



2018 NAEA MEDIA KIT

*Reach Over 10,000 Licensed Tax Professionals
through Their Trusted Association*

In an industry where success depends on keeping up with the smallest details in ever-changing tax law, the National Association of Enrolled Agents (NAEA) is one of the most respected sources of information. Members depend on us for timely updates and the insights they need to stay on top of their game.

Our members buy what you sell. More than 90% of them are the purchasing agent for their consultancy or corporation.

Maximize your exposure with:

- *EA Journal* advertising
- *E@lert* e-newsletter advertising
- NAEA website advertising
- Social media posts
- Mailing list rentals

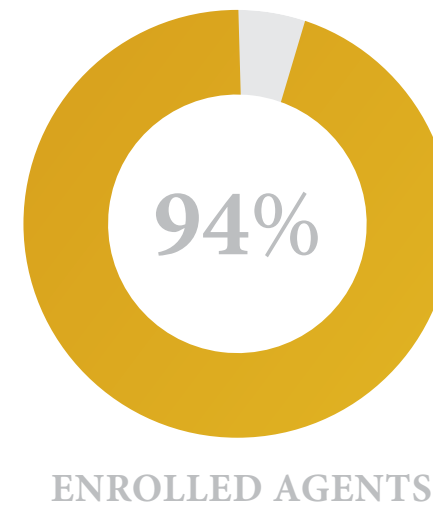
ADVERTISE IN THE EA JOURNAL

MEMBERS RELY ON US FOR NEWS THEY NEED

The award-winning *EA Journal* is published six times per year, and is considered one of the most important and informative resources for tax professionals. Every issue includes informative articles on high-profile tax topics, changes or updates in tax law and IRS programs, and techniques for building a profitable business.



10,000+ Members



5% INTERESTED OR INVOLVED IN TAX

2% STUDENTS AND INSTRUCTORS

YOUR ADS GET UNRIVALED SHELF LIFE

By reading *EA Journal*, NAEA members can earn at least two credit hours of the continuing professional education required by the IRS each year! This perk ensures the publication is read closely and kept available for months—your ad will have longevity unrivaled by any other tax-related journal.

“Our EA Journal advertising continues to bring in a steady stream of new subscribers, and we are very thankful for that.”

— Heather Santineau, Tax News & Tips

Place your ad now when members are making decisions about what software, hardware, office products and professional services to use for next tax season!

2018 EDITORIAL CALENDAR AND DEADLINES

This chart is intended only as a guide, as we often adjust our line-up to accommodate new developments in the tax industry, milestones, and other news.

	Jan/Feb	Mar/Apr	May/June	July/Aug	Sept/Oct	Nov/Dec (4CE)
Theme	Tax Season	Topics from Allied	Ethics	Education	Representation	Year Wrap Up
Content Deadline	Oct. 1	Dec. 1	Feb. 1	April 1	June 1	Aug. 1
Ad Submit Date	Oct. 9	Dec. 9	Feb. 9	Apr. 9	June 9	Aug. 9
Features	3-4	3-4	3-4	3-4	3-4	4

Bashian & Associates manages ads for EA Journal. If you are interested in advertising, contact Alison Bashian at alisonb@bashian.com or (440) 232-0108. Art must be received by the deadline and can be sent as a PDF.

PRICING

Size	Black & White			Four-Color		
	1x	3x	6x	1x	3x	6x
2-page spread	\$2,055	\$1,980	\$1,950	\$3,060	\$2,990	\$2,945
Full page	\$1,470	\$1,405	\$1,370	\$2,580	\$2,520	\$2,490
2/3 Page	\$1,210	\$1,165	\$1,140	\$2,290	\$2,270	\$2,245
1/2 Page	\$1,025	\$970	\$965	\$2,085	\$2,030	\$2,000
1/3 Page	\$750	\$700	\$690	\$1,590	\$1,525	\$1,515
1/6 Page	\$570	\$520	\$510	\$1,015	\$965	\$950

MECHANICAL REQUIREMENTS

Trim Size	8 3/8" x 10 7/8"
Full Page	7 1/2" x 10"
Full Page Bleed	8 5/8" x 11 1/8"
2/3 Page	4 7/8" x 10"
1/2 Page (horizontal)	7 1/2" x 4 1/8"

1/2 Page (vertical)	3 5/8" x 10"
1/3 Page (horizontal)	7 1/2" x 3 1/8"
1/3 Page (vertical)	2 3/8" x 10"
1/6 Page	2 3/8" x 4 7/8"

ADDITIONAL OPPORTUNITIES

COVERS

	1x	3x	6x
Cover 2 (inside cover)	\$3,280	\$3,255	\$3,210
Cover 3 (inside back)	\$3,100	\$3,050	\$3,025
Cover 4 (back cover)*	\$3,700	\$3,650	\$3,600

Other guaranteed positions: +10% space charge

* To avoid conflict with the mailing label, a 2.5" space needs to remain blank at the top of the page. Below the 2.5", the back cover can bleed on both sides and bottom. 1/8" of image/color beyond the trim size is required to accommodate bleed.

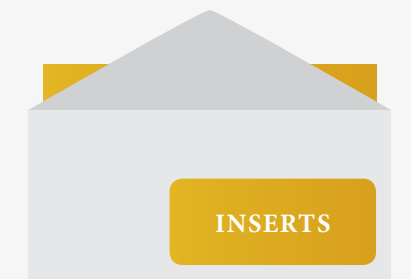
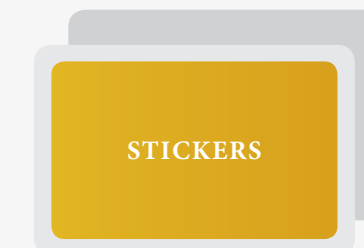


MEMBER RESOURCES GUIDE

This guide is inserted into the Sept/Oct issue and lists top tax industry related vendors by category. Available to NAEA members in a digital format on our website. Enhanced listings are also available for an extra fee. Contact alisonb@bashian.com or (440) 232-0108 for pricing.

ADVERTISING UPGRADES

Increase your visibility with belly bands, outserts (*ride-alongs*), pre-printed stickers and pre-printed inserts. Contact alisonb@bashian.com or (440) 232-0108 for pricing.



BEYOND THE JOURNAL

Promote your company in the *E@lert* e-newsletter, on the NAEA website, and through our social media platforms

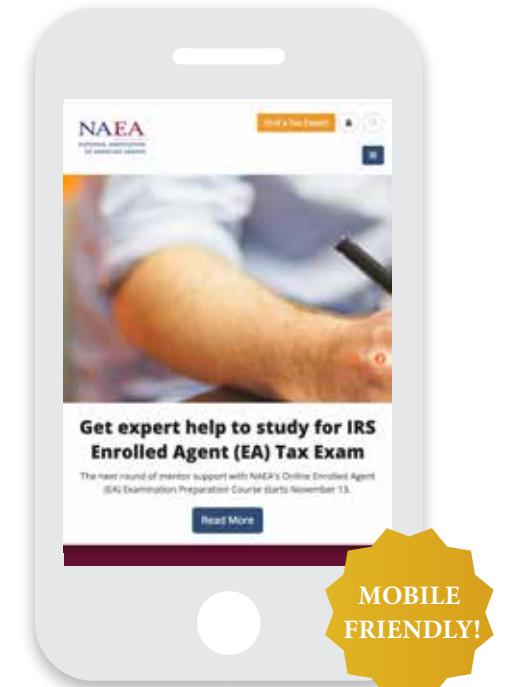
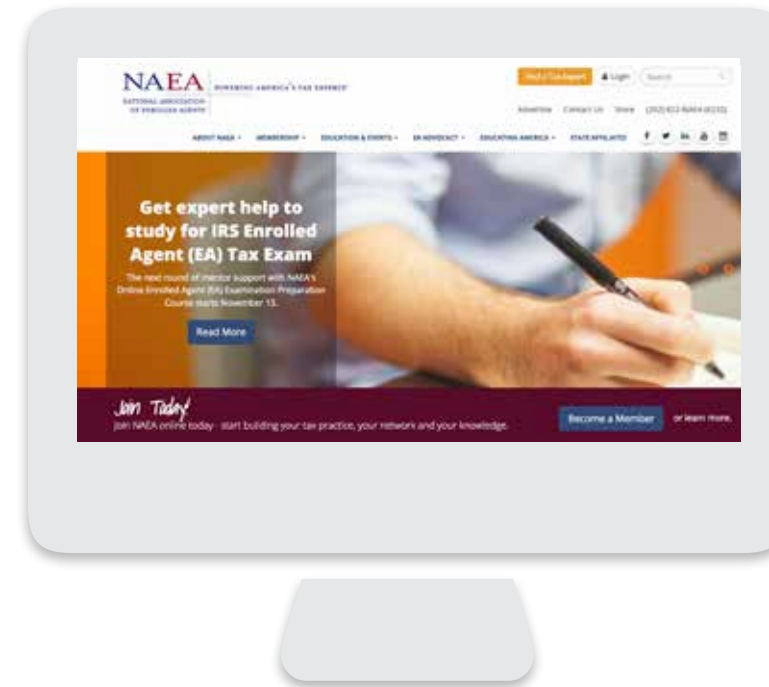
E@LERT E-NEWSLETTER

Our weekly *E@lert* e-newsletter offers quick updates on legislative and regulatory changes, as well as information on Association activities. Often cited by members as the top benefit of membership, *E@lert* puts advertisers right where they need to be—in front of our members each week.

9000+
Opt-In Recipients

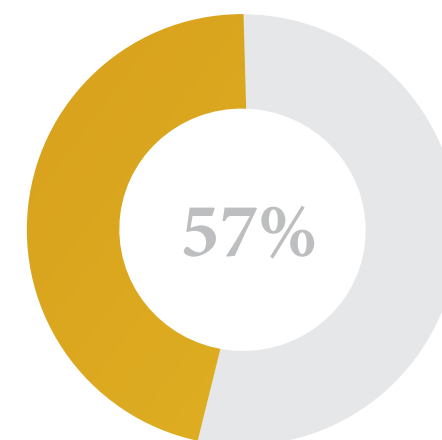


WEBSITE



NAEA outsources website advertising management to Multiview, Inc. For information on advertising availability and rates, please contact Multiview, Inc. at NAEA@multiview.com or (289) 695-5420.

WEB TRAFFIC, USERS AND VIEWING HABITS



ORGANIC WEB TRAFFIC



E@LERT RATES AND SPECS

Box ad 1 month to 5 months	\$975 per month
Box ad 6 months to 12 months	\$850 per month
Banner ad with two lines of "special offer" text	\$1,200 per month

Ad size is 468x60 pixels. Format is PNG. A signed insertion order and artwork must be received by the Wednesday of the week the ad should begin (*E@lert* is delivered on Fridays).

CLASSIFIED ADS

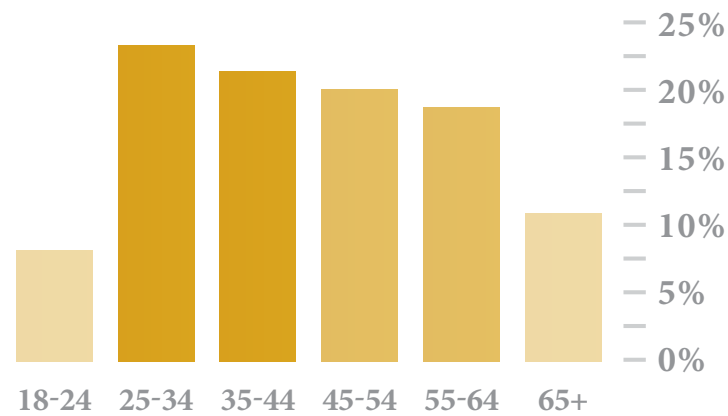
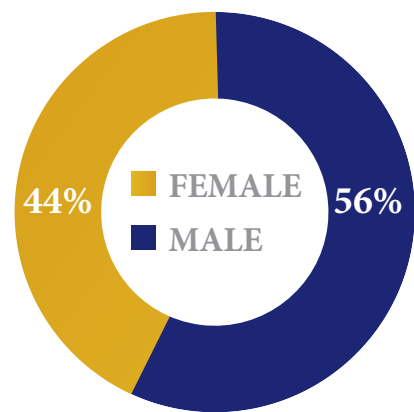
You can place classifieds in the "Job Opportunities" section of *E@lert* and on the NAEA website. Ads have a 100-word limit.

For more information contact alisonb@bashian.com or (440) 232-0108.

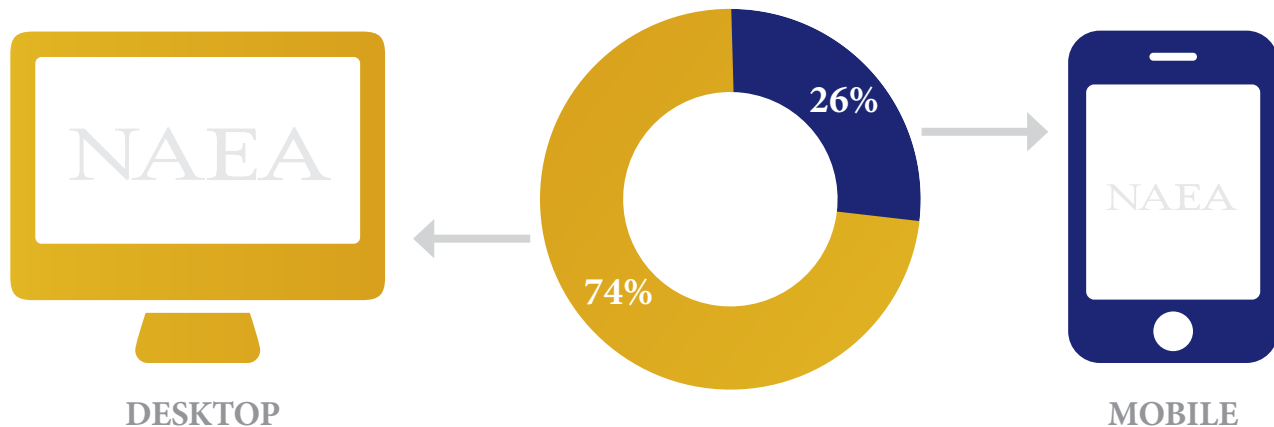
2017 WEB DATA



USER GENDER RATIO AND AGE BREAKDOWN



USAGE BY DEVICE



SOCIAL MEDIA

- ✓ On the NAEA Facebook (FB) page, members and staff share articles and other links deemed helpful to tax practitioners. Photos from the National Conference, NTPI®, and other tax education and networking events are also popular.
- ✓ NAEA's members-only FB and LinkedIn groups allow members to make real-time connections with thousands of EAs.
- ✓ The most successful tweets include timely news, advice, articles, and live events.

Send 3 posts on NAEA platforms for \$1,500 per quarter.

SOCIAL COMMUNITY FOLLOWERS AS OF JANUARY 2017



MAILING LIST

The Direct Marketing Association reports that the top three actions people take after getting a promotion in the mail from a brand they're interested in are:

- ✓ visiting the company website (44%)
- ✓ searching online (34%)
- ✓ keeping the mailing for future reference (26%).

Get direct access to more than 10,000 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.

ADVERTISING POLICIES

NAEA reserves the right to decline any advertisement that is contrary to the mission, goals and guiding principles of the Association, or for any other reason. The appearance of an advertisement does not constitute an NAEA endorsement. In the event of non-payment, the publisher reserves the right to hold the advertiser/and or its advertising agency jointly and severally liable for payment due. Advertisers and their agencies assume liability for the content of printed advertising. The publisher is not liable for errors in key numbers or for any inquiries or mail received by advertisers resulting from the ad. Ads may not be cancelled after the space reservation closing date. In the event that an ad is pulled after this date, the advertiser will be responsible for 100% of the contracted amount in the insertion order.



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