

Advertising & Promotion

Trying to reach tax professionals? The National Association of Enrolled Agents (NAEA), a professional society comprised of nearly 12,000 tax specialists licensed by the U.S. Department of the Treasury, is pleased to offer opportunities for your company to engage our membership. Let NAEA help you maximize your exposure and sales by putting you together with your target audience in the positive milieu of their trusted professional association.

Who are we?

NAEA's membership is comprised of enrolled agents, federally-authorized tax practitioners with technical expertise in the field of taxation. Enrolled agents are empowered by the U.S. Department of the Treasury to represent taxpayers before all administrative levels of the IRS for audits, collections and appeals; they prepare millions of tax returns each year. NAEA members live in every state in the United States, including Alaska and Hawaii, and average 55 years in age. More than 90 percent of NAEA members make purchasing decisions for their consultancy or corporation.

In a professional service industry where success depends on staying on top of the smallest details in ever-changing tax law, NAEA is one of the most respected sources of information. Roughly 12,000 members depend on NAEA for the timely, detailed updates and insights they need—not only to maintain their certification with the federal government, but also to stay at the top of their game as successful entrepreneurs and business owners. This creates effective marketing opportunities for companies providing the services and products enrolled agents buy, including:

- Software used in tax preparation and office operations;
- Office products and supplies;
- Computer, networking, and internet hardware and services; and
- Professional services, publications, and research.

Advertising in EA Journal

"The advertising we do in the *EA Journal* continues to bring in a steady stream of new subscribers to our newsletter every year and we are very thankful for that." -- Heather Santineau, *Tax News & Tips*

This award-winning flagship publication is published six times a year and is considered one of the most important and informative professional resources for tax professionals. Issues of *EA Journal* feature a wide range of subjects including informative articles on high-profile tax topics, changes or updates in tax law and IRS programs, and techniques for building a profitable business.

One pivotal advantage *EA Journal* provides its readers is the opportunity to earn at least two credit hours of the continuing professional education every enrolled agent is required by the IRS to complete each year. For readers, it's a convenient, low-cost way to earn CPE hours. For advertisers, it's assurance that *EA Journal* is read closely and kept available in offices around the country—your ad will have longevity unrivaled by any other tax-related journal. Place your ad now when members are making decisions about what software, product, or services to use for next tax season!

2012 EA Journal Editorial Calendar and Deadlines

This is a guide to articles planned for *EA Journal* in 2012. It 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.

Issue	IO Deadline	Artwork Deadline	Issue Highlights
Jan/Feb	November 5	November 20	<ul style="list-style-type: none"> • Head of Household Status • 2011 & 2012 Key Numbers • Net Disability Exclusion
Mar/April	January 5	January 20	<ul style="list-style-type: none"> • Special Case from the Tax Court • Government Relations Update
May/June	March 5	March 20	<ul style="list-style-type: none"> • **Annual Ethics Issue** <ul style="list-style-type: none"> ○ Bonus 2-Hour Ethics CPE Test • Ethics Tax Court Corner
July/Aug	May 5	May 20	<ul style="list-style-type: none"> • Spotlight on 2012 NAEA National Conference • Presidential Call to Annual Meeting
Sept/Oct	July 5	July 20	<ul style="list-style-type: none"> • **Member Resources Guide ** <ul style="list-style-type: none"> ○ (see page 3 for further information) • Issues in Representation
Nov/Dec	September 5	September 20	<ul style="list-style-type: none"> • Tax Law Changes for 2012 • End-of-Year Tax Appointment Worksheet • NAEA Board Nomination Slate 2012 - 2013

Artwork must be received by the deadlines listed above and can be sent as a PDF to jgellner@naea.org.

Pricing

Black & White Rates

Size	1x	3x	6x
2-page spread	\$1,995	\$1,925	\$1,890
Full page	\$1,425	\$1,365	\$1,330
¾ Page	\$1,175	\$1,130	\$1,105
½ Page	\$995	\$940	\$935
⅓ Page	\$725	\$680	\$670
1/6 Page	\$555	\$505	\$495

Four-Color Rates

Size	1x	3x	6x
2-page spread	\$2,970	\$2,900	\$2,860
Full page	\$2,505	\$2,445	\$2,415
¾ Page	\$2,225	\$2,205	\$2,180
½ Page	\$2,025	\$1,970	\$1,940
⅓ Page	\$1,540	\$1,480	\$1,470
1/6 Page	\$985	\$935	\$925

Additional Opportunities

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			

Belly bands, outserts (ride-alongs), pre-printed stickers and pre-printed inserts are also available.

Mechanical Requirements

Trim Size	8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ "
Full Page	7 $\frac{1}{2}$ " x 10"
Full Page Bleed	8 $\frac{5}{8}$ " x 11 $\frac{1}{8}$ "
2/3 Page	4 $\frac{7}{8}$ " x 10"
½ Page (horizontal)	7 $\frac{1}{2}$ " x 4 $\frac{7}{8}$ "
½ Page (vertical)	3 $\frac{5}{8}$ " x 10"
1/3 Page (horizontal)	7 $\frac{1}{2}$ " x 3 $\frac{1}{8}$ "
1/3 Page (vertical)	2 $\frac{3}{8}$ " x 10"
1/6 Page	2 $\frac{3}{8}$ " x 4 $\frac{7}{8}$ "

* For Cover 4: to avoid conflict with the mailing label, you may leave a two inch space across the top of the cover. If the ad covers the full page, the label will be ink jetted on top of the art.

Member Resources Guide in EA Journal

Inserted into the September/October issue of *EA Journal*, the NAEA Member Resources Guide lists top tax industry related vendors by category. The guide will be available to NAEA members in a digital format on NAEA's website. **Enhanced Listings** are available starting at \$350. See the Member Resources Guide listing form for more information or contact Jackie Gellner at jgellner@naea.org.

E@lert

The weekly electronic newsletter of NAEA offers quick updates on legislative and regulatory changes, as well as information on association activities. Often cited by members as the number one benefit of membership, *E@lert* puts advertisers right where they need to be—in front of our members each week.

Advertising in *E@lert* consists of a 2" x 2" graphic on the left-hand side and two lines of text. *E@lert* has a navigation panel with a "jump to" table of contents; advertiser graphics are posted under the table of contents and are linked to your website. The two lines of text appear under the "Thanks to Our Advertisers" section in the Association News portion of the newsletter.

Advertisements in *E@lert* run in monthly increments and can be started at the first of the month. 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).

E@lert Rates & Specs

Graphic and two lines of text: \$600/month. Jpg or gif file, 2" x 2" or 144 pixels x 144 pixels (**no flash graphics**). Send signed insertion orders to jgellner@naea.org, or fax them to (202) 822-6270.

Classified E@lert Ad

Looking to fill full or part-time positions for your firm? Classified ads can be placed in the "Job Opportunities" section of *E@lert* for \$600/month.

Website

NAEA's website is a favorite destination of members, non-members, and anyone with an interest in tax. What sets the NAEA website apart from other sites is that your graphic with link appears on **every page of the site** which receives roughly 15,000 unique visitors monthly – this limits the number of advertisements NAEA can accept on the website and makes your ad prominent. There's no ad clutter! Placing your 229 pixels x 140 pixels ad with link on our site is an excellent way to draw users to your website. Space for these graphic ads is limited, so act fast. NAEA also offers classified advertising and hyperlinks on the website, as well.

Website Rates & Specs

Graphic	jpg or gif, no flash, 229 pixels x 140 pixels	\$1000/mo. (limited availability)
Hyperlink		\$150/mo.
Classified Ad	Minimum of \$150/50 words, \$175/51 words or more	

Send signed insertion orders to jgellner@naea.org or fax them to (202) 822-6270. Please note: NAEA does not accept “flash” graphics.

Sponsorship

Make a great impression on your customers by demonstrating your commitment to NAEA and the profession of tax preparation and representation. Sponsorships are available for NAEA’s National Conference, the nation’s premier tax representation educational event, and for other NAEA initiatives and events. Presentation opportunities can be incorporated into sponsorships. NAEA makes sure that sponsors receive maximum recognition on the NAEA website, in NAEA publications, and more. NAEA will work with you to combine any of the options above into an advertising package that fits your needs and will get your message to tax professionals with the right media mix. For more information on sponsorship advertising, or if you have an idea for a sponsorship that fits your needs, please contact jgellner@naea.org.

Rent Our Mailing List

Promoting your product or service through direct mail to members of NAEA is one of the most cost effective marketing tools available. It offers direct access to nearly 12,000 of the nation’s top licensed tax professionals. The NAEA membership list makes it easy to deliver your offer to your precise target audience and maximize response rates for your mailings.

For more information, counts, or to place an order, please contact INFOCUS at 800-708-LIST, 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.

Dual responsibility for payment: 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.

Publisher’s Copy Protective Clause: 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.

Cancellations: 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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NAEA: Powering America’s Tax Experts