

# NSA

National Society of  
Accountants

Working for Tax & Accounting Professionals

# ***MEDIA KIT***



**Reach Your Ideal  
Audience with NSA  
Advertising  
Opportunities**

## NSA Members - Your Target Audience

When you advertise with the National Society of Accountants, you position your brand directly in front of “Main Street” accountants and tax preparers—professionals who own or operate small firms or sole proprietorships. NSA’s online education, bi-weekly newsletter, and digital channels attract dedicated practitioners who influence financial decisions for small businesses and individuals. Our advertising opportunities offer year-round visibility to help you build brand awareness and credibility with a highly engaged audience.

With NSA’s diverse membership, including seasoned professionals, small firm owners, and emerging leaders in the accounting field, you’ll connect with decision-makers who are actively seeking solutions to enhance their businesses.



# **NSA Membership Overview**

**4,000+ Members**

**Owners, partners, principals, and associates of tax and accounting practices including CPAs, Enrolled Agents, AFSPs and PTIN holders, along with those entering the industry are our members.**

The NSA Member community is highly engaged and responsive. NSA uses numerous communication channels to stay in constant contact with Members including bi-weekly newsletters, email announcements, social media, and webinars.

[www.nsacct.org](http://www.nsacct.org)

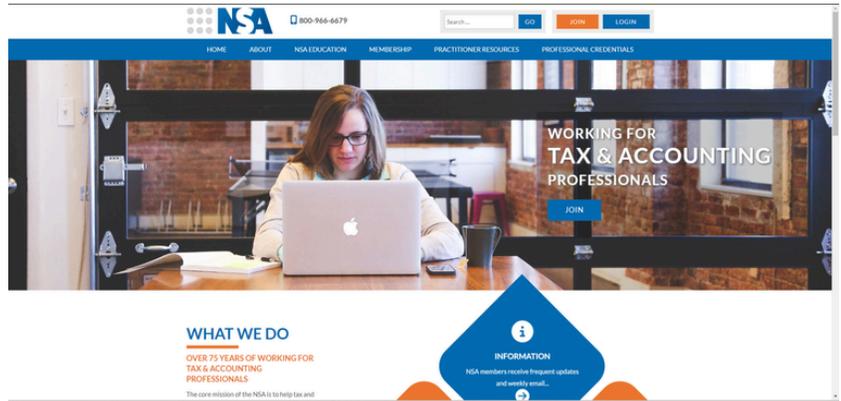
**Contact us:  
[sponsors@nsacct.org](mailto:sponsors@nsacct.org)  
703.549.6400**



## Advertising Opportunities

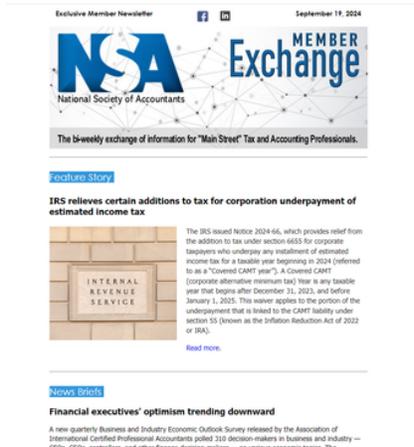
Homepage Horizontal Banner -

There is an ad spot waiting to showcase your product or service to visitors to the NSA website homepage. This highly trafficked page will be viewed by NSA Members throughout the year.



Email Marketing -

Take your marketing to the next level with National Society of Accountants eBlasts—your exclusive opportunity to connect directly with a highly engaged audience of accounting professionals.



Newsletter Leaderboard -

Published 26x per year, the NSA Member Exchange reaches our entire membership with timely association updates as well as tax and accounting news from around the country.

Webinars -

Need a platform to reach 4,000+ accounting & tax professionals? Let NSA host your webinar and handle all registration for you as well as marketing your event through email announcements and social media.

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