



# 2024 Media Kit

**Reach Thousands of Creditors Rights Attorneys  
and Collections Professionals Each Week**

## About National Creditors Bar Association

Founded in 1993, National Creditors Bar Association is a national bar association of over 340 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.

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

### 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 its *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.

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**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).**

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### 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).

### Contact NCBA to plan your Advertising Campaign

Email Jessica Gardner at [jessica@creditorsbar.org](mailto:jessica@creditorsbar.org) to reserve your ad placement.

## Leaderboard \$2,000

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

## Middle Banner \$1,400

Placement: above NCBA/Industry  
News & Events  
600 x 150 (JPG, PNG or GIF)  
40k max file size

## Bottom Banner \$800

(Not shown)

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

**NATIONAL CREDITORS BAR ASSOCIATION**  
Weekly Journal  
creditorsbar.org | January 7, 2021 | (202) 861-0706

Fast | Accurate | Reliable  
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**Every Challenge Brings Opportunity**  
By Liz Terry  
On January 20th, there will be a transition of power with Joe Biden becoming President. Nancy Pelosi reelected as Speaker of the House and Chuck Schumer as the new Senate Majority Leader. This transition has included nail biting election results, most recently with the Georgia Senate run-off races. This transition is happening with much turbulence and emotion for many Americans as witnessed by yesterday's events.

Despite all the change, NCBA is well prepared and ready to advocate for all of our members. 2020 was a challenging year, but at NCBA, our leadership consisted with the right people at the right time. Before joining NCBA, I worked in advocacy in my other jobs and I have resided in Washington D.C. for many years. Our President, Mark Groves, proclaimed advocacy as one of his top priorities for 2020 and beyond and he has worked hard to further our efforts. Nathan Wiener, who is located just outside Washington D.C., invested a significant amount of his time in 2020 cultivating Congressional relationships and strengthening our collaborative work with other industry leaders and partners, on our behalf. Our advocacy co-chair, Bill Stutell and Chip Stacy, started planning for our potential new reality more than six months ago.

[READ MORE](#)

**In Memoriam**  
The leadership and staff of NCBA note with sadness the passing of Ben Zarnar. Ben founded Zarnar & Schwab, P.C., a longtime member of NCBA. He passed away on December 22, 2020.

[READ MORE](#)

**Supreme Court of Florida Expands Reach of Reciprocal Attorney Fees Statute**  
By Ronald S. Cantler  
In *Helm v. Portfolio Recovery Associates, Inc.*, 2020 WL 7791179, (Case No. SC19-2142, decided Dec. 31, 2020), the Supreme Court of Florida held that a unilateral attorney fee provision in a credit card agreement, benefiting only the creditor, is made reciprocal under Florida law where a debtor prevails on an account stated cause of action for recovery of an unpaid credit card obligation. The Court based its ruling on §57.105, Fla. Stat., which provides that if a contract allows recovery of attorney fees in a party, the court may allow reasonable attorney fees to an opposing party who prevails in the lawsuit. Several other states have adopted similar reciprocal attorney fee statutes.

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**2021 Spring Conference**  
Members, do you work with a great vendor or client who should partner with NCBA? Let us know! This year, we are offering many new ways to demonstrate your support and commitment to legal education in the creditors rights industry through *sponsorship and exhibits*. From sessions and breaks to room keys and charging stations, we have a sponsorship opportunity to fit your brand and your budget.

[LEARN MORE & REGISTER](#)

**Meet 2021 Board of Directors Member Ronald Miller**  
To help you get to know your NCBA Board members, we'll be featuring a different member every week.

**Ronald Miller**  
Attorney  
Miller and Steeno, P.C.  
Ronald C. Miller is a shareholder with the law firm of Miller and Steeno, P.C., and practices law in Missouri, Illinois, Tennessee and Arkansas. He graduated from the University of Illinois at Urbana-Champaign with Honors in 1990 and from the University of Missouri-Kansas City School of Law with Distinction (top 10%) in 1993.

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**NCBA thanks our donors for their generous support.**  
**NATIONAL CREDITORS BAR ASSOCIATION ADVOCACY SUPPORT FUND**  
View the donors list and find out how you can contribute.  
[SUPPORT THE ADVOCACY FUND](#)

**NCBA Law Practice Management Blog**  
by Jared Correia  
**RED CAVE CONSULTING**

**Raise Up: Law Firms Should Increase Rates Annually**  
December 28, 2020  
The chief method for law firm business management is inertia, largely. That means you can pretty much default to lawyers doing nothing, rather than something, anything.  
That, of course, extends to financial management. Lawyers tend to run up accounts receivable, because they don't bill regularly. They never run revenue projections, either, so they can't build to specific financial goals. They don't run financial reports regularly, so they don't have a consistent understanding of the financial health of their law firms.

[READ MORE](#)

**News & Resources**  
• [Bri Circuit Determines That Evidence is Required To Prove Violent Liability For FDICPA Claims](#)  
• [RICO In Review: Federal and State Activity in Consumer Debt Collection Regulation](#)  
• [Consumer Financial Protection Bureau's Testimony on Federal Consumer Financial Law releases its report](#)  
• [In Crisis, What Makes Lawyers Leaders?](#)  
• [North Circuit Court Upholds CFPB Investigation on Sella Law](#)  
• [Financial Services Industry Regulation in The Biden Era](#)

## 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.

The Weekly Journal goes out to over 340 law firm members plus our annual industry partners and includes over 1,900 people.

## 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)

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.

## Annual Industry Partnerships

Learn more about how you can partner with NCBA:  
**[Partner with NCBA - National Creditors Bar Association](#)**

## Run of Site Leaderboard \$1,999/year

728 x 90 (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:

Jessica Gardner, NCBA  
[jessica@creditorsbar.org](mailto:jessica@creditorsbar.org)

OR

Cleo Chitester, Association Media Group  
(804) 469-0360  
[cchitester@associationmediagroup.com](mailto:cchitester@associationmediagroup.com)

## Featured Listing (Max Exposure) \$599/year

### Enhanced Listing Benefits +

- Additional Uploads
- Features
- Gallery with up to 9 images
- Social Media Widgets
- 2 Videos


## Enhanced Listing (not shown) \$409/year

- Detail Page
- Url
- Summary Description
- Detail Description
- Gallery with up to 3 images
- Video

## Search Results Page Banner \$699/year

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

The screenshot displays the NCBA Buyers Guide website interface. At the top, there's a navigation bar with links like 'home', 'NCBA Website', 'Listings', 'Categories', 'Advertise', 'Contact us', and 'Login'. Below this is a search bar and a location selector. A banner for the 'NATIONAL CREDITORS BAR ASSOCIATION CERTIFIED SUBCONTRACTOR PROGRAM' is visible, highlighting independent subcontractor assessment certification. The main content area is divided into 'BROWSE BY CATEGORY' with icons for Business Services (19), Insurance & Financial Services (13), Legal Services (38), Service (31), and Technology (30). Below this is a 'FEATURED LISTINGS' section featuring companies like BHFE Solutions, Cogent, VeriFacts, Inc., and Process Server One. Another 'FEATURED LISTINGS' section follows, showcasing IDI, AHERN Insurance Brokerage, and Applied Innovation, Inc. A 'Explore more places' section lists various cities with the number of listings available in each, such as Ann Arbor (1), Atlanta (2), Austin (2), and many others. On the right side, there's a sidebar for 'The Next-Generation Investigative Solution' by IDI, offering skip trace solutions. At the bottom, there's a 'FREE QUOTE' button and a footer with site content, privacy policy, and contact information.



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### Advocacy Pillar

**Co-Chairs:** Michele Gagnon  
**Staff Liaison:** Nathan Willner

The Advocacy Pillar focuses on setting our policy priorities for ongoing advocacy for all creditors' rights attorney issues within the government/regulatory environment at the federal and state level.

**Subcommittees:**

- **NCBA PAC - Chair:** Michael Stillman
- **SCBA Leadership Forum - Co-Chairs:** Adam Cleveland, Brian Cloud, and Eric Logvin
- **Amicus - Chair:** Ronald Miller and Crystal Duplay
- **SCBA Grants - Chair:** June Coleman

Stay up-to-date on the latest sector news with Creditors Collections Today. You can sign up to receive personalized headlines delivered daily to your inbox or browse the news aggregator website for the latest news and what's trending.

[Creditors Collections Today](#)

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### Membership & Engagement Pillar

**Co-Chairs:** Ellie Tami and Brit Suttell  
**Staff Liaison:** Jennifer Payne

The Membership Pillar relentlessly focuses on existing member well-being. What is the value that we provide? What problems are we solving? What opportunities are we facilitating? How do we know? What programs and benefits are we providing now compared to what the marketplace will demand 12-36 months from now?

## NCBA Website Advertising Opportunities

NCBA's website is a great way to promote your brand and services with a variety of ad sizes and placement positions to fit your marketing budget and share your message with our site visitors.

**Creditorsbar.org is a source of advocacy, education, and membership information with over 30,000 page views per month.**

NCBA website ads run with several ad cycle options. The pricing shown is from 1 month to 12 months, respectively.


40k max file size | JPG, PNG, or GIF | 250 x 300 **or** 800 x 100

**Side Bar Box Banner—\$2,100/year**

Location: Rotating—on select pages

### Home Page Advertising

Ad Cycle	Members	Non-Members
1 month	\$500	\$700
3 months	\$1,250	\$1,450
6 months	\$2,300	\$2,500
12 months	\$3,500	\$3,750



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With NCBA members throughout the year, this program also offers an introductory-Level Partnership for new companies to be introduced to NCBA and learn about our programs and offerings.

**Industry Partnership – Introductory-Level: \$1,500**

*Benefits include:*

- Listing in NCBA Buyers Guide
- Listing (Company Name and Website) on [NCBA Industry Partner Website](#)
- Subscription to NCBA Weekly Journal
- Access to NCBA Webinars, Member Briefings and Podcasts\*
- Priority booth selection for NCBA Conferences / 10% discount on conference sponsorships up to \$5K


\*CLE credits not available for Vendors

[Join as NCBA Industry Partner](#)

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**Large Bottom Banner—\$3,000/year**

Location: Rotating—on every page