



2024 - 2025

Strategic Partner MEDIA KIT

Experience the Advantages of a Strategic Partnership with NAEA

Partnering with NAEA provides an opportunity for your organization to establish connections with NAEA members and enhance your reputation as a reputable provider of relevant tax services and products. Our partnership program offers four levels of involvement and pricing options that cater to your business goals, budgetary constraints, and other resource preferences.

ABOUT US

The **NAEA Strategic Partners Program** works to build relationships between tax practitioners and companies for their mutual benefit. The NAEA Strategic Partners Program helps organizations gain access to influential tax professionals by connecting and building relationships with NAEA's 8,000+ members through conferences, content sponsorships, and other opportunities.

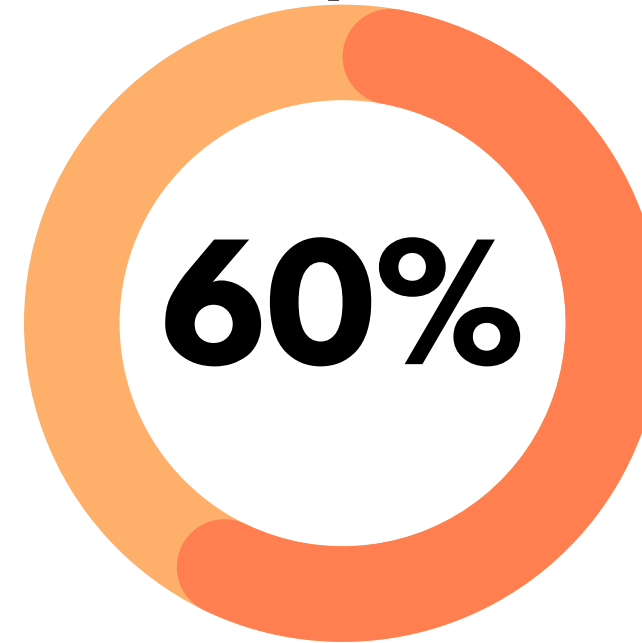


NAEA by the Numbers

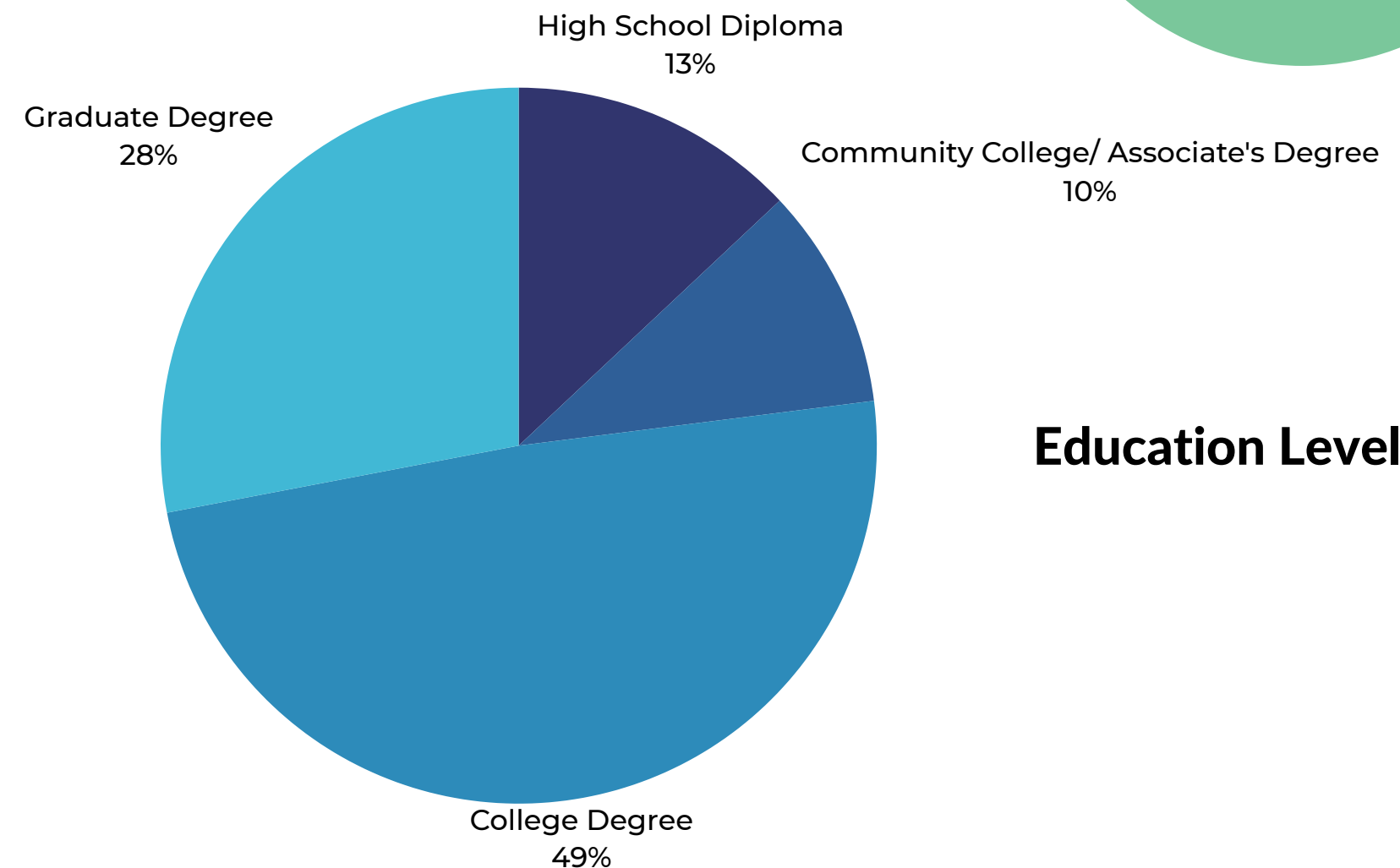
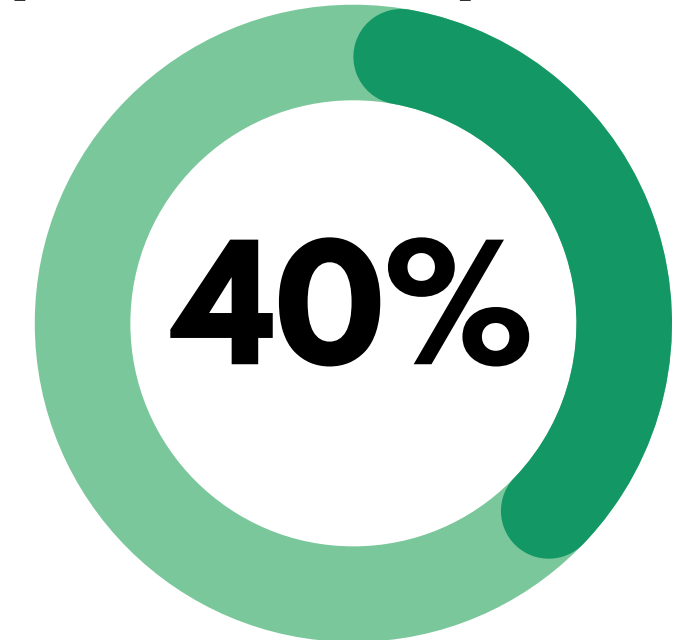
More than **90%** of members are the decision maker in their business.

Who are we? We are more than 8,000 college-educated tax experts. We prepare routine tax returns in private practice and we are highly skilled in representing our clients before the IRS if needed.

Tax Preparation



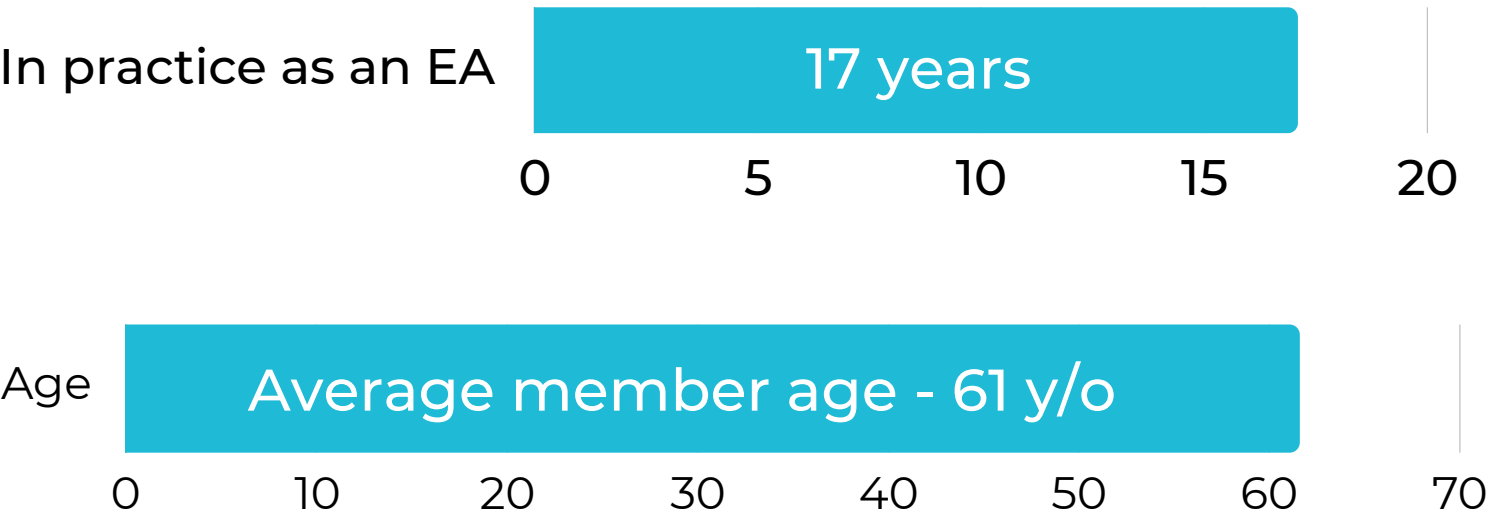
Tax Preparation & Representation



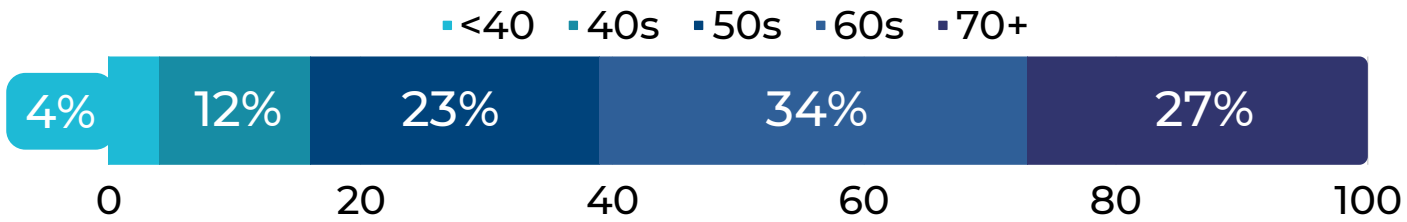
Education Level

NAEA by the Numbers

NAEA Member Age and Experience



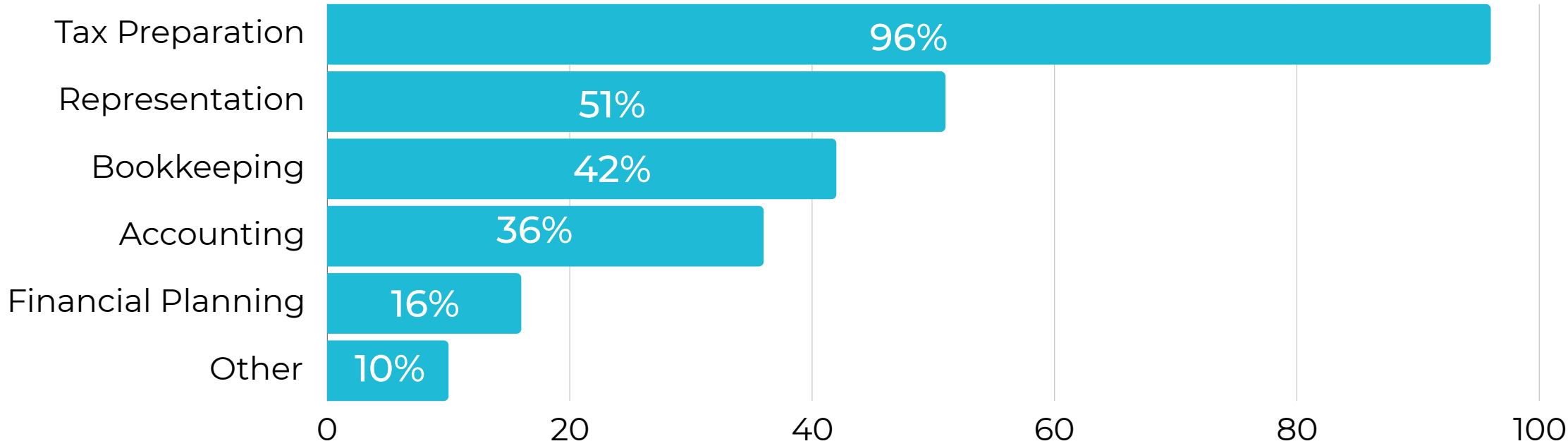
The chart below displays the age range of current NAEA members.



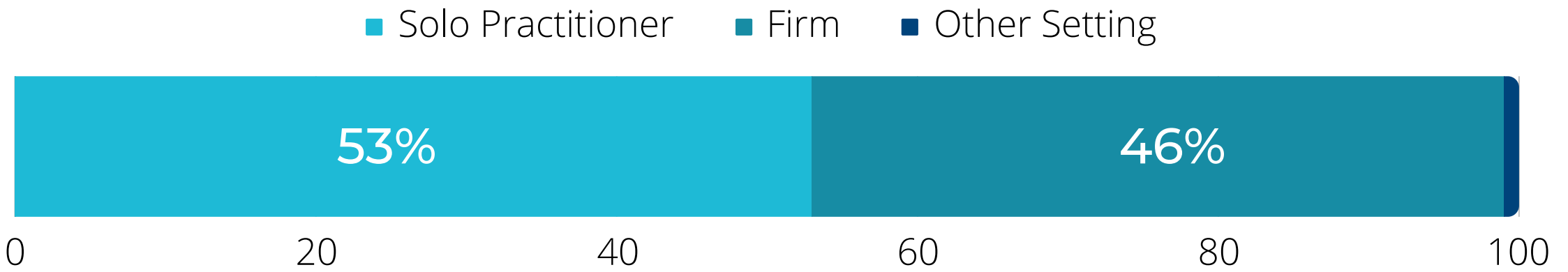


NAEA by the Numbers

Primary Areas of Practice/ Specialty

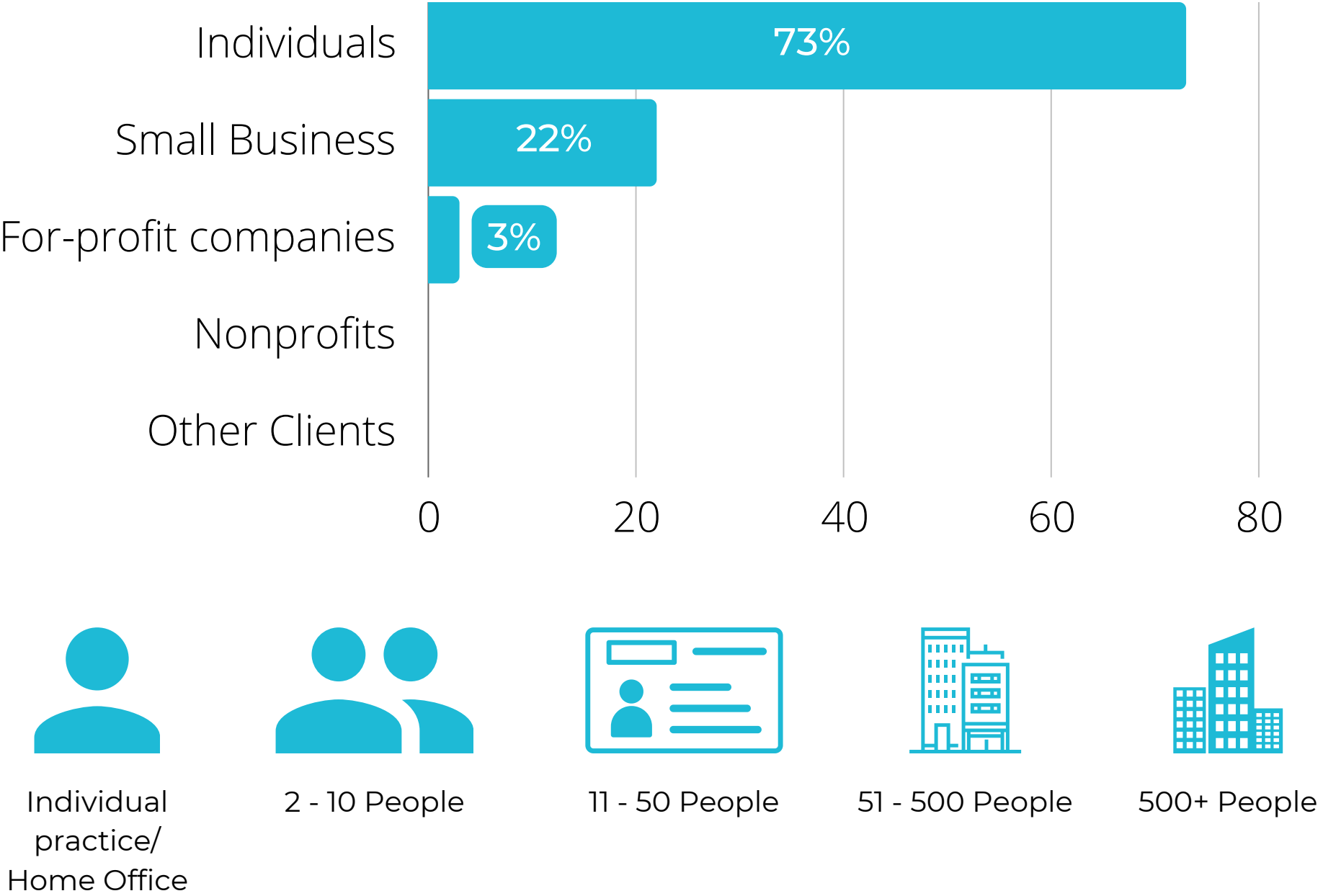


Work Setting



NAEA by the Numbers

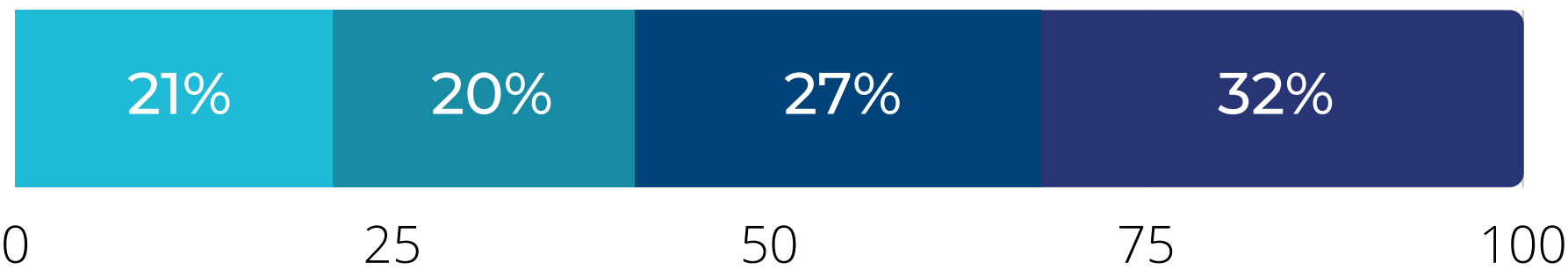
Primary Client Bases



NAEA by the Numbers

Annual Revenue Range

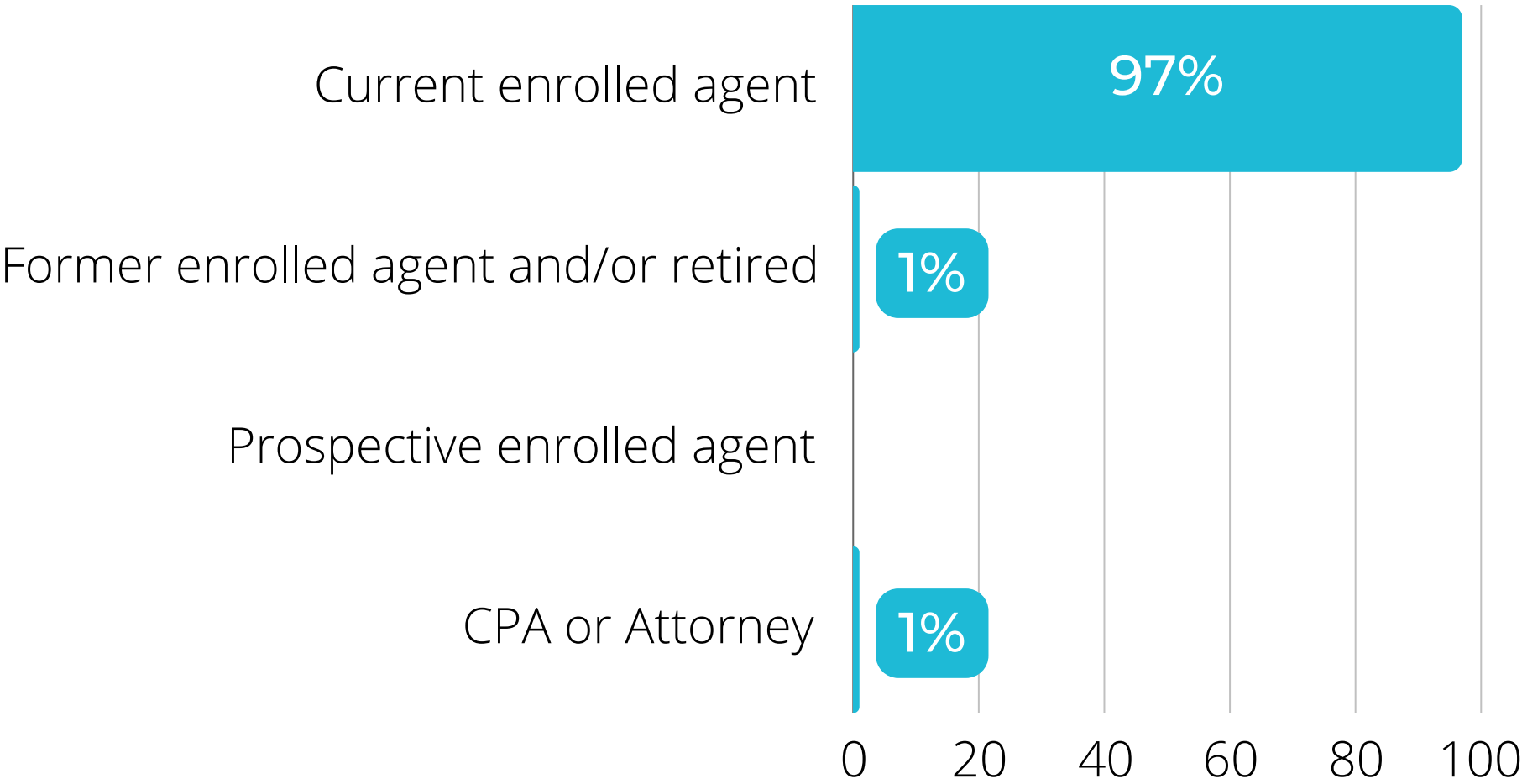
- Small (up to \$50K)
- Medium (\$51 - 100K)
- Large (\$101 - \$250K)
- Largest (>\$250K)





NAEA by the Numbers

Professional Status



Partner Requirements & Eligibility

- ERC partnerships not available at this time
- WISP provider partnerships limited (2 per year)
- Recruiting firm partnerships not available at this time – Eligible to create account and posts jobs on NAEA Career Center
- Samples of marketing assets must be submitted before contract executed (part of the vetting process)
- HTML email content is required and is due one month before send date; dedicated email send date will be pushed if received late
- Partner agrees to share NAEA membership and/or event messaging when appropriate
- Some partner/sponsor types subject to NAEA committee approval



Black-Out Dates for Sponsor Events

- February – April
- First three weeks of October



NAEA EA Journal Advertisements

Full-page for four issues (\$10,400 value)

NAEA Conference Sponsorships

Platinum sponsor/exhibitor at one conference (\$10,000 value)

*Recognition as Platinum Sponsor on
NAEA conference signage, e-materials
+ company logo on NAEA website*

NAEA Website Banner Ads *(Webpages selected at the discretion of NAEA)*

12 months (\$9,996 Value)

NAEA Dedicated Email to 40,000 Enrolled Agents

2 emails per year (\$6,400 value)

Sponsored Content *6 months (\$6,600 value)*

600x200 or 728x90 ad inclusion in weekly “Upcoming Events & Updates” e-newsletter

Live Demo Webinars

Two per year (\$3,000 value)

PLATINUM PARTNER PACKAGE

\$22,500



Career Center Platinum Sponsorship Includes:

- “Brought to you by [Your Company]”
- Official wording on all Career Center communications
 - Cobranded “Brought to you by” Header on all Career Center webpages
 - Included in all Career Center promotions: emails, print promotions, social media posts, webpages
 - 468x90 Banner Ad included 1/x month in Job Flash emails for 12 months
 - 728x90 Banner Ad in top position of Career Center homepage for 12 months
 - “Featured Employer” for 12 months

NAEA Career Center Banner Ads

- 728x90 Banner Ad (3 months): \$2,500
- 250x250 Banner Ad (3 months): \$1,500
- Job Flash Email 468 x 90 Banner Ad (3 months/1 per month): \$750

NEW!

CAREER CENTER PLATINUM PARTNER PACKAGE

\$20,000



Employers

Job Seekers

Post a Job

NAEA Career Center
Connecting Talent with Opportunity

Keyword or Job Title

Location

Search Jobs

☐ Send me new jobs for this search

your@email.com

NAEA EA Journal Advertisements

1/2 page for four issues (\$8,400 value)

NAEA Conference Sponsorships

Gold sponsor/exhibitor at one conference (\$7,500 value)

NAEA Website Banner Ads *(Webpages selected at the discretion of NAEA)*

9 months (\$7,497 Value)

Recognition as Gold Sponsor on NAEA
conference signage, e-materials + company logo
on NAEA website

NAEA Dedicated Email to 40,000 Enrolled Agents

1 email per year (\$3,200 value)

Sponsored Content *6 months (\$6,600 value)*

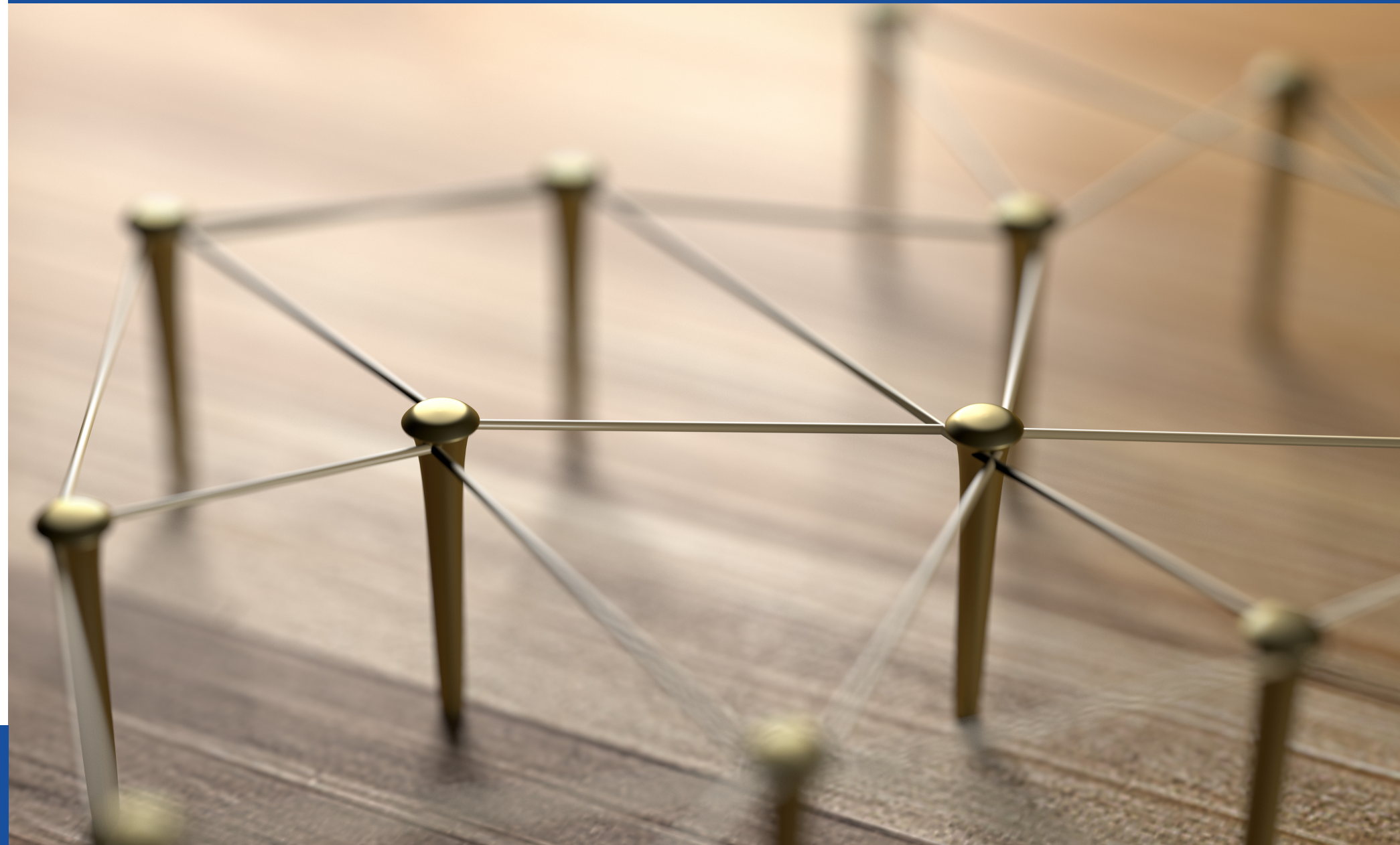
300x600 or 728x90 ad inclusion in weekly “Upcoming
Events & Updates” e-newsletter

Live Demo Webinars

One per year (\$1,500 value)

GOLD PARTNER PACKAGE

\$17,000



SILVER PARTNER PACKAGE

\$11,750

NAEA Conference Sponsorships

Silver sponsor/exhibitor at one conference *(\$5,000 value)*

Recognition as Silver Sponsor on NAEA conference signage, e-materials + company logo on NAEA website

NAEA Website Banner Ads *(Webpages selected at the discretion of NAEA)*

6 months *(\$4,998 Value)*

Sponsored Content 6 months (\$3,300 value)

300x600 or 728x90 ad inclusion in weekly “Upcoming Events & Updates” e-newsletter





BRONZE PARTNER PACKAGE

\$6,500

NAEA Conference Sponsorships

Bronze sponsor/exhibitor at one conference *(\$2,500 value)*

Recognition as Bronze Sponsor on NAEA conference signage,
e-materials + company logo on NAEA website

NAEA Website Banner Ads *(Webpages selected at the
discretion of NAEA)*

3 months *(\$2,499 Value)*

Sponsored Content 3 months (\$3,300 value)

300x600 or 728x90 ad inclusion in weekly “Upcoming Events &
Updates” e-newsletter

| 2024 - 2025 Strategic Partner Packages | | | | |
|--|------------------------------------|--------------------------------|----------------------------------|----------------------------------|
| | PLATINUM PACKAGE | GOLD PACKAGE | SILVER PACKAGE | BRONZE PACKAGE |
| | \$22,500 | \$17,000 | \$11,750 | \$6,500 |
| EA Journal Ads | Full Page Four Issues | Half Page Four Issues | | |
| Conference Sponsorships | Platinum Sponsor One conference | Gold Sponsor One conference | Silver Sponsor One conference | Bronze Sponsor One conference |
| Website Banner Ads | 12 months | 9 months | 6 months | 3 months |
| Dedicated Email to 40,000 Prospects | 2 emails per year | 1 emails per year | | |
| 728x90 Ad in Weekly Newsletter | 6 months | 6 months | 3 months | 3 months |
| Live Demo Webinars | Two per year | One per year | | |
| Demos hosted by the Sponsor | | | | |

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

| | Dedicated Email Blasts | Sunday Events Newsletter |
|---------------------|------------------------|--------------------------|
| Open Rate | 35.67% | 22.92% |
| Click-through Rate | 31.38% | 1.73% |
| Click-to- Open Rate | 36.37% | 2.51% |
| Unsubscribe Rate | 0.14% | 0.04% |

Website Statistics

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

| Page ? | Pageviews ? ↓ | Unique Pageviews ? | Avg. Time on Page ? | Entrances ? |
|---|---|---|---|---|
| | 193,479 % of Total: 100.00% (193,479) | 85,050 % of Total: 100.00% (85,050) | 00:00:45 Avg for View: 00:00:45 (0.00%) | 57,763 % of Total: 100.00% (57,763) |
| 1. / | 69,887 (36.12%) | 28,541 (33.56%) | 00:00:38 | 27,408 (47.45%) |
| 2. /membership/member-center/join/ | 9,389 (4.85%) | 3,624 (4.26%) | 00:00:48 | 2,549 (4.41%) |
| 3. /education-events/enrolled-agent/ | 9,250 (4.78%) | 4,285 (5.04%) | 00:01:03 | 3,645 (6.31%) |
| 4. /join/ | 8,025 (4.15%) | 3,201 (3.76%) | 00:01:00 | 1,885 (3.26%) |
| 5. /enrolled-agent-exam/ | 6,660 (3.44%) | 3,121 (3.67%) | 00:00:46 | 3,043 (5.27%) |
| 6. /membership/member-center/discount-program/ | 4,842 (2.50%) | 2,007 (2.36%) | 00:00:50 | 663 (1.15%) |
| 7. /2023-tax-summit/ | 4,602 (2.38%) | 2,051 (2.41%) | 00:01:20 | 1,193 (2.07%) |
| 8. /naea-in-person-events/ | 4,303 (2.22%) | 1,855 (2.18%) | 00:00:35 | 595 (1.03%) |
| 9. /membership/member-center/member-discount-program/ | 3,579 (1.85%) | 1,398 (1.64%) | 00:01:07 | 692 (1.20%) |
| 10. /education-events/ntpi/ | 3,442 (1.78%) | 1,523 (1.79%) | 00:00:55 | 907 (1.57%) |

New Member Welcome Packet Inclusion

\$2,500

Sponsor a new webinar on a mutually agreed upon tax or practice education topic by providing a speaker and the webinar materials. Webinar will be offered free to NAEA members for maximum exposure. *Sponsor demos hosted by sponsor, not NAEA.*

Package Features:

- **Company Flyer Inclusion:** Your company's promotional flyer will be included in the NAEA new member welcome packets sent out to all new members each month. The sponsor is responsible for providing the printed flyer to be included in the welcome packets. Detailed specifications for the flyer will be provided upon confirmation.
- **Monthly Exposure:** Benefit from ongoing exposure as your flyer reaches a fresh audience of new NAEA members every month, maximizing your brand visibility.
- **Sponsor Recognition:** Receive acknowledgment as a valued sponsor in NAEA communications related to new member onboarding.



GET IN TOUCH



Contact Kelli Comegys, Director, Membership and Business Development to discuss these partnership opportunities!

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