2015 Advertising and Sponsorship Media Kit

National Society of Accountants
The Association for “Main Street” Tax & Accounting Professionals
Reach Your Target Market: ~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, ATP, 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 tax and accounting member benefits.
- Low cost of $199/year.

The National Society of Accountants (NSA) is a membership association of approximately 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.

Get Started Today! Contact Diane Griffin at 770-652-2963 or dgriffin@associationvision.com.
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.

<table>
<thead>
<tr>
<th>105 &amp; 125 Plans</th>
<th>Information Technology &amp; Consulting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting Services &amp; Software</td>
<td>Insurance</td>
</tr>
<tr>
<td>Advertising Services</td>
<td>Investments</td>
</tr>
<tr>
<td>Banking Products</td>
<td>Marketing Services, Consulting and Products</td>
</tr>
<tr>
<td>Business Valuation</td>
<td>Office Supplies</td>
</tr>
<tr>
<td>Buying &amp; Selling Practices</td>
<td>Payroll Services</td>
</tr>
<tr>
<td>Client Communications</td>
<td>Practice Management Tools</td>
</tr>
<tr>
<td>Cloud Computing</td>
<td>Publications</td>
</tr>
<tr>
<td>Computers, Scanners/Printers &amp; Other Hardware</td>
<td>Research Services</td>
</tr>
<tr>
<td>Consulting Services</td>
<td>Sales Programs</td>
</tr>
<tr>
<td>Continuing Professional Education (CPE)</td>
<td>Small Business Solutions</td>
</tr>
<tr>
<td>Data Back up and Recovery</td>
<td>Social Media Services &amp; Consulting</td>
</tr>
<tr>
<td>Employee Benefit Programs</td>
<td>Software</td>
</tr>
<tr>
<td>Estate and Trust Planning Services &amp; Software</td>
<td>Succession Planning</td>
</tr>
<tr>
<td>Financial Planning Services &amp; Software</td>
<td>Tax Preparation Software</td>
</tr>
<tr>
<td>HR Services</td>
<td>Tax Research</td>
</tr>
<tr>
<td>HRAs and HSAs</td>
<td>Technology Products and Services for the Accounting/Tax Industry</td>
</tr>
<tr>
<td>Websites</td>
<td></td>
</tr>
</tbody>
</table>

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ONLINE ADVERTISING OPPORTUNITIES

WEBSITE ADS

Every day, NSA members and other tax and accounting professionals find their way to 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 — 30,000   Page Views per Month — 103,000   Average Time on Site — 4:20

Quarterly online ad rates & specs:

<table>
<thead>
<tr>
<th>Location</th>
<th>Price</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage Rotating Banner on MemberConnect plus Homepage Square</td>
<td>$850</td>
<td>468 px x 60 px</td>
</tr>
<tr>
<td>Homepage Sidebar</td>
<td>$700</td>
<td>120 px x 300 px</td>
</tr>
<tr>
<td>Interior Banner</td>
<td>$500</td>
<td>468 px x 60 px</td>
</tr>
<tr>
<td>Interior Sidebar</td>
<td>$400</td>
<td>250 px x 300 px</td>
</tr>
</tbody>
</table>

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
- Discussion Forum

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Email Advertising

**Tax Talk**

$750/month  
Daily emails to more than 9,200 members

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.

*"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 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.

**MemberLink and NSAlert**

$500/month  
Bi-weekly email newsletter to more than 9,000 members

Despite all the noise around social media, 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.

**MemberLink (every other Wednesday)**

NSA’s e-newsletter, MemberLink, delivers crucial industry news and insightful analysis to 9,000+ industry professionals every other week. Our members rely on our publications as each issue of MemberLink is packed with timely information. Members consider our newsletters important, must-read information sources, shown by a high open rate.

**NSAlert (every other Friday)**

This newsletter brings members the very latest in legislative news as well as new regulations and tax laws. It also provides updates of NSA’s progress in enhancing and protecting the rights of the small business tax practitioner as well.

Open Rate: 35%  
Click Through Rate: 8%

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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 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 and 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.

### MECHANICAL REQUIREMENTS AND AD SPECIFICATIONS

#### INSERTION ORDER

#### EDITORIAL CALENDAR

Get Started Today! Contact Diane Griffin at 770-652-2963 or dgriffin@associationvision.com.
# Editorial Calendar

2015

## Main Street Practitioner

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Closing Date</th>
<th>Materials Due</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax Season</td>
<td>January 23</td>
<td>February 9</td>
<td>March 2</td>
</tr>
<tr>
<td>May/June</td>
<td>March 27</td>
<td>April 13</td>
<td>May 1</td>
</tr>
<tr>
<td>July/August</td>
<td>May 29</td>
<td>June 22</td>
<td>July 6</td>
</tr>
<tr>
<td>September/October</td>
<td>July 29</td>
<td>August 10</td>
<td>September 1</td>
</tr>
<tr>
<td>November</td>
<td>September 18</td>
<td>October 12</td>
<td>November 2</td>
</tr>
<tr>
<td>December/January 2016</td>
<td>October 30</td>
<td>November 16</td>
<td>December 7</td>
</tr>
</tbody>
</table>

## CONTACT US

### Editor

Julene Joy  
jjoy@nsacct.org, 800-966-6679 x1318

### Advertising Sales

Diane Griffin  
dgriffin@associationvision.com, 770-652-2963

### Vice President, Marketing

Jodi Goldberg  
jgoldberg@nsacct.org, 800-996-6679 x1304
NSA 70TH ANNUAL MEETING & EXPO
Hyatt Regency Vancouver, BC  August 19 - 22, 2015

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

Get Started Today! Contact Diane Griffin at 770-652-2963 or dgriffin@associationvision.com.
CUSTOMIZED ADVERTISING PACKAGES

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 Diane Griffin at dgriffin@associationvision.com or 770-652-2963.

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

<table>
<thead>
<tr>
<th>Product</th>
<th>Regular Price</th>
<th>Sponsorship Package Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Full page ads in the NSA Main Street Practitioner magazine</td>
<td>$4200</td>
<td></td>
</tr>
<tr>
<td>1 Banner ad on the NSA MemberConnect homepage</td>
<td>$850</td>
<td></td>
</tr>
<tr>
<td>1 MemberLink member newsletter sponsorship</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>1 Tabletop exhibit at the NSA Annual Meeting</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$6050</strong></td>
<td><strong>$5400</strong></td>
</tr>
</tbody>
</table>

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

The more products you add, the more you save!

Get Started Today! Contact Diane Griffin at 770-652-2963 or dgriffin@associationvision.com.
Mechanical Requirements and Ad Specifications

All advertising must be supplied in a digital format. Ads for the Main Street Practitioner will be used in a digital, as well as, a printed format, therefore, high resolution files are required.

ONLINE Specifications
Website 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.

Digital magazine ads follow the same guidelines as above. For magazine advertisers, please provide either one high resolution art file for both formats (digital and online) or provide one for each format. All magazine ads are included in both the printed and digital issues.

PRINT Specifications
It is recommended that ads be produced as PDF/X1a:2001 compliant files. 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 CS6 or earlier; Quark Xpress (version 7.0 or earlier), provided all images and fonts are included; Adobe Photoshop and Illustrator (CS6 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, at 1-800-966-6679 x1318 or email jjjoy@nsacct.org.
### Advertising/Sponsorship/Exhibit Contract 2015

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

Company Name: 

#### Online Advertising

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Price</th>
<th>Frequency</th>
<th>Date</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage Rotating Banner on Member-Connect</td>
<td>$850/quarter</td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Homepage Square</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website Homepage Rotating Sidebar</td>
<td>$700/quarter</td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Website Interior Rotating Banner</td>
<td>$500/quarter</td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Website Interior Rotating Sidebar</td>
<td>$400/quarter</td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Tax Talk Square Ad</td>
<td>$750/month</td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>MemberLink Square Ad</td>
<td>$500/month</td>
<td></td>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>

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

#### Main Street Practitioner Magazine Advertising

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Price</th>
<th>Frequency (circle)</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1x 3x 6x</td>
<td></td>
</tr>
</tbody>
</table>

See chart on page 6 for pricing information and fill in below

Size:       $  

Circle Issue Dates:

<table>
<thead>
<tr>
<th>Tax Season</th>
<th>May/June</th>
<th>July/August</th>
<th>Sept/Oct</th>
<th>November</th>
<th>Dec /Jan</th>
</tr>
</thead>
</table>

NEW Digital Magazine Cover Wrap  $ 

#### Annual Meeting Exhibits and Sponsorship

<table>
<thead>
<tr>
<th>Price</th>
<th>Cost</th>
</tr>
</thead>
</table>
| 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  | $  

**TOTAL COST FOR PROGRAM**  $

**PLEASE COMPLETE CONTRACT INFORMATION ON NEXT PAGE**

Get Started Today! Contact Diane Griffin at 770-652-2963 or dgriffin@associationvision.com.
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, 2015. 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

Company

Address

City State Zip Code

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

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 Diane Griffin at: Phone: 770-986-0515, Fax: 309-218-9147 or dgriffin@associationvision.com.