

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 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 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:

www.ncbabuyersguide.com/ advertise.

Contact NCBA to plan your Advertising Campaign

Email Jessica Gardner at 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

Placement: below News & Resource 600 x 150 (JPG, PNG or GIF)



RED CAVE CONSULTING

News & Resources

Raise Up: Law Firms Should Increase Rates Annually

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.



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 <u>jessica@creditorsbar.org</u>

OR

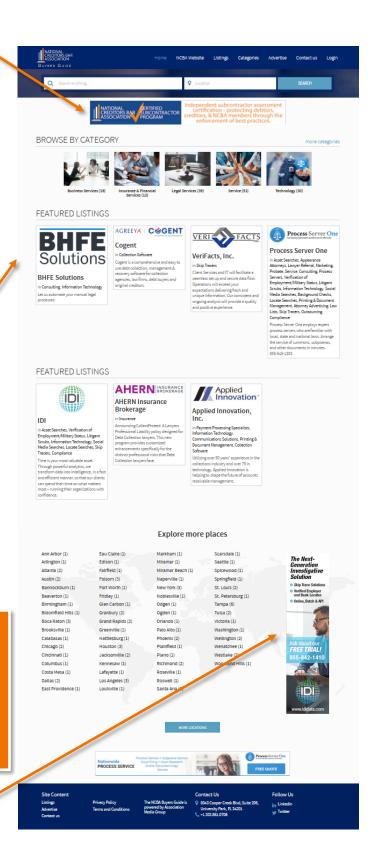
Cleo Chitester, Association Media Group (804) 469-0360 cchitester@associationmediagroup.com

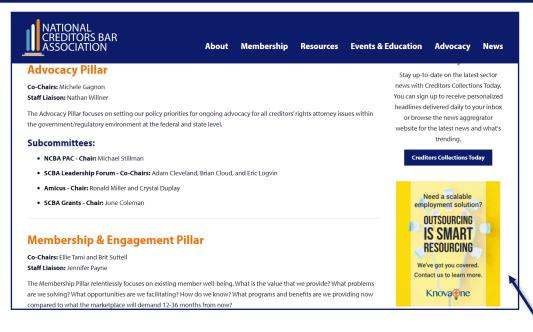


Detail Page
Url
Summary Description
Detail Description
Gallary with up to 3 images
Video

Search Results Page Banner \$699/year

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





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

