



## Media Kit

Reach Thousands of  
Creditors Rights Attorneys and  
Collections Professionals  
Each Week





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

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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](mailto: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 [www.ncbabuyersguide.com](http://www.ncbabuyersguide.com) 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](mailto: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 [www.ncbabuyersguide.com/advertise](http://www.ncbabuyersguide.com/advertise).

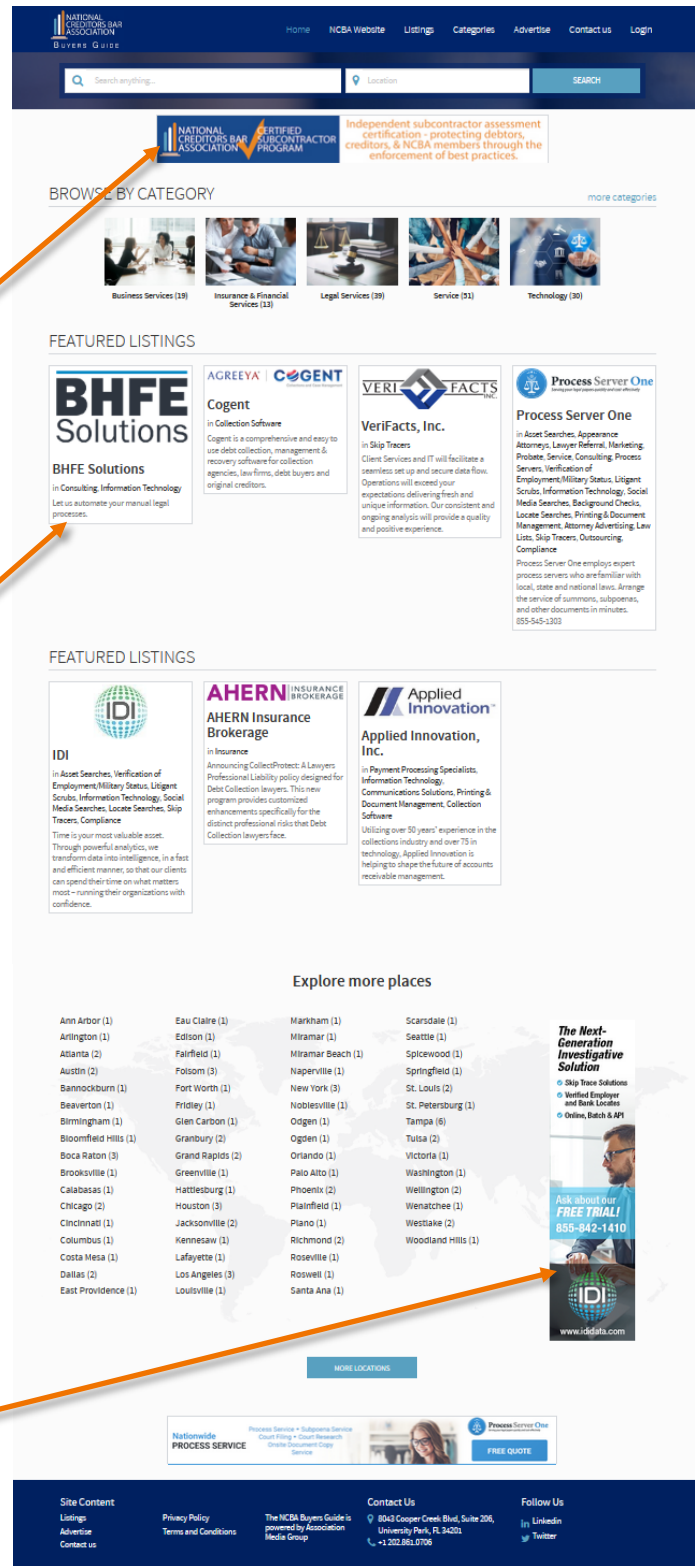


# Buyers Guide Advertising Opportunities

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  
[cchitester@associationmediagroup.com](mailto:cchitester@associationmediagroup.com)



**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