

# Advertising and Sponsorship Media Kit



National Society  
of Accountants

The Association for “Main Street”  
Tax & Accounting Professionals





## Reach Your Target Market: Over 10,000 Tax & Accounting Professionals with Buying Power.

**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 \$250,000.
- They hold professional credentials such as CPA, EA, ABA, ATA, RTRP, RIA, and CFP.
- They allocate more than 30% of annual expenses for technology, marketing, continuing education, practice management, supplies, publications, etc.

### DESIGN A CUSTOMIZED PLAN TO MEET YOUR MARKETING & BUDGETARY GOALS

NSA offers a multitude of innovative marketing solutions from reaching members in their inbox each day to reaching them on their smart phones. Let us tailor a one-of-a-kind package that meets and exceeds your business objectives.

### JOIN NSA! YOU'LL GET EVEN BETTER DEALS!

- Receive 10% off on advertising, sponsorships, and exhibits.
- Bonus online and social media marketing opportunities.
- Customized company profile in an online directory.
- Plus, all NSA member benefits for tax & accounting professionals.

► To join NSA as a Vendor Associate Member, contact Carol Dobbs at 770-729-0380 or [cdobbs@associationvision.com](mailto:cdobbs@associationvision.com). The cost is only \$199 per year.

The National Society of Accountants (NSA) is a membership association of more than 10,000 "Main Street" 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.



## **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 Products
- Business Valuation
- Buying & Selling Practices
- Client Communications
- Cloud Computing
- Computers, Scanners/Printers & Other Hardware
- Consulting Services
- Continuing Professional Education (CPE)
- Data Back up 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
- 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
- Training
- Websites

► Get Started Today! Contact Carol Dobbs at 770-729-0380 or [cdobbs@associationvision.com](mailto:cdobbs@associationvision.com) or Diane Griffin at 770-652-2963 or [dgriffin@associationvision.com](mailto:dgriffin@associationvision.com).



# ONLINE ADVERTISING OPPORTUNITIES

## WEBSITE ADS

Every day, NSA members and other tax and accounting professionals find their way to [www.nsacct.org](http://www.nsacct.org). The website is a valuable resource providing everything from membership information to the latest news and information in the industry. In addition, a robust NSA-only portion of the site, MemberConnect, allows members to engage and collaborate through online discussion forums. Here, they connect with other members and offer advice to perplexing business questions. There is no better place to position your message.

**Average Visits per Month – 14,000 Page Views per Month – 90,000 Average Time on Site – 4:25**

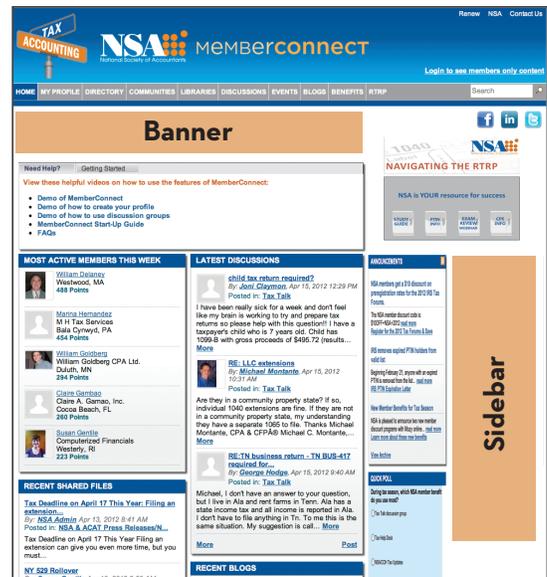
### Quarterly online ad rates & specs:

Location	Price	Size
Homepage Rotating Banner	\$850	468 px x 60 px
Homepage Rotating Sidebar	\$700	120 px x 300 px
Interior Rotating Banner	\$500	468 px x 60 px
Interior Rotating Sidebar	\$400	120 px x 300 px

**Buy 2 Get 1 Free! Bundle and Save!**  
**Pay for two ads in any one quarter and receive a third ad free on an interior page.**

- NSA Homepage
- MemberConnect Homepage
- Member Directory
- Events Calendar
- NSA Annual Meeting & Expo
- RTRP Webpages
- Discussion Forum

► **Get Started Today! Contact Carol Dobbs at 770-729-0380 or [cdobbs@associationvision.com](mailto:cdobbs@associationvision.com) or Diane Griffin at 770-652-2963 or [dgriffin@associationvision.com](mailto:dgriffin@associationvision.com).**





# EMAIL ADVERTISING

## TAX TALK

**\$750/month**  
**Daily emails to more than 9,000 members**

“The first thing I do every morning is check NSA Tax Talk. I love this forum. It has saved me hours of research.”

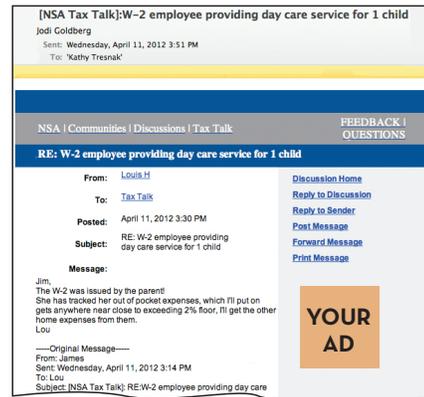
~Joanne

Tax Talk, our most-frequently used digital product, is an all-member eGroup that delivers a Daily Digest of discussion posts in the inboxes of more than 9,200 members each day.

Tax Talk 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.

**Tax Talk arrives in tax and accounting professional’s inboxes at least 15,000 times every day!**

**With an average of over 50 posts per day in a Daily Digest email to more than 9,200 NSA members, the exposure you get with a Tax Talk sponsorship is tremendous.**



Ad size: 125 pixels x 125 pixels

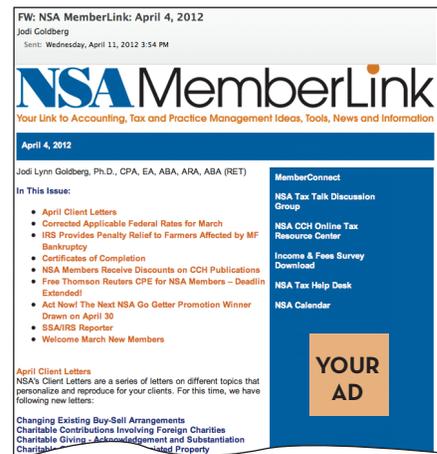
## MEMBERLINK

**\$500/month**  
**Bi-weekly email newsletter to more than 9,000 members (every other Wednesday)**

Despite all the noise around social media and other new channels, the e-newsletter remains one of the most effective workhorses in any marketer’s arsenal. Its key advantage is that it lands your message right in your audience’s inbox—the place they visit most frequently.

NSA’s e-newsletter, MemberLink, delivers crucial industry news and insightful analysis to 10,000 industry professionals every other week. Our members rely on our publications as each issue of MemberLink is packed with relevant information. Members consider our newsletters important, must-read information sources, shown by a high open rate.

**Open Rate: 35% Click Through Rate: 8%**



Ad size: 125 pixels x 125 pixels

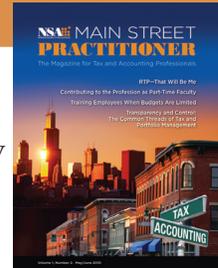
► **Get Started Today! Contact Carol Dobbs at 770-729-0380 or [cdobbs@associationvision.com](mailto:cdobbs@associationvision.com) or Diane Griffin at 770-652-2963 or [dgriffin@associationvision.com](mailto:dgriffin@associationvision.com).**



# MAGAZINE ADVERTISING

## MAIN STREET PRACTITIONER

Main Street Practitioner, the magazine for tax and accounting professionals from Main Street to Wall Street, brings cutting edge information, trends; and best practice articles to its readers. This member-only magazine is published six times per year both digitally and in print. Issues appear for Tax Season, May/June, July/August, September/October, November, and December/January.



- Each issue focuses on a timely theme and includes special features, case studies, tips from our tax desk, and best practice information from a variety of experts in the field.
- All members receive the digital edition in their inbox when the issue is published.
- A dedicated webpage hosts the current and previous digital issues, complete with the ability to search by keyword, share information via social networks, or print the issue in its entirety.
- Ads are placed in both the digital and printed versions, which means increased exposure at no extra cost!

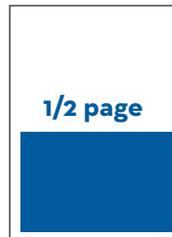
The printed versions of the May-July issues have bonus circulation by being distributed at the IRS Nationwide Tax Forums throughout the summer.

**Digital Magazine Total Circulation: 10,000 tax and accounting professionals, six times per year.**

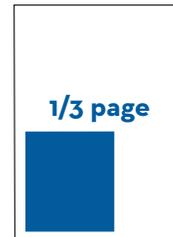
Size	1x	3x	6x
Full page	\$1,400	\$1260	\$1190
1/2 page	\$960	\$864	\$816
1/3 page	\$775	\$697	\$658
1/4 page	\$620	\$558	\$527
Cover 2*	\$2490	\$2240	\$2120
Cover 3*	\$2490	\$2240	\$2120
Cover 4*	\$2835	\$2550	\$2410



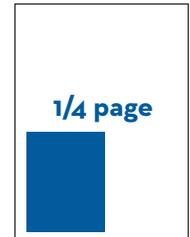
Live area  
7-1/4w" x 10h"



Live area  
7-1/4w" x 4-3/4h"



Live area  
4-5/8w" x 4-3/4h"



Live area  
3-1/2w" x 4-3/4h"

Trim size 8" w x 10 1/2" h  
For bleed, add 1/8 inch extra image area on all sides



### MECHANICAL REQUIREMENTS AND AD SPECIFICATIONS



### INSERTION ORDER



Contact Contact Carol Dobbs at 770-729-0380 or [cdobbs@associationvision.com](mailto:cdobbs@associationvision.com) or Diane Griffin at 770-652-2963 or [dgriffin@associationvision.com](mailto:dgriffin@associationvision.com).



### EDITORIAL CALENDAR



# NSA Annual Meeting

## NSA 68TH ANNUAL MEETING & EXPO HYATT INDIANAPOLIS, IN, AUGUST 21 - 24, 2013

Sponsor or exhibit at the NSA Annual Meeting and get fantastic opportunities to reach over 500 attendees who are key decision makers, leaders, and volunteers at both national and state levels.



### Exhibitor Benefits

- Face-to-face interaction directly with attendees and the opportunity to develop new relationships with your prime customers.
- Exposure in both the onsite program and on the NSA website with copy, logo, and link to your company's homepage.
- Pre- and post-show marketing list of pre-registered attendees to boost onsite traffic.
- Exhibitor recognition in Main Street Practitioner and MemberLink delivered to 10,000 NSA members.
- Onsite traffic builders.

### **Sponsorship is a great way to increase your exposure at the NSA Annual Meeting!**

Choose from the following opportunities or let us help you create a customized sponsorship package to meet your marketing and budget needs.

#### **Sponsorship Opportunities**

- Onsite program—advertising
- Annual Meeting tote bags
- Tote bag stuffers
- Breakfasts, lunches, banquets & special events



### **REGISTER AS AN EXHIBITOR**

- ▶ Contact Carol Dobbs at 770-729-0380 or [cdobbs@associationvision.com](mailto:cdobbs@associationvision.com) or Diane Griffin at 770-652-2963 or [dgriffin@associationvision.com](mailto:dgriffin@associationvision.com)



## CUSTOMIZED ADVERTISING PACKAGES

**No matter what your budget is, we can find the perfect sponsorship package to fit your needs!**

Designed to help maximize the return on your sponsorship and advertising dollars, customized partnership packages provide multiple levels of exposure and can be tailored to reach both national and regional audiences.

By bundling sponsorship, advertising, and exhibits together, NSA makes it easier to manage your marketing efforts while saving your organization significant money. Gain a competitive advantage by reaching NSA's dedicated membership of tax and accounting professionals.

- ▶ To create your company's customized sponsorship package, contact Carol Dobbs at 770-729-0380 or [cdobbs@associationvision.com](mailto:cdobbs@associationvision.com) or Diane Griffin at 770-652-2963 or [dgriffin@associationvision.com](mailto:dgriffin@associationvision.com).

**Here's one example of a unique sponsorship package combining print and web advertising with one face-to-face opportunity:**

Product	Regular Price	Sponsorship Package Price
3 Full page ads in the NSA Main Street Practitioner magazine	\$4200	
1 Banner ad on the NSA homepage	\$850	
1 MemberLink member newsletter sponsorship	\$500	
1 Tabletop exhibit at the NSA Annual Meeting	\$500	
<b>Total</b>	<b>\$6050</b>	\$5400 Savings of 10%+

**Mix and match NSA marketing opportunities and create your own customized package!**

**The more products you add, the more you save!**



**The Association for "Main Street" Tax & Accounting Professionals**

1010 North Fairfax Street, Alexandria, VA 22314

800-966-6679 • [www.nsacct.org](http://www.nsacct.org) • [members@nsacct.org](mailto:members@nsacct.org)



# Mechanical Requirements and Ad Specifications

**All advertising must be supplied in a digital format.**

## **ONLINE Specifications**

Banner ads are full color (4/C), static, in GIF or JPEG file formats. Suggested file size a maximum of 20k with 72 dpi resolution. Provide the URL you wish to link to your website.

## **PRINT Specifications**

### **PDF Requirements**

It is recommended that ads be produced as PDF/X1a:2001 compliant files. Scanned images must be high-resolution (300 dpi). All color files must be CMYK and saved in TIFF or EPS format. (No spot colors, RGB, LAB or ICC color profiles will be accepted.) All fonts must be included; True Type fonts are not acceptable.

### **Other Acceptable Formats**

Adobe InDesign CS4 or earlier; Quark Xpress (version 7.0 or earlier), provided all images and fonts are included; Adobe Photoshop and Illustrator (CS4 or earlier), provided all fonts are embedded or outlined, all images are 300 dpi and file is CMYK; high-resolution EPS, TIFF or JPEG files (CMYK).

### **Unacceptable Formats**

Microsoft Publisher; word processing software such as Word or WordPerfect; presentation software such as PowerPoint.

- ▶ **Questions? Contact Julene Joy, Communications Manager**  
703-549-6400 x1318 or email [jjoy@nsacct.org](mailto:jjoy@nsacct.org)



# Advertising/Sponsorship/ Exhibit Contract 2012-2013

Prices below are Nonmember Prices—NSA Members Receive a 10% Discount

ONLINE ADVERTISING				
Ad size	Price	Frequency	Date	Total Cost
Website Homepage Rotating Banner	\$850/quarter			\$
Website Homepage Rotating Sidebar	\$700/quarter			\$
Website Interior Rotating Banner	\$500/quarter			\$
Website Interior Rotating Sidebar	\$400/quarter			\$
Tax Talk Square Ad	\$ 750/month			\$
MemberLink Square Ad	\$ 500/month			\$

MAIN STREET PRACTITIONER MAGAZINE ADVERTISING				
Ad Size	Price	Frequency (circle)	Total Cost	
See chart on page 6 for pricing information and fill in below				
Size:	\$	1x 3x 6x	\$	
<b>Circle Issue Dates:</b>				
Tax Season	May/June	July/August	Sept/Oct	November Dec /Jan

ANNUAL MEETING EXHIBITS AND SPONSORSHIP		
	Price	Cost
Annual Meeting Tabletop Exhibit (NSA member price is \$500)	\$700	\$
Annual Meeting Onsite Program Ad	\$600	\$
Annual Meeting Tote Bag Sponsorship	\$2,500	\$
Annual Meeting Tote Bag Stuffer	\$600	\$
Other Annual Meeting Sponsorship	\$TBD	\$
<b>TOTAL COST FOR PROGRAM</b>		\$

**PLEASE COMPLETE CONTRACT INFORMATION ON NEXT PAGE**



## Advertising/Sponsorship/Exhibit Contract 2012-2013 Continued

**Contract Terms:** For Annual Meetings exhibits and sponsorships, 50 percent of the cost is due upon the signing of this contract, with the remaining 50 percent due by July 1, 2013. For online and print magazine ads, payment is due immediately following publication—NSA will invoice you at that time or charge your credit card if you chose that payment option.

**Contact Name**

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**Company**

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**Address**

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**City**

**State**

**Zip Code**

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**Phone**

**E-Mail**

---

**Company Website**

---

**Signature**

---

**(If paying by credit card, please fill out the information below.)**

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

**Name on Card**

---

**Card #**

---

**Expiration Date**

**Dollar Amount to Charge**

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**Join NSA as a Vendor Member and Save!**

**Get the discount rates right now. 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.**

\_\_\_\_\_ **Sign me up as an NSA Vendor Member**

**Annual Dues: \$199**

- ▶ Return this contract to Carol Dobbs at: Phone: 770-729-0380, Fax: 309-218-9147, or [cdobbs@associationvision.com](mailto:cdobbs@associationvision.com)

## Main Street Practitioner

Issue	Materials Due	Publication Date
Tax Season	February 7	March 1
May/June	April 17	May 1
July/August	June 8	July 1
September/October	August 8	September 4
November	October 7	November 1
December/January 2013	November 7	December 3

## CONTACT US

### Editor

Julene Joy      [jjoy@nsacct.org](mailto:jjoy@nsacct.org)

### Advertising Sales

Diane Griffin      [dgriffin@associationvision.com](mailto:dgriffin@associationvision.com)

Carol Dobbs      [cdobbs@associationvision.com](mailto:cdobbs@associationvision.com)

### Vice President, Marketing

Jodi Goldberg      [jgoldberg@nsacct.org](mailto:jgoldberg@nsacct.org)