

# Media Kit

Reach Thousands of Creditors Rights Attorneys and Collections Professionals Each Week





supports, promotes, and protects the practice of creditors rights law while ensuring fair treatment for all.

Founded in 1993, National Creditors Bar Association is a national bar association of over 400 creditors rights law firm members and in-house counsel of creditors. Attorney members are committed to being professional, responsible and ethical in their practice area of creditors rights law.

National Creditors Bar Association is committed to representing our industry in Washington and providing our members with the highest level of service, outstanding member benefits, and relevant resources and activities to meet their professional and business needs.

#### **Contact NCBA to plan your Advertising Campaign**

Contact Melanie Duffy at melanie@creditorsbar.org to reserve your ad placement.

#### **NCBA Weekly Journal Newsletter**

Weekly Journal is a weekly email newsletter sent each Thursday to NCBA members. NWJ is your direct link to more than 1,800 debt collection professionals. NWJ presents a variety of news items, industry events and special features of interest to members. As a result of this focus on hand-picked content, NWJ consistently outperforms industry newsletter averages:

97%+ successful delivery rate 24%+ open rate 20%+ click rate

*NWJ* goes out only to Association Members and Industry Partners who have opted-in to receive the newsletter. You can be assured that National Creditors Bar Association will never inflate it's *NWJ* readership list with unqualified subscribers.

All Association Members are verified to be attorneys and firm members in the field of creditors rights law. Many are key leaders in their firms with decision making power in the acquisition of products and services.

#### **Creditorsbar.org Website**

Creditorsbar.org is the online home of National Creditors Bar Association and a source of advocacy, educational, and membership information for the Association's members, prospective members, conference attendees, and individuals in the public and private sectors. Creditorsbar.org receives an average of 30,000 page views per month.

Feature your message as a rotating banner ad placement on every page of the NCBA website, or as a side bar ad on select pages (i.e. Events, Resources, News).

#### **NCBA Buyers Guide Website**

*Buyers Guide* is a standalone website that reaches over 600 creditors rights firm members each month who are seeking out your company's products and services.

Buyers can access the guide directly at <a href="https://www.ncbabuyersguide.com">www.ncbabuyersguide.com</a> or from links on the NCBA website and in the Weekly Journal and Creditors Rights Insider newsletters.

Companies who sponsor, exhibit or advertise with NCBA may add a basic listing which is free of charge and includes the vendor's company name, address and phone number. Please contact Cleo Chitester, Associate Director of Media Channels with Association Media Group at (804) 469-0360 or cchitester@associationmediagroup.com to receive a complimentary basic listing. These basic listings can be upgraded to an enhanced paid listing at any time.

The *Buyers Guide* website also offers opportunities for additional branding, such as banner ads . For more details, please visit <a href="https://www.ncbabuyersguide.com/advertise">www.ncbabuyersguide.com/advertise</a>.

# Weekly Journal Every Challenge Brings Opportunity By Liz Terry Supreme Court of Florida Expands Reach of Reciprocal Attorney Fees Statute By Ronald \$. Canter 2021 Spring Conference Meet 2021 Board of Directors Member ONAL MITORIS BAR ADVOCACY SUPPORT FUND

ews & Resources

## **Newsletter Advertising Opportunities**

Weekly Journal has a variety of ad sizes and placement positions to fit your marketing budget and share your message with our readership.

#### Ad Cycle

Advertisements in *Weekly Journal* run in 8 consecutive issue cycles. The pricing shown below is per ad cycle.

Top Skyscraper

\$1,750

Placement: right of lead story 150 x 750 (JPG, PNG or GIF) 40k max file size

Bottom Skyscraper \$1,400 (Not shown, Available immediately)

Placement: right of NCBA/Industry News 150 x 750 (JPG, PNG or GIF) 40k max file size

# **Customized Packages**

NCBA offers year-round partnership opportunities - make advertising part of your customized package so your brand and message are seen all year-long by NCBA members and industry insiders.

#### **Industry Partnerships**

Learn more about how you can partner here: www.creditorsbar.org/industry-partners

Bottom Banner \$1,200 (Not shown, Available immediately)

Leaderboard

40k max file size

Middle Banner

**News & Events** 

40k max file size

Placement: above NCBA/Industry

600 x 150 (JPG, PNG or GIF)

Placement: below masthead 600 x 150 (JPG, PNG or GIF)

\$1,750

\$1,400

Placement: below News & Resources 600 x 150 (JPG, PNG or GIF) 40k max file size

### **Buyers Guide Advertising Opportunities**

NCBA's *Buyers Guide* offers a convenient way for law firms and collections industry professionals to conduct research and locate companies offering the products and services critical to their business. NCBABuyersGuide.com is visited by an average of over 600 creditor rights industry professionals each month.

#### Contact:

Cleo Chitester, Association Media Group (804) 469-0360 <a href="mailto:cchitester@associationmediagroup.com">cchitester@associationmediagroup.com</a>

Run of Site Leaderboard

\$1,999/year

728 x 90 (JPG, PNG or GIF) 40k max file size

#### **Featured Listing**

\$549/year

Max Exposure:

- Social Media Widgets
- Videos
- Detailed Company Description
- Features
- Gallery of Photos

Search Results Banner

\$699/year

160 x 600 (JPG, PNG or GIF) 40k max file size

