

ENROLLED AGENTS ARE  
AMERICA'S TAX EXPERTS

2024

# 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!

# 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

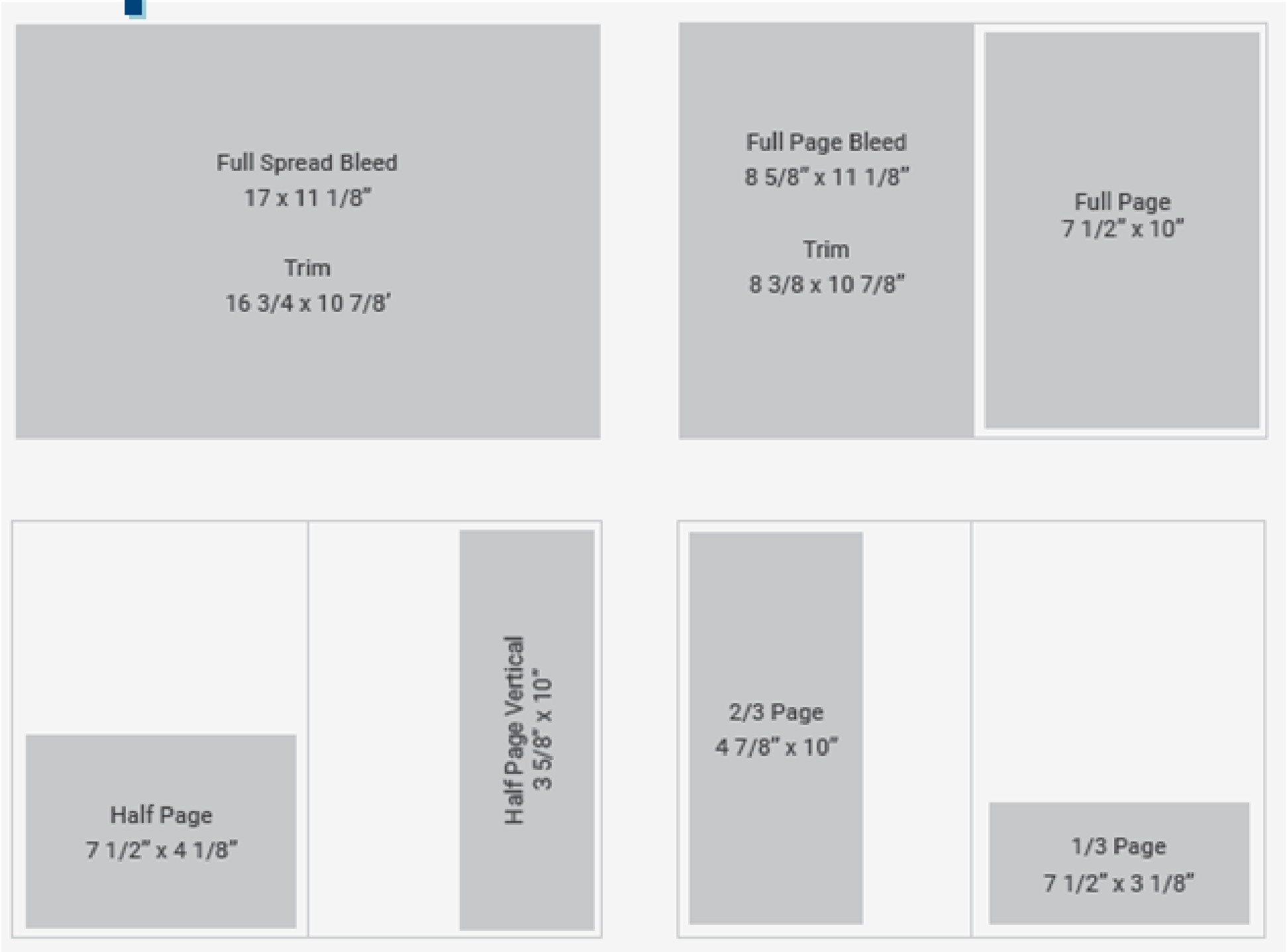


# EA Journal

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.

RATES	1 TIME	4 TIMES
2-Page Spread	\$3,100	\$2,800
Full Page	\$2,600	\$2,300
2/3 Page	\$2,300	\$2,000
Half Page	\$2,100	\$1,900
1/3 Page	\$1,500	\$1,200

# EA Journal Specs



# 2024 Digital and Print Marketing Offerings

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

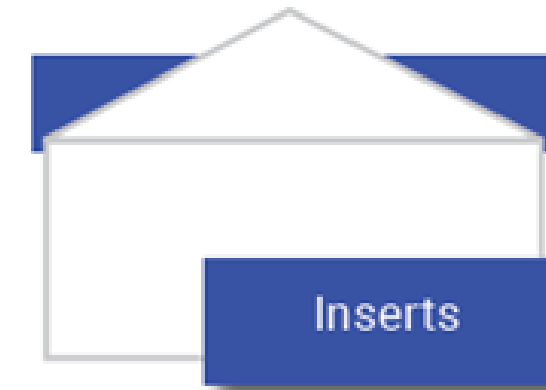
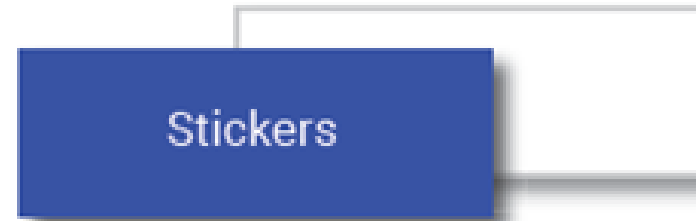


## SUMMER 2024

- Theme: Ethics
- Advertisement Space and Insertion Orders Due: 4/8/24
- Content Due: 4/1/24

## FALL 2024

- Theme: Representation (audits, examinations, Tax Court)
- Advertisement Space and Insertion Orders Due: 5/20/24
- Content Due: 5/13/24



## WINTER 2024

- Theme: Year wrap-up / Tax season preparation
- Advertisement Space and Insertion Orders Due: 7/29/24
- Content Due: 7/22/24

## SPRING 2025

- Theme: S corporations / International tax issues
- Advertisement Space and Insertion Orders Due: 9/23/24
- Content Due: 9/16/24



FOOD FOR THOUGHT

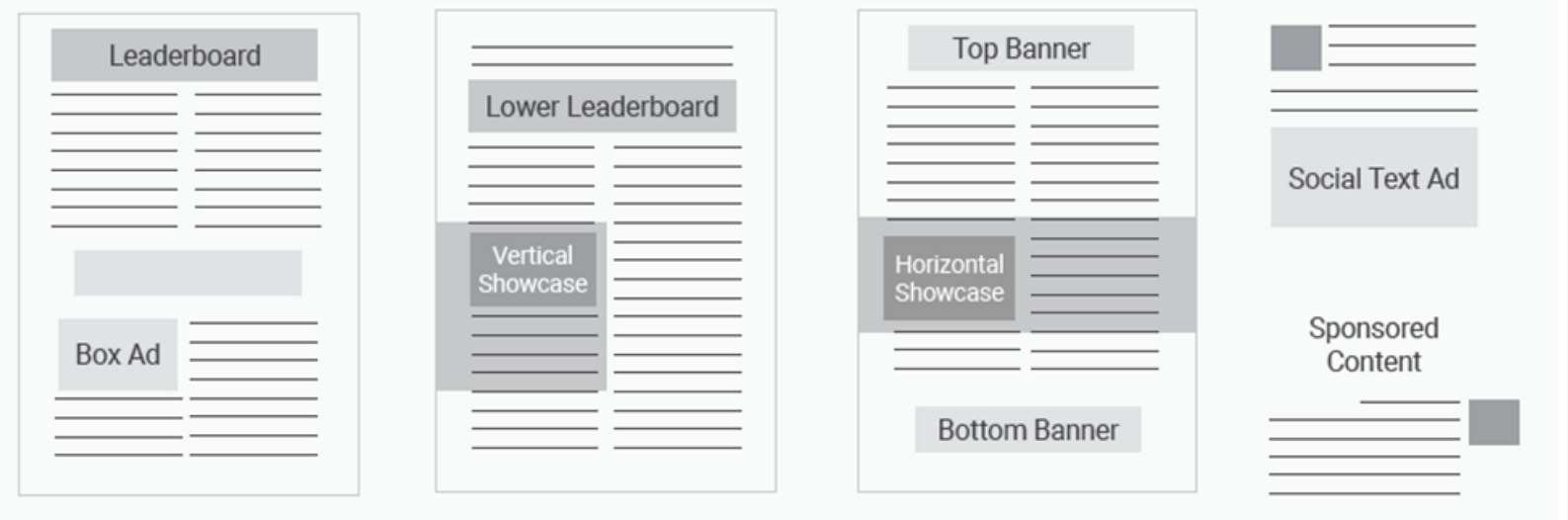
**Two things are certain in life: death  
and taxes. The tax code is  
constantly changing. That's why  
EAs will always be in demand.**

# Digital Marketing

Promote your company in our weekly e-newsletter.

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

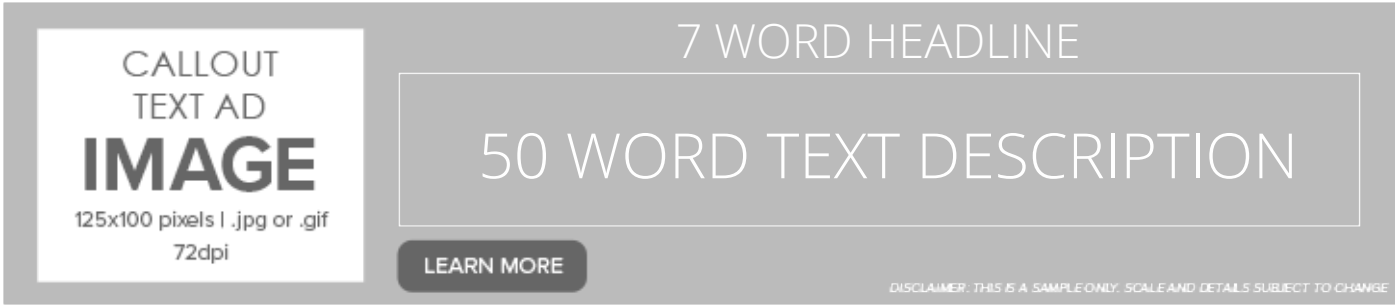
*\*\*Multiple-ad discounts available.*



# Digital Marketing

Promote your company in our weekly e-newsletter.

AD SPECS	DIMENSION S	FORMAT	FILE SIZE	1 AD	12 ADS
Horizontal Product Showcase	275X175	GIF, JPG, PNG	40K		\$3,300
Showcase your latest product with this placement and include a photo, 10-word headline, 100-word description and link to your site.					
Call-Out Text	125x100	GIF, JPG, PNG	10K, 40K		\$2,220
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.

AD SPECS	DIMENSIONS	FORMAT	FILE SIZE		
Sponsored Content	300 x 600	GIF, JPEG, PNG	40K		\$3,300
	728 x 90	GIF, JPEG, PNG	40K		\$3,600
	240 x 185	GIF, JPEG, PNG	40K		\$3,950
Featured Article	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.		40k		\$4,150

SPONSORED CONTENT

Promoted by Company Name

SPONSORED CONTENT

IMAGE

240x185 pixels | .jpg or .gif | 72dpi

- 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

5-7 WORD HEADLINE

Promoted by Company Name

100 WORD TEXT DESCRIPTION

READ MORE

DISCLAIMER: THIS IS A SAMPLE ONLY. SCALE AND DETAILS SUBJECT TO CHANGE

# Digital Marketing

Promote your company in our weekly e-newsletter.

AD SPECS	DIMENSIONS	FORMAT	FILE SIZE		
Vertical Product Showcase	300x125	GIF, JPG, PNG	40K		\$2,950
Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.					
Social Text Ad	1080x1080	GIF, JPG, PNG	10K, 40K		\$1,850
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.



Platform	Audience Size (Approximate)	Specs	# of Posts	Cost
<i>Includes posts to all platforms listed. Images &amp; messaging provided by partner, subject to approval by NAEA.</i>				
LinkedIn	4,580	1104 x 736 px	4 posts per year: 6 posts per year: 8 posts per year:	\$3,500 \$5,000 \$6,200
Twitter	5,660	400 x 220 px		
Facebook	10,134	1200 x 630 px		
Instagram	871	1080x1080 px		
YouTube	385	1280 by 720 pixels (720p) 1920 by 1080 pixels (1080p) 2560 by 1440 pixels (1440p) 3840 by 2160 pixels (2160p)	30-sec. promo: 60-sec. promo:	\$750 \$1,000

# 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%

# Email Blasts

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

AUDIENCE REACH	# OF MAILINGS	VALUE
48,000+ enrolled agents and tax professionals	1 email	\$3,200
	2 emails	\$6,100
	3 emails	\$9, 000

*Meessage content, graphics and creative provided by the partner, subject to approval by NAEA.*





## 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](mailto:customerservice@infocuslists.com).

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# 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)

- 12 months \$9,996
- 9 months \$7,497
- 6 months \$4,998
- 3 months \$2,499

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 Add On

**\$2,500**

## **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.



# 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!



# Single Live NAEA Webinar | Demo or Educational

**\$1,500**

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.*

## **Sponsor benefits:**

- Inclusion of logo and link to sponsor's website on email messages promoting
- Inclusion of logo and link to sponsor's website on Continuing Education Portal and NAEA Event Calendar website
- **One** dedicated email sent to membership before the event
- For live webinars, the attendee list will be sent to sponsor after the webinar
- Slide deck used for webinar can be branded by sponsor



# Single On-Demand NAEA Webinar | Demo or Educational

**\$1,000**

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 on the NAEA CE Portal.

## **Sponsor benefits:**

- Inclusion of logo and link to sponsor's website on email messages promoting
- Inclusion of logo and link to sponsor's website on Continuing Education Portal
- One dedicated email sent to membership about the new on-demand webinar
- Webinar hosted on NAEA CE Portal under the "Partner Content" page for ease of access.
- Slide deck used for webinar can be sponsors branded slide deck.



# New! Office Hours Add-On

**\$500**

Elevate your webinar sponsorship package with "Office Hours Add-On" – an opportunity for your attendees to engage in personalized Q&A sessions with your expert presenters for an additional one (1) – two (2) hours. *Sponsor demos hosted by sponsor, not NAEA.*

## **Sponsor benefits:**

- **Personalized Q&A Sessions:** Provide your attendees with dedicated time to ask specific questions and receive personalized insights from your expert presenters.
- **Extended Interaction Time:** Extend the value of your webinar by offering additional hours for participants to connect with speakers, fostering a deeper understanding of the presented content.
- **Flexible Scheduling:** Allow attendees to schedule their office hours session at a time that suits their convenience, maximizing engagement and participation.
- **Enhanced Networking:** Foster meaningful connections between your presenters and attendees, creating a more interactive and memorable experience.



# Webinar Commercial

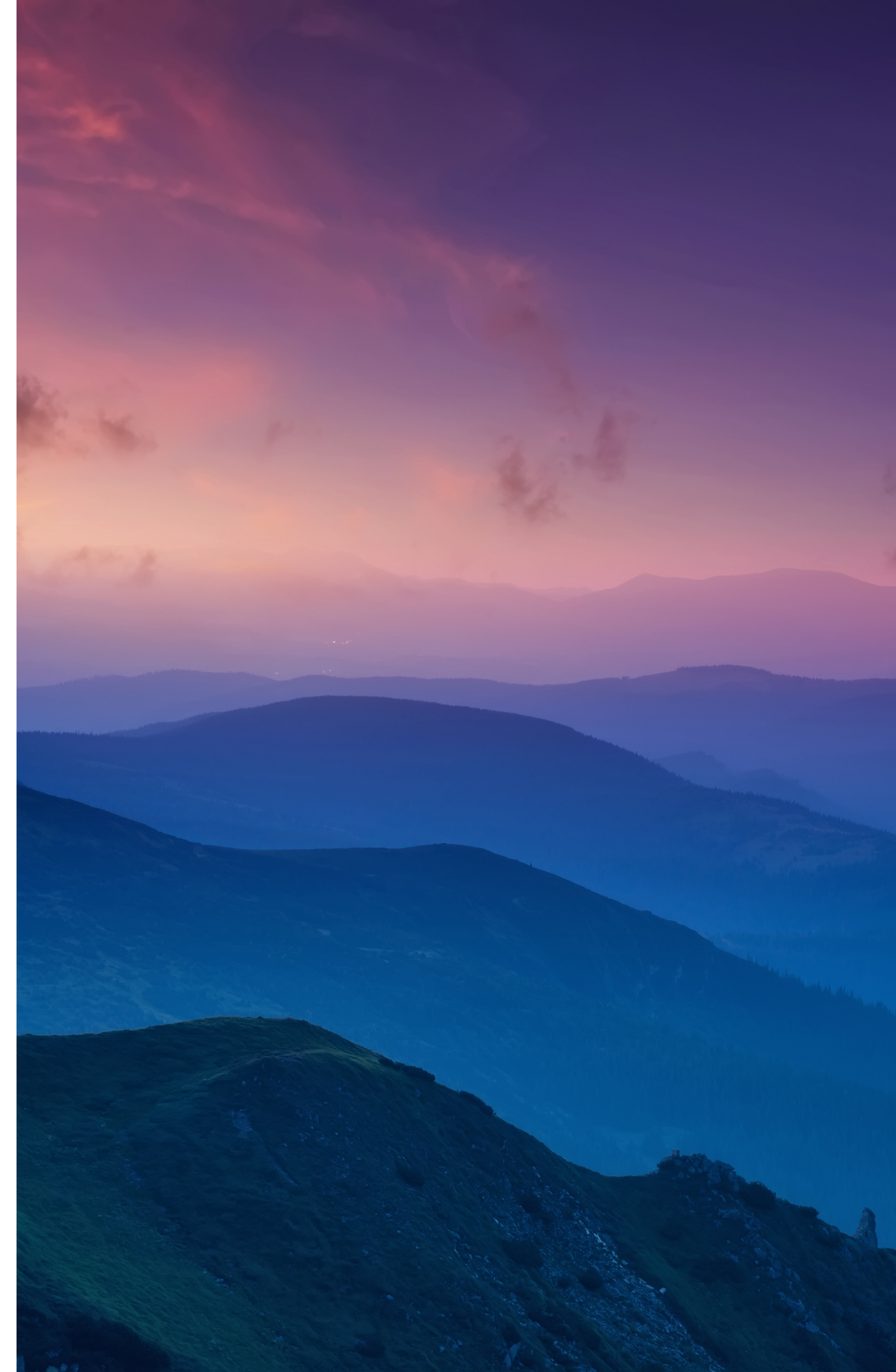
**\$500**

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

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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



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400, Washington, DC 20036