



NACM Advertising Opportunities

2023 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.

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

15,000

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

15,000

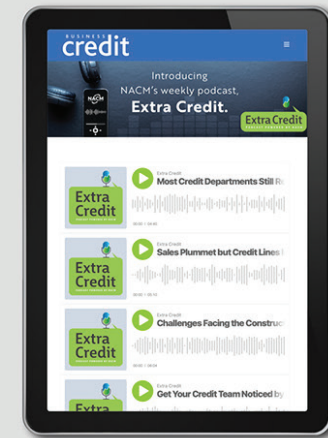
Credit Essentials is delivered to 15,000 inboxes at the start of each month with an open rate of about 70%.

9,500

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

70

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



Credit Industry Partner - \$36,000

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 800 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 400 leads (estimate based on our most popular white paper of 2022).

4 eNews articles per year

NACM will commit to featuring an expert from advertiser's company in 4 eNews stories each year on a relevant topic. The email will also include a message noting that "this edition of eNews is brought to you by [inset name]." Lead information will be given from who clicks on the article.

Advertorials in *Business Credit* magazine or eNews

By combining testimonials, data and expert interviews, the partnering company can write an advertorial once a year in *Business Credit* magazine (two full pages) and once a year in eNews (400-700 words). We cannot track leads through our magazine but lead information will be given from who clicks on the eNews article.

4 Extra Credit podcast episodes per year

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]." We cannot track who listens to the podcast episode.

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!

Thought Leadership Groups

Experts are invited to participate in our Thought Leadership Groups that meet virtually once a month, covering topics from technology, metrics, leadership, construction and international trade. This is a way for the advertiser to engage with the most experienced of credit professionals and establish credibility.

2 Hosted panel discussions

Advertiser will host a virtual panel discussion through NACM twice a year. This can be a two-part series or two separate topics. 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.

Cross-promotion

NACM will reach the credit and collections community using LinkedIn and Twitter 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. We expect that the advertiser posts a digital NACM badge on its website, and vice versa, to announce the partnership.

Digital Package - \$12,000

3

Credit Essentials
ads

3

months on
NACM's
homepage slider

12

eNews ads

4

Extra Credit
podcast episodes
per year with
marketing email

11

digital *Business Credit*
magazine banners

Print Package - \$3,000

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

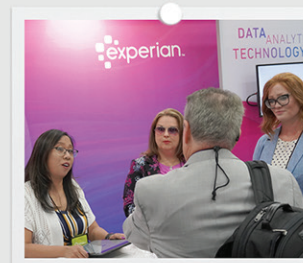
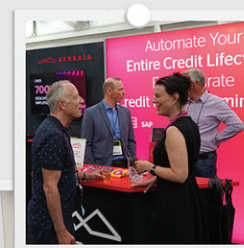
half-page ads in
Business Credit
magazine



à la carte*

eNews ad	\$500 each
Credit Essentials ad	\$500 each
NACM homepage slider	\$1,000 per month
Webinars	\$5,000
eNews advertorial	\$1,000
White paper promotion from NACM	\$5,000
Extra Credit podcast episode with sponsored email	\$1,000
Business Credit magazine advertorial	\$2,000 for a spread \$1,000 for one page
Cover in Business Credit magazine	\$2,500
Full-page ad in Business Credit magazine	\$1,500
Half-page ad in Business Credit magazine	\$1,000
Quarter-page ad in Business Credit magazine	\$500

* Please note that in order to purchase any à la carte opportunity, you must first purchase one of NACM's sponsorship packages.



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.

2023 Business Credit Editorial Calendar

ISSUES	MATERIALS DUE	EXPECTED DELIVERY
January	November 8, 2022	January 1, 2023
February	December 9, 2022	February 1, 2023
March	January 12, 2023	March 1, 2023
April	February 8, 2023	April 1, 2023
May	March 14, 2023	May 1, 2023
June	April 11, 2023	June 1, 2023
July/August	June 13, 2023	August 1, 2023
September/October	July 17, 2023	September 1, 2023
October Digital *	September 18, 2023	October 1, 2023
November/December	September 13, 2023	November 1, 2023
December Digital *	November 17, 2023	December 1, 2023

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.

* Available exclusively through the Business Credit app.

Business Credit Print Production Specifications

Printing process: Web full-run

Trim size: 8.125" × 10.875"

Number of columns: 3

Number of pages: 40 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 no matter what background color exists on the web page. 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 1400 h x 400 v

eNews Weekly Update 940 h x 1400 v

Credit Essentials 1400 h x 400 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 16, 2022	January 1, 2023
February	January 18, 2023	February 1, 2023
March	February 15, 2023	March 1, 2023
April	March 17, 2023	April 1, 2023
May	April 17, 2023	May 1, 2023
June	May 18, 2023	June 1, 2023
July/August	July 18, 2023	August 1, 2023
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* Available exclusively through the Business Credit app.

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:

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