

NEWS USA[®]

Trusted Original Content

Reaching millions through guaranteed media placements.

Case Study: National Association of Enrolled Agents



About the client:

The enrolled agent profession traces its roots back to 1884 when Congress acted to regulate persons who represented citizens in their dealings with the U.S. Treasury Department. This has since grown to include the current National Association of Enrolled Agents (NAEA), which is a national association of over 11,000 independent, licensed tax professionals. NAEA is dedicated to helping its members maintain the highest level of knowledge, skills and professionalism in all areas of taxation, so that members may most effectively represent the needs of their clients. NAEA provides valuable services to tax professionals and taxpayers alike.

Goals:

Increase consumer awareness about the NAEA and what enrolled agents offer. Most notably, enrolled agents are the only federally licensed tax practitioners who specialize in tax matters and have unlimited rights to represent taxpayers before the IRS.

Solution:

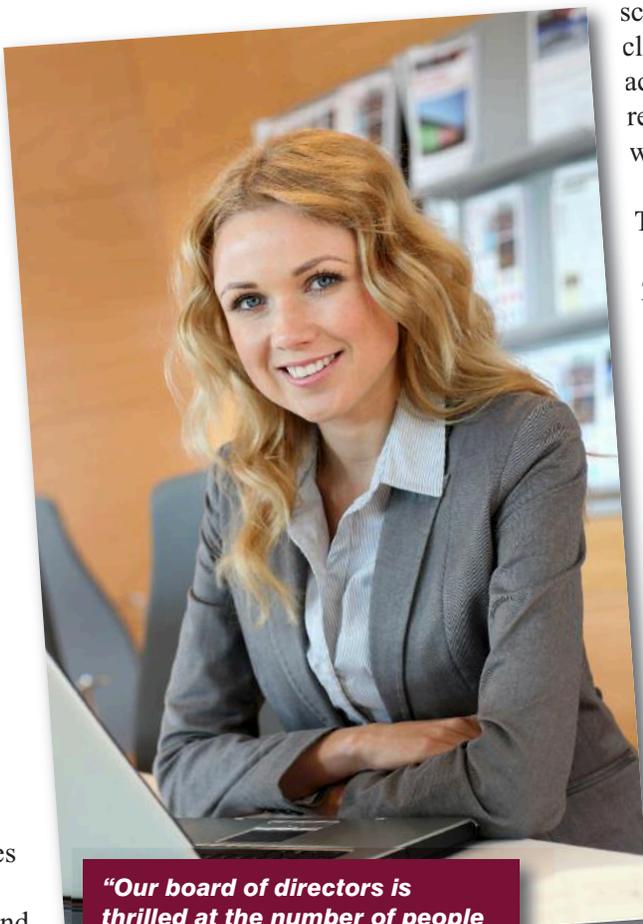
NewsUSA's staff produced and distributed a series of eight news feature articles designed to reinforce NAEA's message across a vast national audience in print and online publications. The series of stories focused on the 2013 tax season, and were distributed between October 2013 and April 2014. NewsUSA produced a range of engaging topics ranging from easing tax burdens and choosing a tax professional to disaster relief and recognizing identity theft scams.

Results:

The eight stories generated **8,776 total placements**, both online and in print, and NAEA was able to view its real-time results—including screen grabs and scanned clips—online using its own access code. (Downloadable reports, including Excel, were right there.)

Top hits included:

The Dallas Morning News
The Plain Dealer (Cleveland)
The Buffalo News
The Denver Post
The Boston Globe
The Cincinnati Enquirer
The Sacramento Bee
The Oklahoman
Pittsburgh Post-Gazette
Star Tribune (Minneapolis)
Daily Herald (Chicago)
The Miami Herald
San Jose Mercury News
The News & Observer (Raleigh)
The News Tribune (Tacoma)
The Arizona Republic



"Our board of directors is thrilled at the number of people we've been able to reach by working with NewsUSA. We keep coming back year after year because we're getting our message out. NewsUSA's staff is responsive, talented and can turn on a dime."

—Gigi Thompson Jarvis, CAE
Sr. Director of Communications and Marketing
National Association of Enrolled Agents

Total Placements: 8,776

Total Reach: 501,242,099

**Total Ad Value Equivalency:
\$6,306,367.72**