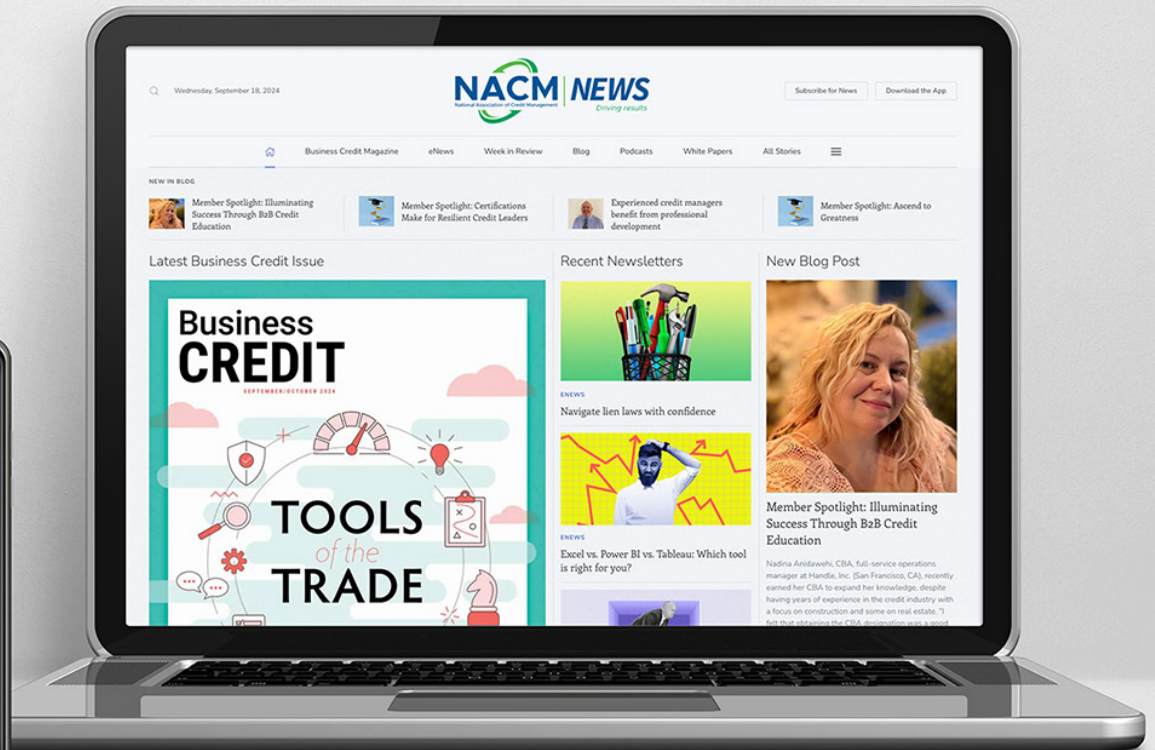
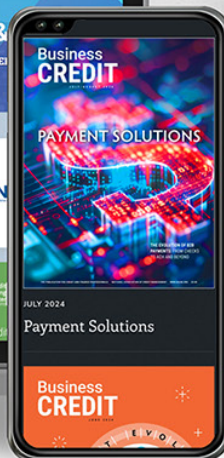




NACM Advertising Opportunities

MEDIA KIT



Why Advertise with NACM?

We are the leading association in the order-to-cash industry. Credit professionals have a thirst for learning and NACM is able to provide the best platform for companies to reach the entire credit and collections community. Our goal is to establish our partners as trusted thought leaders and improve visibility of their brands.

All packages are customizable. If you feel that none of the packages below meet the needs or budget of your company, please let us know so we can work to build a specialized package just for you.

Who Is Our Audience?

Readers hold the title of President, Vice President, Owner, Partner, Treasurer, Credit Manager, Credit Assistant and more. The top industries include manufacturing, wholesale trade, services, retail trade and construction.

Quick Stats



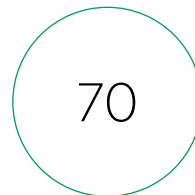
eNews is NACM's premier electronic newsletter. It is delivered to 15,000 inboxes every Thursday with an open rate of roughly 70%.



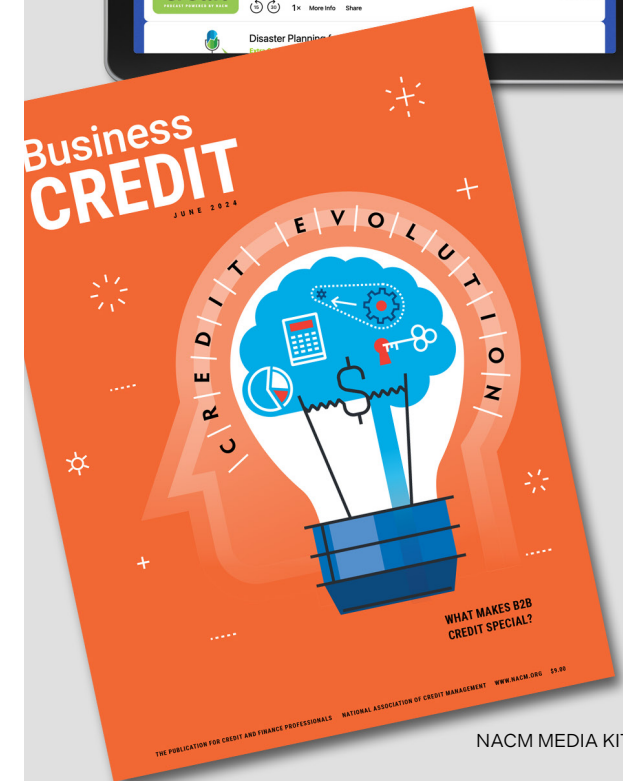
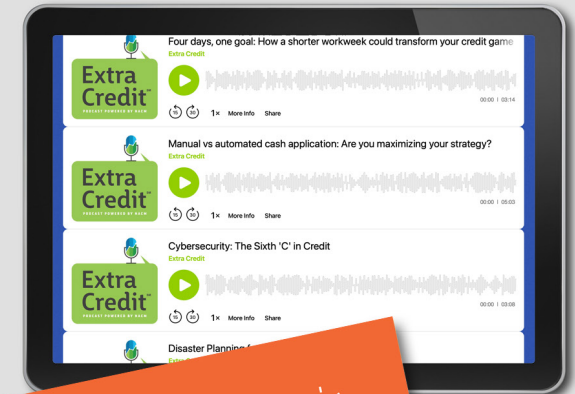
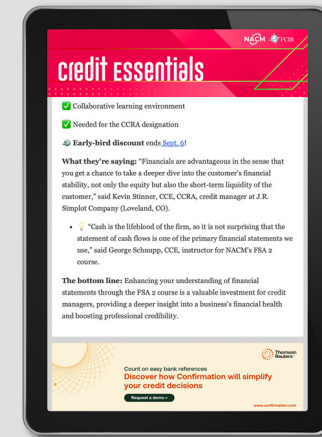
Credit Essentials is delivered to 15,000 inboxes at the start of each month with an open rate of about 70%.



Business Credit magazine has a circulation of 9,500 and has been published since 1898.



The **Extra Credit** podcast averages 70 downloads per episode and is published every Friday morning.



Credit Industry Partner - \$50,000

Partnered White Paper with Industry-Wide Survey

Partner with NACM on this research-focused opportunity to establish credibility in the credit and collections industry. NACM would conduct a large survey “powered by [insert name]” with the potential for 400 leads (estimate based on numbers from our previous large surveys). Advertiser would receive information of survey respondents and data results. NACM would reserve ownership of the data.

Advertiser would work with NACM to use data from the survey to write a white paper, again “powered by/in partnership with [insert name].” Advertiser would receive information from white paper downloads with the potential for 100 leads.

2 eNews Advertorials

Experts can write about timely topics to position themselves as subject matter experts. These articles would be published in NACM’s popular newsletter, *eNews*, and live on the NACM news site. Each piece will focus on current trends, challenges, and innovations in credit management, providing valuable insights and practical advice to readers. This exposure helps build credibility and connect with a highly targeted audience.

4 Extra Credit Podcast Episodes

Extra Credit is the only podcast of its kind in the B2B credit industry. NACM will feature an expert from the advertiser’s company in four episodes each year, which includes its own marketing email. The host of the podcast will mention at the beginning that “this episode of Extra Credit is brought to you by [insert name].”

12 Credit Essentials Features

Get creative and write a short feature for NACM’s monthly email on all things credit and collections. For example, a “Tech Tip of the Month” or feature one of your experts!

12 eNews Advertisements

Feature your company in NACM’s most popular newsletter with an advertisement in 12 issues of *eNews*.

2 Hours of Webinars

Advertiser would receive potentially 100 leads (estimate based on previous webinars) from discussion attendees. NACM expects the content for this panel discussion to be original and not repurposed.

Print Campaign

A print campaign with NACM’s *Business Credit* magazine offers a unique opportunity to showcase your products or services directly to thousands of B2B credit and finance professionals. With a targeted audience of decision-makers, your ad will gain visibility among key industry leaders who influence purchasing and operational decisions. A presence in *Business Credit* magazine helps enhance brand recognition, establish credibility, and position your company as a trusted partner in the credit management space. Whether you’re launching a new product, driving awareness, or building long-term relationships, this campaign provides high-value exposure in a niche market.

Marketing

NACM will reach the credit and collections community using LinkedIn and X to promote the partnership between the advertiser and NACM, and any content we produce together. Everything will be cross-promoted both digitally and in print.

Digital Package - \$15,000

6

Credit Essentials ads

3

months on NACM's homepage slider

12

eNews ads

1

eNews advertorial

9

digital *Business Credit* magazine banners

1

Extra Credit podcast episode with marketing email

Print Package - \$6,000

1

advertorial taking up a spread (two pages) in *Business Credit* magazine

2

covers in *Business Credit* magazine

3

full-page ads in *Business Credit* magazine

3

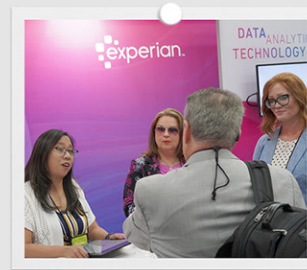
half-page ads in *Business Credit* magazine



à la carte

eNews ad	\$750 each
Business Credit magazine digital ad	\$750 each
Credit Essentials ad	\$750 each
NACM homepage slider	\$1,000 per month
Webinars	\$6,000
eNews advertorial	\$1,750
NACM sponsored white paper	\$6,000
Extra Credit podcast episode with sponsored email	\$1,750
Business Credit magazine advertorial	\$2,250 for a spread \$1,250 for one page
Cover in Business Credit magazine *	\$1,500
Full-page ad in Business Credit magazine	\$1,000
Half-page ad in Business Credit magazine	\$750
Quarter-page ad in Business Credit magazine	\$500

* Either the outside back cover or the inside front cover



Become an exhibitor at NACM's annual **Credit Congress & Expo** to meet members of the credit and collections community in-person. Many of our readers come together during this event each year, making it the perfect opportunity for exhibitors to generate new prospects and demonstrate products.

2025 Business Credit Editorial Calendar

ISSUES	MATERIALS DUE	EXPECTED DELIVERY
January	November 8, 2024	January 2, 2025
February	December 5, 2024	February 1, 2025
March	January 13, 2025	March 1, 2025
April	February 10, 2025	April 1, 2025
May	March 11, 2025	May 1, 2025
June	April 10, 2025	June 1, 2025
July/August	June 10, 2025	August 1, 2025
September/October	July 16, 2025	September 1, 2025
November/December	September 15, 2025	November 1, 2025

Business Credit Editorial Topics

JANUARY Credit Outlook analyzes current trends in today's business credit community to gain a better understanding of future trends. This issue introduces topics that are covered throughout the year, ranging from collection tips and customer service, departmental organization, risk management and federal regulation as well as credit technology and construction.

FEBRUARY Credit as Partners dives into the importance of developing relationships in and outside the company to include sales, customers and businesses. Building and strengthening these relationships is hard work, but readers will learn just what it takes to create longstanding partnerships.

MARCH Building Leaders is essential for successful credit departments. Without a credit captain to steer the ship, fellow credit managers, accounts receivable and accounts payable crew members remain unguided. This issue discusses how to become a leader in credit, while also reviewing the required soft skills, such as good communication, teamwork, problem solving and time management.

APRIL Going Global takes readers around the world for international developments in credit abroad for a first-hand look at markets in developing countries and current risks that could impact business.

MAY Tech Talk revolutionizes credit by revealing the latest in credit technology. This issue brings credit departments into the 21st century with in-depth discussions on automation advancements, such as electronic invoicing and payments, and what they mean for the future of credit managers.

JUNE Credit Evolution shows the development of the credit profession as new responsibilities emerge with economic changes and ongoing risk management.

JULY/AUGUST Payment Solutions is all about the money. Readers can learn about new and improved collection practices and law, payment instruments, credit policies and procedures. Coverage of NACM's annual Credit Congress is also included with session reviews and photo galleries.

SEPTEMBER/OCTOBER Tools of the Trade gives creditors benchmarking tools used to gauge peak performance and efficiency by applying ratios to evaluate processes and evaluating how their company is doing.

NOVEMBER/DECEMBER Performance Insights digs into the research, tools, models and instruments credit professionals need to achieve their company's strategic business goals or keep themselves out of trouble.

Business Credit Print Production Specifications

Printing process: Web full-run

Trim size: 8.125" × 10.875"

Number of columns: 3

Number of pages: 32 plus cover

Binding method: Saddle stitched

File Preparation

Preferred file format: PDF with high-resolution CMYK or grayscale images and all fonts embedded. No PDFs created from Microsoft applications.

Image resolution: 300 dpi

Color: Images and text must be in CMYK or grayscale. All specified colors should not exceed a total value of 300% (the total percent of C+M+Y+K when added). Convert any spot colors to process.

Page Layout: Crop marks must be in place, colored as "registration" and should be incorporated with an offset of 12 pts. Line weight should not measure less than 0.5 pt. When bleed is required for a full-page ad, provide 0.125" beyond the trim area.

Submission: Upload art to an FTP site, or email it to Annacaroline Caruso at annacarolinec@nacm.org (if less than 10MB).

If you have any questions regarding these specifications, please contact Robin An at robina@nacm.org, Tina Widzbor at tinaw@nacm.org, or call 410-740-5560.

NON-BLEED STANDARD AD DIMENSIONS

Full page	7.125" × 9.875"
1/2 vertical	3.75" × 9.875"
1/2 horizontal	7.125" × 5"
1/3 vertical	3.75" × 6.5"
1/3 horizontal	7.125" × 3.25"
1/4 vertical	3.75" × 5"

BLEED DIMENSIONS

Full page	8.125" × 10.875" (trim size)
Spread	16.25" × 10.875" (trim size)



File Specifications for Digital Ads

File format: JPEG, PNG or PDF with all fonts embedded. Flash programs are not accepted due to format viewing restrictions. All digital files should be set at 72 dpi.

All brand messaging and logos should be included in the ad. The ad should display properly regardless of the background color on the web page or in emails. DO NOT submit an ad with a transparent background.

Submission: Send your ad and a click-through URL to Annacaroline Caruso at annacarolinec@nacm.org.

DIGITAL AD DIMENSIONS

Business Credit Magazine 2400 h x 640 v

eNews Weekly Update 2400 h x 640 v

Credit Essentials 2400 h x 640 v

NACM homepage slider 3604 h x 930 v

If you have any questions regarding these specifications, please contact Robin An at robina@nacm.org, Tina Widzbor at tinaw@nacm.org, or call 410-740-5560.

Digital Ad Submission Deadlines for *Business Credit Magazine*

ISSUES	MATERIALS DUE	EXPECTED DELIVERY
January	December 15, 2024	January 2, 2025
February	January 15, 2025	February 3, 2025
March	February 15, 2025	March 3, 2025
April	March 15, 2025	April 1, 2025
May	April 15, 2025	May 1, 2025
June	May 15, 2025	June 2, 2025
July/August	July 15, 2025	August 1, 2025
September/October	August 15, 2025	September 1, 2025
November/December	October 15, 2025	November 3, 2025

Disclaimer

Articles and advertisements that appear in *Business Credit* do not constitute an endorsement by NACM of any business, organization, service or product and do not constitute legal advice. NACM assumes no liability whatsoever for the honesty, integrity or validity of any of the advertisers in *Business Credit* or *eNews*; or the product and/or service they promote. All information concerning the products or services advertised in *Business Credit* or *eNews* is provided by the dealer, owner or agent of the business. NACM and its Affiliates are not liable for misinformation, typographical errors or misprints in the advertisements in its publications. NACM will never become involved in any dispute between an advertiser and a customer who found the advertiser in an NACM publication. A sponsor's mere advertising presence in *Business Credit* or *eNews* should not be construed as any type of overt, implied or tacit approval of that sponsor by NACM or any NACM Affiliates. NACM does reserve the right to revoke advertising privileges and may indeed exercise this right if the need arises; however, NACM will never arbitrate, mediate or otherwise enter a dispute on behalf of either side of the disputing parties.

Policy

The National Association of Credit Management (NACM) reserves the right to deny any advertisements. Collection agencies, local credit reporting bureaus, credit groups and adjustment bureaus, lawyers and law firms may not advertise with NACM due to a contractual agreement with NACM Affiliates. NACM does not accept advertising for conferences or events held by vendors or other business groups.

NACM reserves the right to refuse any advertising or request for any web link, mutual or otherwise. NACM further reserves the right to terminate any advertising found to be contrary to the goals and purposes of this organization after advertising privileges have been granted. Decisions to accept, deny or revoke advertising applications are made solely by officers of NACM. All decisions are final.

Reprints

Many of the articles appearing in *Business Credit* are available for reprint purchase. Cost is dependent upon the number of reprints desired, color options, formatting, etc. Low-resolution PDF files may also be available. Please call for details.





Advertising inquires:

Annacoline Caruso, CICP
Director of Communications
410-740-5560
annacolinec@nacm.org

Contact us:

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www.nacm.org

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