YOUR AUDIENCE IS HERE.

With over 100,000 monthly readers, 20,000 subscribers and over 1,000 engaged conference attendees and members, iA is where the industry goes for the interactions and insight that push the industry forward.
4. Audiences
5. Readership and Reach
6. Lead Generation and Sponsored Content
7. Marketing Solutions
8. Whitepapers
9. Video
10. Thought Leadership + Demo Promotion
11. Webinars
12. Digital Advertising
13. CRC (Regulatory, Consumer Relations Membership Group)
14. Innovation Council (Tech Membership Group)
15. Contact Us
THE IA INSTITUTE / THREE AUDIENCES

iA provides news, analysis, practical insight, and critical connections for financial services professionals through three business lines.

- Legal, regulatory, and compliance resources for collections / receivables executives.
  - Reach: 17,000+ subscribers to the insider, our daily news alert, 100k monthly pageviews to insidearm.com
  - 300+ subscribers to compliance forum, 60+ members of the the Consumer Relations Consortium legal, regulatory, and consumer relations industry group (see p. 12)
  - Titles include CEO, COO, Chief Counsel, Head of Compliance, Manager, Head of Collections, Head of Vendor Management.

- Career advancement and elevated networking for professionals in consumer finance.
  - Reach: 5,000+ executives in c-suite roles, as well as titles including business development, finance, marketing, legal, operations.
  - 600+ yearly attendees to event.
  - Includes: yearly conference and newsletter subscription for WCF Storyboard, a year-round digital channel.

- Digital collections and consumer communication for strategy and operations executives in receivables.
  - Audience: 1,700+ subscribers to the iA Strategy & Tech Newsletter and 50+ members of the iA Innovation Council (see p. 13)
  - Titles include: Heads of Receivables, Collections, Vendor Management, Collections Strategy, and Analysts from creditor companies; CEO, CTO, COO, Chief Compliance Officers, Chief Counsel,
OUR AUDIENCE.

insideARM is the longest-running and most widely-read website in the ARM space. iA Strategy & Tech and Women in Consumer Finance offer two news way to reach wider audiences within financial services.

Over 17,000 industry professionals receive regulatory, legal, and compliance collections news and guidance from insideARM right in their inbox. insideARM draws over 100,000 unique pageviews every month, half of which come from organic traffic.

What’s more, nearly 2,000 executives subscribe to digital collections strategy analysis from iA Strategy & Tech and 5,000 executives look to Women in Consumer Finance for networking and career insights.

If you are interested in reaching decision-makers who work in and around the ARM space, there is no better outlet for you. Put your brand and your expertise in front of thousands of senior level executives from agencies, credit grantor firms, law firms, technology companies, and consultancies; get the critical leads and branding exposure you need.

17k subscribers to insideARM daily news.

100k unique monthly pageviews at insideARM.com

2k subscribers to digital collections strategy insights from iA

5k subscribers to career insights from WCF Storyboard
LEAD GENERATION & SPONSORED CONTENT

You have the insight. Leverage insideARM to put that insight in front of iA’s engaged, senior readership. *See p. 7 for pricing.

**LEAD GENERATION**

**Whitepaper**
Generate the quality leads you need when you put your insight at the center of a whitepaper lead generation campaign. All whitepapers are promoted across the iA platform, through email blasts, digital ads and native advertising. Leads are guaranteed. See p. 8.

**Webinars**
If you’re planning your own webinar, let iA promotion push our readership to your landing page. Or, you can sponsor one of our webinars - for great visibility and plenty of leads. Or, collaborate with iA on a custom webinar. You set the subject and supply the panelists. We’ll host, offer expertise, and promote the webinar across the iA network. See p. 11.

**BRANDED JOURNALISM**

**Executive Q&A video/article**
The iA video platform can help you communicate directly and clearly to iA’s influential readership. See p. 9.

**Solve It Strategically**
The iA video platform can help you share your expertise AND feature your product in demo format. See p. 10.

**Sponsored Article**
Show the industry how your company’s sharpest thinkers see innovation and new industry trends. Let the industry know where they can find true thought leadership.

**DIRECT MESSAGING**

**Sponsored Email**
Your message and your HTML, directly to our 17,000 subscribers. If you need to make a direct pitch to the industry, this is the way to do it.

**NATIVE ADS**

**Editorial Notes**
Your marketing message included in our daily news blast to our 17,000+ subscribers in an editorial-style format, designed to boost exposure and clicks. If you want to drive our readers to your landing pages - for webinars, whitepapers, infographics, or more - this is a very effective way to do it.
MARKETING SOLUTIONS

Campagne
Whitepaper / Lead Generation Campaign  $4,000
Promote Your Webinar*  $4,000
Sponsor an iA Webinar**  $2,500
Custom Webinar  $5,000
Executive Q&A / Sponsored Video  $3,000
Solve It Strategically / Interview + Demo  $5,000
Sponsored Article  $750
Sponsored Email  $3,500
Native Advertising / Editorial Notes  $500
Native Ad Package (4 instances)  $1,500

BOOST YOUR CAMPAIGN WITH DIGITAL ADS

Your content is vital. Make sure your audience sees it. Enhance the reach of your lead generation and sponsored content campaigns with digital advertising at iA.

- 2-month advertising boost - $1,500
- 3-month advertising boost - $2,000

See p. 12 for more.

* This is the cost for our standard webinar promotional campaign. We can design a custom campaign to meet your needs / budget, too. See p. 10.

**This is the cost for a non-exclusive sponsorship; exclusive sponsorships cost $4,500

WHITEPAPER LEAD GEN CAMPAIGNS WITH INSIDEARM

NEW WHITEPAPER
A guide to understanding collection and process automation for collections law firms

GET IT NOW

Free Whitepapers
- Automation for Transforming the Debt Collection Management Landscape
- Succeeding in Collections Today Requires More Agility
- Case Study: Proven Results with Acuity
WHITEPAPER / LEAD GENERATION
You have the expertise. Leverage insideARM’s deep, engaged readership to find the prospects who need to find you.

How it works:

- Host a whitepaper, infographic, or video at insideARM.com.
- We’ll promote it - through native advertising, display ads, email blasts and featured links on our home page and in our newsletter.
- Our readers fill out a registration form to access your download, and in doing so, they consent to have their contact information collected and provided to you.
- Our standard lead generation campaign is for 60 days and guarantees 80 leads*, which means that we’ll promote your lead gen content until we hit 80 leads. If we hit 80 leads before 60 days, we’ll continue promoting until we hit 60 days and you’ll get more than 80 leads. If we fall short of 80 leads in 60 days, we’ll continue promoting your content for up to 90 days.
- Content that provides impartial, useful information to our readers absolutely works best here. With it, you can help our readers research the issues behind your products and services, help build goodwill across the industry, AND find out who needs the information that relates so closely to your products and services. Everyone wins!

*Note: insideARM is not equipped to qualify your leads on your behalf. Obviously false names and submissions with contact fields missing will be removed from your lead list. All other leads count towards your campaign lead total.
EXECUTIVE Q&A VIDEO / ARTICLE
You have the expertise. Leverage insideARM’s deep, engaged readership to find the prospects who need to find you.

How it works:

- We’ll feature an executive of your choice in a short video interview with one of our editorial staff.

- We’ll produce the video itself, host it at insideARM.com, and promote it across iA channels and on LinkedIn.

- We’ll also convert the Q&A into an article, which we will link and promote in our daily news blast.

- We’ll provide you with a link to the video so you can embed it on your site and/or promote it across your corporate channels.
Flag down prospects looking for help with challenges related to your product. Educate them on the challenge and how to solve it. Show them the tech. 1-2-3. Sale. Easy, right? Yeah, not really.

But, you can do it with Solve It Strategically - a new promotional program through insideARM and iA Strategy & Tech designed to feature and promote your insight AND your product at the same time.

Solve It Strategically includes:
- A 10-minute video interview with one of your sharpest executives on a pressing industry challenge.
- An 8-minute video demo showcasing the tech you created to solve that challenge.
- An article and video interview feature in our industry newsletters and on websites to include links to and promotion for your demo.
WEBINARS 3 WAYS

1: You want to sponsor an iA webinar for branding & leads.
Sponsoring an iA webinar is easy. We plan our editorial calendars for upcoming quarters several months in advance. Sponsorship includes branding on all promotions, mentions at the start and close of the webinar and contact information for all registrants. Sponsorship for a webinar is only $2,500. Exclusive sponsorship for a webinar is $4,500.

iA plans webinars on legal and compliance and legal subjects for our insideARM audience as well as webinars on strategy and industry technology subjects for our iA Strategy & Tech audience.

Contact us for the upcoming webinar schedule.

2: You have a webinar and you want killer registration.
Let iA promote your webinar to the thousands of influential, executives who engage with iA every day. We can build a campaign to suit your needs. Most of our partners opt for our standard webinar promotion, which includes one dedicated eblast, two instances of native advertising and a place in our event listings and event eblast - a $4,000 campaign.

3: You want iA to produce a custom webinar for you.
You have a subject and you’ve picked out the panelists. We can do the rest. Let us host, plan, schedule, market and manage the entire process, from start-to-finish. Custom webinars cost $5,000.
Web and newsletter ads through iA will put your brand and your message in front of thousands of industry executives every day.

Web ads are sold by the week. Newsletter ads are sold by the day/newsletter. For best exposure, we recommend a campaign that combines some web and some newsletter ads. See graphic at right for position, ad dimensions and pricing.

Contact us for a campaign tailored to meet your needs.
WHO’S IT FOR?

Agencies, Law Firms, Debt Buyers
General counsel, CCOs, VPs of legal/compliance, and C-suite executives who wish to influence policy and collaborate with the industry’s leading thinkers.

Creditors
Agency managers and collections/recovery leaders who need to stay at the forefront of collections compliance and policy developments.

Tech Providers
Leaders who need to stay on top of the regulatory landscape in order to understand their clients’ challenges.

Consultants
A select number of industry experts who bring a unique perspective and value to the group.

HOW DOES IT WORK?

Meetings
Members gather 2x/year (April, November) in Washington, D.C. and weekly via zoom.

Working Groups
Members can choose to participate in working groups to advance the industry in areas such as drafting rule comments, proposing FAQs to state or federal regulators, or engaging with consumer advocates.

Legal Advisory Board
A Legal Advisory Board of experienced private practice attorneys supports the efforts of the CRC to advance its policy agenda.

Leadership
The group is led by an Executive Director and Steering Committee who meet weekly to discuss new developments and guide initiatives.

WHAT DO MEMBERS DO?

Engage in true back-and-forth discussion in a small setting with regulators, consumer groups and policy thought leaders you won’t meet at industry conferences.

Engage in working sessions with the leading thinkers in the industry. Sessions and projects build on each other over time to create practical tools that assist in solving the latest compliance challenges (such as consent management, data privacy or robocall blocking and labeling).
WHAT IS IT?

An ops, strategy and tech membership group for organizations that understand their future depends on thinking differently, and being at the forefront of analytics, communications, payments, and compliance technology.

The Innovation Council is a club where you get time to develop relationships with industry leaders, where you work together to solve industry problems, and where collaborations emerge because we facilitate the right kind of interactions to make it happen. The agenda is specifically tailored for strategy and tech leaders.

WHAT'S INCLUDED?

Meetings
Members gather 2x/year (April, November) in Washington, D.C. and once virtually (July) to collaborate on solutions to industry-wide challenges, to discuss what’s new, to hear updates from working groups, and to move projects forward.

Working Groups
Members can choose to participate in working groups to advance the industry in areas such as preference management or data stewardship.

Thought Leadership
A continuing series of articles and interviews by/with Council members and featured on insideARM and in the iA Strategy & Tech newsletter. These position members as thought leaders and publicly associates them with the Gold-Standard iA brand.

WHO IS IT FOR?

Product, tech, strategy, analytics & ops leaders from organizations across the collections and call center ecosystem; and chief executives who make strategic and investment decisions to buy or build new technology.

Tech Firms / Industry Vendors and Consultants: Access an ongoing focus group of key decision makers. Develop deep relationships with potential partners and clients.

Agencies & Debt Buyers: Learn from your most innovative peers, and get exposed to what’s new.

Creditors: Understand what the most innovative service providers can do and where strategies are headed.
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