  - Size: 7 1/2" x 10"

- **Half Page**
  - Size: 7 1/2" x 4 1/3"

- **Half Page Vertical**
  - Size: 5 5/8" x 10"

- **2/3 Page**
  - Size: 4 7/8" x 10"

- **1/3 Page**
  - Size: 7 1/2" x 3 1/8"
2023 Digital and Print Marketing Offerings

*Increase your visibility* with belly bands, outserts (ride alongs), pre-printed stickers and pre-printed inserts.

- **Jan-Feb**
  - AD DEADLINE: OCTOBER 3
  - Theme: *Tax Season Prep*

- **Mar-Apr**
  - AD DEADLINE: NOVEMBER 21
  - Theme: *S Corporations / Tax Season*

- **May-Jun**
  - AD DEADLINE: FEBRUARY 13
  - Theme: *Ethics*

- **Jul-Aug**
  - AD DEADLINE: MARCH 27
  - Theme: *International Tax Issues*

- **Sept-Oct**
  - AD DEADLINE: MAY 22
  - Theme: *Representation (audits, examinations, tax court)*

- **Nov-Dec**
  - AD DEADLINE: JULY 17
  - Theme: *Year wrap up*

Call or email
Two things are certain in life: death and taxes. The tax code is constantly changing. That’s why EAs will always be in demand.
## Digital Marketing

Promote your company in our weekly e-newsletter.

<table>
<thead>
<tr>
<th>AD SPECS</th>
<th>DIMENSIONS</th>
<th>FORMAT</th>
<th>FILE SIZE</th>
<th>1 AD</th>
<th>12 ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower Leaderboard</td>
<td>728x90</td>
<td>GIF, JPEG, PNG</td>
<td>40K</td>
<td>$380</td>
<td>$4,260</td>
</tr>
<tr>
<td>Box Ad</td>
<td>300 x 250</td>
<td>GIF, JPEG, PNG</td>
<td>40K</td>
<td>$230</td>
<td>$2,760</td>
</tr>
<tr>
<td>Top Banner</td>
<td>728 x 90</td>
<td>GIF, JPEG, PNG</td>
<td>40K</td>
<td>$340</td>
<td>$3,780</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>728x90</td>
<td>GIF, JPEG, PNG</td>
<td>40K</td>
<td>$170</td>
<td>$1,740</td>
</tr>
</tbody>
</table>

**Multiple-ad discounts available.**
Digital Marketing

Promote your company in our weekly e-newsletter.

<table>
<thead>
<tr>
<th>AD SPECS</th>
<th>DIMENSIONS</th>
<th>FORMAT</th>
<th>FILE SIZE</th>
<th>1 AD</th>
<th>12 ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizontal Product Showcase</td>
<td>275X175</td>
<td>GIF, JPG, PNG</td>
<td>40K</td>
<td></td>
<td>$3,300</td>
</tr>
<tr>
<td>Call-Out Text</td>
<td>125x100</td>
<td>GIF, JPG, PNG</td>
<td>10K, 40K</td>
<td></td>
<td>$2,220</td>
</tr>
</tbody>
</table>

Showcase your latest product with this placement and include a photo, 10-word headline, 100-word description and link to your site.

Integrated into the feel of the newsletter, a callout Text ad targets your buying audience with an image, 7-word headline, and 50-word description.
# Digital Marketing

Promote your company in our weekly e-newsletter.

<table>
<thead>
<tr>
<th>AD SPECS</th>
<th>DIMENSIONS</th>
<th>FORMAT</th>
<th>FILE SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Content</td>
<td>300 x 600</td>
<td>GIF, JPEG, PNG</td>
<td>40K</td>
<td>$3,300</td>
</tr>
<tr>
<td></td>
<td>728 x 90</td>
<td>GIF, JPEG, PNG</td>
<td>40K</td>
<td>$3,600</td>
</tr>
<tr>
<td></td>
<td>240 x 185</td>
<td>GIF, JPEG, PNG</td>
<td>40K</td>
<td>$3,950</td>
</tr>
<tr>
<td>Featured Article</td>
<td>Feature your best content with this placement and include a 5-7 word headline, 100-word description and link to the article of your choice.</td>
<td>40k</td>
<td>$4,150</td>
<td></td>
</tr>
</tbody>
</table>

**SPONSORED CONTENT**

Promoted by Company Name

- Headline 1 (15 word max anchored by bullet point with URL)
- Headline 2 (15 word max anchored by bullet point with URL)
- Headline 3 (15 word max anchored by bullet point with URL)

**FEATURED ARTICLE**

Promoted by Company Name

100 WORD TEXT DESCRIPTION

READ MORE
Digital Marketing

Promote your company in our weekly e-newsletter.

<table>
<thead>
<tr>
<th>AD SPECS</th>
<th>DIMENSIONS</th>
<th>FORMAT</th>
<th>FILE SIZE</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical Product Showcase</td>
<td>300x125</td>
<td>GIF, JPG, PNG</td>
<td>40K</td>
<td>$2,950</td>
</tr>
<tr>
<td>Social Text Ad</td>
<td>1080x1080</td>
<td>GIF, JPG, PNG</td>
<td>10K, 40K</td>
<td>$1,850</td>
</tr>
</tbody>
</table>

Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.

Leverage the power of words and social media with a 25-word text ad to drive traffic to your website and social media channels.
## Social Media

Reach a broad audience of tax experts via our social media following.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Audience Size (Approximate)</th>
<th>Specs</th>
<th># of Posts</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>4,580</td>
<td>1104 x 736 px</td>
<td></td>
<td>$3,500</td>
</tr>
<tr>
<td>Twitter</td>
<td>5,660</td>
<td>400 x 220 px</td>
<td>4 posts per year:</td>
<td>$5,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>6 posts per year:</td>
<td>$6,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>8 posts per year:</td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>10,134</td>
<td>1200 x 630 px</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>871</td>
<td>1080x1080 px</td>
<td></td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>385</td>
<td>1280 by 720 pixels (720p)</td>
<td>30-sec. promo:</td>
<td>$750</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1920 by 1080 pixels (1080p)</td>
<td>60-sec. promo:</td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2560 by 1440 pixels (1440p)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3840 by 2160 pixels (2160p)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Includes posts to all platforms listed. Images & messaging provided by partner, subject to approval by NAEA.*
# Email Statistics

Share your message with NAEA membership.

NAEA members and our tax professional nonmember populations are very active. Get in front of them with your products and services to reach your goals this year.

**NAEA Member Audience: 8,000+**
- enrolled agent members and tax pros

**Nonmember Audience: 40,000+**
- includes other tax professionals including CPAs, CFPs, tax preparers, and more

<table>
<thead>
<tr>
<th></th>
<th>DEDICATED EMAIL BLASTS</th>
<th>SUNDAY EVENTS NEWSLETTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Rate</td>
<td>35.67%</td>
<td>22.92%</td>
</tr>
<tr>
<td>Click-through Rate</td>
<td>31.38%</td>
<td>1.73%</td>
</tr>
<tr>
<td>Click-to- Open Rate</td>
<td>36.37%</td>
<td>2.51%</td>
</tr>
<tr>
<td>Unsubscribe Rate</td>
<td>0.14%</td>
<td>0.04%</td>
</tr>
</tbody>
</table>

2023 Digital and Print Marketing Offerings
**Email Blasts**

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enrolled agent members and tax pros

**Nonmember Audience: 40,000+**
includes other tax professionals including CPAs, CFPs, tax preparers, and more

<table>
<thead>
<tr>
<th>AUDIENCE REACH</th>
<th># OF MAILINGS</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>48,000+ enrolled agents and tax professionals</td>
<td>1 email</td>
<td>$3,200</td>
</tr>
<tr>
<td></td>
<td>2 emails</td>
<td>$6,100</td>
</tr>
<tr>
<td></td>
<td>3 emails</td>
<td>$9,000</td>
</tr>
</tbody>
</table>

*Message content, graphics and creative provided by the partner, subject to approval by NAEA.*
2023 Digital and Print Marketing Offerings

Direct Mail

Our members still appreciate receiving information the old-fashioned way – the mail. Promote your company by getting direct access to more than 11,000 top licensed tax professionals. Our membership list makes it easy to deliver your offer to your target audience and maximize response rates. For more information, counts, or to place an order, please contact INFOCUS at 800-708-LIST or customerservice@infocuslists.com.
## Website Banner Ads

**Share your message with NAEA membership.**

NAEA members and our tax professional nonmember populations are very active on our website.

**193,000+ pageviews per month** from the enrolled agent members and tax pros

**Highest-trafficked pages** include homepage, member join page, education and live events pages

**Average time spent** ranges from 0:38 sec to 1 min

### NAEA Website Banner Ads

(Webpages selected at the discretion of NAEA)

<table>
<thead>
<tr>
<th>Page Description</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Entrances</th>
</tr>
</thead>
<tbody>
<tr>
<td>/</td>
<td>69,887</td>
<td>28,541</td>
<td>00:00:38</td>
<td>27,408</td>
</tr>
<tr>
<td>/membership/member-center/join/</td>
<td>9,389</td>
<td>3,624</td>
<td>00:00:48</td>
<td>2,549</td>
</tr>
<tr>
<td>/education-events/enrolled-agent/</td>
<td>9,250</td>
<td>4,285</td>
<td>00:01:03</td>
<td>3,645</td>
</tr>
<tr>
<td>/join/</td>
<td>8,025</td>
<td>3,201</td>
<td>00:01:00</td>
<td>1,885</td>
</tr>
<tr>
<td>/enrolled-agent-exam/</td>
<td>6,660</td>
<td>3,121</td>
<td>00:00:46</td>
<td>3,043</td>
</tr>
<tr>
<td>/membership/member-center/discoun t-program/</td>
<td>4,842</td>
<td>2,007</td>
<td>00:00:50</td>
<td>663</td>
</tr>
<tr>
<td>/2023-tax-summit/</td>
<td>4,602</td>
<td>2,051</td>
<td>00:01:20</td>
<td>1,193</td>
</tr>
<tr>
<td>/naea-in-person-events/</td>
<td>4,303</td>
<td>1,855</td>
<td>00:00:35</td>
<td>595</td>
</tr>
<tr>
<td>/membership/member-center/member-discount-program/</td>
<td>3,579</td>
<td>1,398</td>
<td>00:01:07</td>
<td>692</td>
</tr>
<tr>
<td>/education-events/npli/</td>
<td>3,442</td>
<td>1,523</td>
<td>00:00:55</td>
<td>907</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 months</td>
<td>$9,996</td>
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<tr>
<td>9 months</td>
<td>$7,497</td>
</tr>
<tr>
<td>6 months</td>
<td>$4,998</td>
</tr>
<tr>
<td>3 months</td>
<td>$2,499</td>
</tr>
</tbody>
</table>
NAEA Webinar Sponsorship Opportunities

NAEA free webinars each draw an average of 250 - 300 tax professionals who are interested in learning about tax-related matters.

Put your company name in front of an engaged audience learning from a trusted education provider in the industry with a 90% response rate to pop-up poll questions within 60 seconds. Sponsors receive significant recognition before, during, and after the webinar, increased brand recognition, and making a lasting impression.

Don’t miss this exceptional opportunity at a value you won’t find anywhere else!
Webinar Series

$5,500

Sponsor one of the webinar series for the year. This is 5+ webinars per series. An exclusive sponsor is invited to include a promotional holding slide before and after each recording. Open to both members and nonmembers, tax practitioners can earn up to 10 CE credit hours before the year ends by completing the series. Each webinar is recorded and available for purchase following the live event. This is a long-term opportunity for exposure.

Sponsor benefits:

- Inclusion of logo and link to sponsor’s website on email messages promoting the event to NAEA’s membership and constituents of over 50,000 tax professionals
- Inclusion of logo and link to sponsor’s website on Continuing Education Portal and NAEA Event Calendar website
- 30 second video commercial at the start of each webinar
- Two promotional posts per webinar across our social media channels, reaching an average of 17,000 tax professionals per webinar
- For live webinars, the registration and attendee lists, including emails, will be sent to sponsor after the webinar
- Slide deck used for webinar can be sponsors branded slide deck
- Link to recording of the webinar will be available to post on the sponsor’s website
- For live webinars, the registration and attendee lists, including emails, will be sent to sponsor after each webinar
Solutions Room Sponsor

$500 per webinar or $5,500 full series

Solutions room webinars are a new series offered in 2022. Each solution room webinar is offered for 1-hour monthly on current tax issues offered free to all NAEA members and purchasable by non-members. Open to both members and nonmembers, tax practitioners can earn up to 12 IRS CE credit hours before the year ends by attending each webinar. This is a long-term opportunity for exposure.

Sponsor benefits:
- Inclusion of logo and link to sponsor’s website on email messages promoting the event to NAEA’s membership and constituents of over 50,000 tax professionals
- Inclusion of logo and link to sponsor’s website on Continuing Education Portal and NAEA Event Calendar website
- For live webinars, the registration and attendee lists, including emails, will be sent to sponsor after the webinar
- 30 second video commercial at the start of the webinar
- Social media promotion to over 17,000 tax professionals. One promotional post per webinar across our social media channels, reaching an average of 17,000 tax professionals per webinar
Single Live Demo Webinar

$1,500

Sponsor a webinar on your product/service including a live demo of your product/service. On-demand video will live on our Continuing Education Portal for access to future potential customers.

Sponsor benefits:
- Inclusion of logo and link to sponsor’s website on email messages promoting the event to NAEA’s membership and constituents of over 50,000 tax professionals
- Inclusion of logo and link to sponsor’s website on Continuing Education Portal and NAEA Event Calendar website
- **Two** promotional posts per webinar across our social media channels, reaching an average of 17,000 tax professionals per webinar. For live webinars, the registration and attendee lists will be sent to sponsor after the webinar. Slide deck used for webinar can be sponsors branded slide deck
- Link to recording of the webinar will be available to post on the sponsor’s website
- For live webinars, the registration and attendee lists, including emails, will be sent to sponsor after the webinar
Single NAEA Webinar

$1,000

Sponsor a new webinar on a mutually agreed upon tax or practice education topic by providing a speaker and the webinar materials. This should be a two-hour webinar offering 2 IRS CE or NAEA CE. Webinar will be offered free to NAEA members for maximum exposure.

**Sponsor benefits:**
- Inclusion of logo and link to sponsor’s website on email messages promoting the event to NAEA’s membership and constituents of over 50,000 tax professionals
- Inclusion of logo and link to sponsor’s website on Continuing Education Portal and NAEA Event Calendar website
- 30 second video commercial at the start of the webinar
- Two promotional posts per webinar across our social media channels, reaching an average of 17,000 tax professionals per webinar. For live webinars, the registration and attendee lists will be sent to sponsor after the webinar. Slide deck used for webinar can be sponsors branded slide deck
- Link to recording of the webinar will be available to post on the sponsor’s website
- For live webinars, the registration and attendee lists, including emails, will be sent to sponsor after the webinar
Webinar Commercial

$500

Feature your company in a 30-second spot the start of a single webinar. Video must be provided by company in advance of webinar and be 30 seconds or less.
*Content is subject to review and approval at the discretion of NAEA.

Sponsor benefits:
- 30 second video commercial provided by the sponsor played at the start of the webinar
- Inclusion of logo and link to sponsor’s website on Continuing Education Portal and NAEA Event Calendar website
GET IN TOUCH

Contact Kelli Comegys, Director, Membership and Business Development to discuss these marketing offerings!

**EMAIL ADDRESS**
kcomegys@naea.org

**PHONE NUMBER**
(202) 822-0729

Contact Brandy Spears, Director, Marketing and Communications to discuss advertising in the *EA Journal*!

**EMAIL ADDRESS**
bspears@naea.org

**PHONE NUMBER**
(202) 822-0727

1730 Rhode Island Avenue NW, Suite 400, Washington, DC 20036