



Advertising Kit 2022

Receivables Management Association International
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ABOUT RMAI

Receivables Management Association International (RMAI) is the nonprofit trade association representing more than **570 companies** that purchase or support the purchase of performing and non-performing receivables on the secondary market. RMAI member companies work in a variety of financial services fields, including debt buying, collection agencies, law firms, originating creditors, and industry-related product and service providers. RMAI provides its members with extensive networking, educational, and business development opportunities in asset classes that span numerous industries. RMAI's Receivables Management Certification Program and Code of Ethics set the global standard within the receivables industry due to rigorous uniform standards of best practice which focus on protecting consumers.



ADVERTISING OPPORTUNITIES

RMAI publishes a full-color magazine each spring and fall. Every issue of the magazine is converted into a clickable digital edition and posted on RMAI's website (www.rmaintl.org). RMAI offers advertising in coordination with the Annual Conference, the Executive Summit and Regional Networking Events, as well as sponsored social media and eblasts. RMAI also hosts a resource-packed, highly-viewed website. Consider advertising in the magazine, in RMAI's e-newsletter, on our website, and through other opportunities.

EDITORIAL MISSION

Both the magazine and e-newsletter deliver insights into the key people, enterprises, and trends that drive the debt buying and receivables management industry, providing a perspective critical to businesses operating in the industry's ever-changing economic and regulatory environment. In every issue we provide legal, legislative, and regulatory (federal and state) updates, and timely articles on industry best practices to ensure members have the latest information to run their businesses compliantly, efficiently, and effectively.



MAGAZINE ADVERTISING

Advertising in the glossy, full-color *RMAI Insights* magazine is a great way to reach your target clients in the receivables management industry. Discounts are available for multiple insertions and cross-platform advertising. Take advantage of economical ad rates to reach a national market. Preferential placements are available on a limited basis and for an additional charge.

Top reasons to advertise in *RMAI Insights*:

- Each issue has a mail and email distribution of **1,000**, so your ad reaches top leaders in the industry
- Multiple executives at member companies read and share each issue and will see your ad
- Magazine readers are decision makers
- Your ad also appears online in the digital edition, gaining additional exposure
- Your ad is positioned among articles and ads by industry leaders

Advertising Rates

Bold indicates Non-Member rate.

Ad Option	1 Issue	2 Issues
2 page spread	\$2,200/ \$2,450	\$4,000/ \$4,500
Full page	\$1,200/ \$1,350	\$2,160/ \$2,460
1/2 page	\$800/ \$900	\$1,440/ \$1,640
1/4 page	\$500/ \$575	\$900/ \$1,050
Preferred Placement Rates		
Facing Masthead/TOC	\$1,425/ \$1,675	\$2,500/ \$2,800
Inside Front Cover	\$1,750/ \$2,000	\$3,150/ \$3,450
Inside Back Cover	\$1,500/ \$1,750	\$2,700/ \$3,000
Back Cover	\$2,000/ \$2,250	\$3,600/ \$3,900

Advertising Deadlines

Issue Date	Ad Close	Materials Due	Issue Mails
Spring	March 5	March 10	April 1
Fall	September 5	September 10	September 30

Guaranteed positions are available for 15% premium on space charge. Positions are on a space-available basis as determined by the publisher.

Magazine Ad Size Specifications (inches)

Ad Option	Trim	Ad w/ Bleed
2 page spread	17 x 11	17.25 x 11.25
Full page	8.5 x 11	8.75 x 11.25
Back Cover	8.5 x 8	8.75 x 8.25
1/2 page (horizontal)	8.5 x 5.5	8.75 x 5.75
1/2 page (vertical)	4.25 x 11	4.5 x 11.25
1/4 page	4.25 x 5.5	4.5 x 5.75

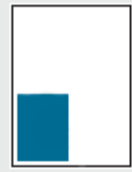
All bleeds must extend at least 1/8 inch beyond the trim.



1/2 page horizontal



1/2 page vertical



1/4 page

SPONSORED SOCIAL MEDIA & E-BLASTS

For Members Only

If you're an RMAI member looking to increase awareness for your company, use RMAI's social media network to accomplish your goals. Our total reach across platforms numbers 3,500 followers. Or reach RMAI members directly in their email inboxes with a sponsored e-blast.

- All content is provided by the advertiser.
 - Your sponsored social media ad may include text, one link and one image or video.
 - Your sponsored e-blast may be a fully-formatted HTML message, or submitted as text + 1-2 images.
- Character limit is set by each social media platform. All text including URLs and the designation *Sponsored Post* must fit within the limit.
 - Twitter: 280 characters
 - Facebook: 2,000 characters
 - LinkedIn: 1,300 characters

We will post or email on a date of your choosing, subject to availability. Please provide a minimum of 48 hours notice prior to your preferred social media posting date, and one week notice prior to your preferred e-blast date.

Purchased social media ads or e-blasts must be used within 6 months of purchase date, unless otherwise agreed upon by RMAI and the advertiser.

You can also purchase a social media metrics report that provides analytics for all three platforms, for up to three sponsored posts in one report.



Ad Option	Rate
Sponsored E-Blast	\$1,500
Social Media Ad (posted to LinkedIn, Facebook and Twitter)	\$200
Social Media Metrics Report	\$50

RMAI reserves the right to refuse any content if it is not in keeping with the values of the association.

WEBSITE ADVERTISING

RMAI's website is the trusted source for the latest compliance resources, legislative news, regulatory developments, industry events, receivables management certification, and financial literacy resources for consumers.

RMAI's website maximizes the visibility of your message and brand. Advertising options include:

- Banner ads on our homepage, and on key interior pages, including Membership, Certification and About RMAI
- Square ads within expanded drop-down menus, accessible from every page of the website
- Interested in getting your ad placed somewhere else? Talk to us about what's possible!

Website ad updates are made at the beginning of each month. Advertisers may update their ad and/or link on a monthly basis during the course of their ad purchase. Advertisers provide ad image, which must be a PNG, JPEG, or GIF. File size should not exceed 40 kb.

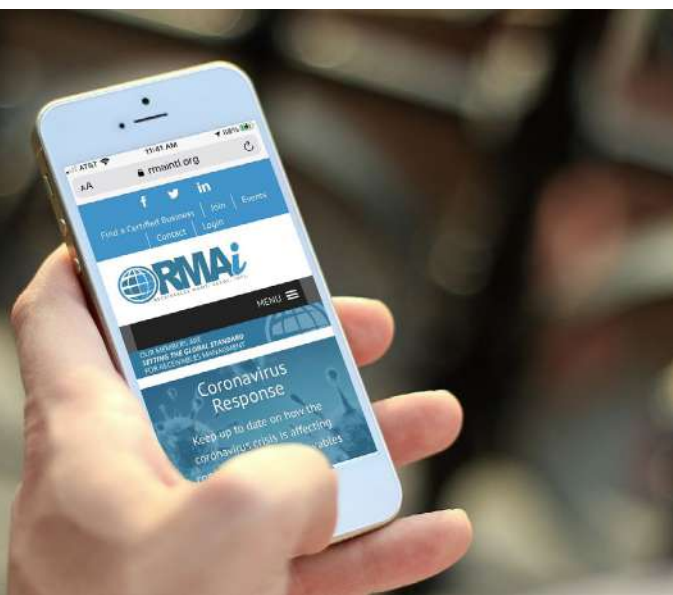


Monthly Web Stats

- » Users: 3,500
- » Sessions: 5,000
- » Page Views: 10,300
- » 1.41 Sessions/User
- » 2.13 Pages/Session
- » Avg. Session Length: 2:12

Ad Option	Ad Size (pixels)	3 months	6 months	1 year
Menu Space (exclusive)	250 x 250	\$1,800/ \$2,000	\$3,250/ \$3,600	\$5,400/ \$6,000
Banner on Homepage (non-exclusive)	728 x 80	\$2,400/ \$2,650	\$4,300/ \$4,750	\$7,200/ \$7,950
Banner on Interior Page (non-exclusive)	728 x 80	\$1,800/ \$2,000	\$3,250/ \$3,600	\$5,400/ \$6,000

Bold indicates Non-Member rate.



RMAI may change ad size, format and/or placement on the website at any time. If this occurs, advertisers will be given a 30-day notice to allow for submission of new ad files.

E-NEWSLETTER ADVERTISING

RMAI publishes a monthly e-newsletter, the *RMAI Update*, containing the latest news and information about issues and events affecting member businesses.

The *RMAI Update* emails to approx. 1,000 targeted contacts. It averages a 25% open rate, above average for the financial industry. This medium is increasingly in demand with advertisers.

Two ad options are available:

- **Sponsor Ad:** Sponsoring an issue puts your banner ad at the top of the newsletter immediately below the masthead. Up to three sponsor ads are available.
- **Section Ad:** Banner ads are also available within sections lower in the email. If desired, advertisers may choose their preferred section, depending upon availability. One ad is available per section.

Submit ad files in PNG or JPEG format with a file size no larger than 40 kb. We do not accept animated ads. Advertisers may update their ad and/or link on a monthly basis during the course of their ad purchase.

2 For the Price of 1!

Every ad appears in both the emailed newsletter AND on the website version of each issue that is available 24/7/365. So you get a second, always available ad for no additional cost!



Ad Option	Ad Size (pixels)	3 months	6 months	1 year
Sponsor Ad	728 x 80	\$750/ \$825	\$1,350/ \$1,480	\$2,400/ \$2,600
Section Ad	728 x 80	\$450/ \$500	\$800/ \$900	\$1,350/ \$1,500

Bold indicates Non-Member rate.

Advertising Deadlines

Email Date	Ad Close	Materials Due	Issue Emails
Monthly	1st of month	8th of month	15th of month

Advertising space is subject to availability and is assigned on a first come, first served basis.

EVENT ADVERTISING

Each February, RMAI hosts the most highly regarded conference in the industry, the RMAI Annual Conference, attracting more than 1,200 industry participants, providing exceptional educational and networking opportunities. RMAI's Executive Summit each summer is a deliberately more intimate event at a prestigious location, creating a perfect venue for executives to meet, drive policy, and advance opportunities for RMAI members and the accounts receivable community.

Exhibitor Information

Exhibiting at the Annual Conference offers you the perfect opportunity to show your target market what your product or service can do for their business. It's a great opportunity to meet with current clients, establish new clients, and create or build new business opportunities for your organization.

Sponsorship Information

Sponsorship opportunities are available at both the Annual Conference and Executive Summit, offering high-visibility packages focused directly at your target audience. As a sponsor, your company receives unprecedented exposure to hundreds of potential clients and leaders in the receivables industry.

We also offer a combination advertising/sponsorship opportunity through our Media Sponsorship, increasing your visibility at conferences, in the magazine, in the monthly e-newsletter, and on the website.



INTEGRATED PROMOTIONAL PLATFORM

The best strategy to reach buyers and potential business partners is an integrated media program that combines the best of print, event, and online opportunities. Advertising in RMAI's media channels—website, magazine, conference program book, or e-newsletter—gives you broad access to RMAI members. By participating in more than one area of RMAI's growing network, you can quickly reach all of the RMAI membership with your company and product information and position your company as an industry leader.

CROSS-PLATFORM OPPORTUNITY

RMAI will help you maximize your advertising budget with our **Cross-Platform Opportunity** that offers significant discounts on published rates for advertising across platforms. Discount will be applied to the full cost of your advertising package.

- Place ads in two issues of the RMAI Insights magazine
- Commit to a six-month minimum ad on our website
- Advertise for at least three months in the RMAI Update e-newsletter
OR purchase at least three sponsored social media ads

15%
Discount

AD DESIGN SERVICES

Do you want to advertise with RMAI, but you don't have the expertise on your team to create the advertising content necessary? Our Marketing Department can create a professional ad suitable for use in your RMAI advertising package. Provide us with your logo and any text content, and we'll create the ad, subject to your final approval. You'll also be able to keep the ad for your own use in the future!

RMAI will design your ad for **\$100/design hour, with a 1-hour minimum.**



PRODUCTION SPECIFICATIONS

Ads must be submitted as fully formatted, high-resolution (300 dpi) graphic design file format (JPG, PNG, PDF, EPS, TIFF, Photoshop, Illustrator, InDesign), and should be delivered in their actual size and in the final form you wish them to appear. Please include all necessary (native) files, fonts and graphics. Ads built in Microsoft Word, Publisher, Quark, Corel Draw, Freehand or PageMaker will not be accepted. We reserve the right to re-size ad layouts as needed to fit our publication format and/or available space.

RMAI uses the Adobe Creative Suite, including InDesign, Illustrator, Photoshop and Acrobat. Please read the following guidelines if you are using any of these programs.

- **“Press Quality” PDF files *are preferred!*** For all files created in Adobe InDesign, Illustrator and Photoshop use the “Press Quality” setting when creating a PDF.
- **Color & B&W:** For black-and-white ads, use grayscale. For color ads, use **CMYK color. RGB files will not be accepted.** In all Adobe products remember to “select all” elements and convert to CMYK (for color ads) or Grayscale (for black & white ads).
- **Fonts:** If you send an Illustrator, Photoshop or InDesign file, all fonts used in the ad must be included.
- **Graphics:** If you send a Photoshop or InDesign file, high-resolution graphics must be included.
- **Resolution:** Files should be built in 4-color (CMYK) breakdown with high resolution scans in place at 100%. JPEG, GIF files, 72 dpi or low-resolution images pulled from Internet cannot be accepted.
- **Final Check:** Be sure to use **flightcheck** or **preflight** for your ad before you send it to ensure that it contains all the necessary information and settings.

Photo Specifications

We accept high-resolution JPG, PNG, TIFF or EPS. **Mode:** Grayscale for black & white ads; CMYK (not RGB) for 4-color ads. **Resolution:** Grayscale and CMYK images should be at 300 dpi (glossy); Line Art/B&W should be 600 dpi. Save all images at the size at which they will print. DO NOT use RGB or indexed color! We are not responsible for the print quality of photos we did not originally produce.

PDF Files

DO NOT use any RGB images. Embed ALL FONTS, or you can eliminate fonts by “creating outlines” on all text (be sure to do this to any registration/crop mark shells as well). Under “job options” in Acrobat Distiller make sure color and grayscale images are down sampled at 200 dpi minimum, monochrome bitmap at 600 dpi minimum.

ADVERTISING POLICIES

Advertising Acceptance

Advertising accepted by RMAI is subject to all terms and conditions contained herein. Forwarding of an insertion order by the advertiser constitutes acceptance by the advertiser of all rates and conditions that exist when the advertising is sold, as well as subsequent rates. Forwarding of an advertising insertion order also indicates acceptance of the advertising acceptability policies of RMAI. In the event of a conflict between an advertiser's order and published rates, the published rates shall govern.

RMAI reserves the right to accept or decline any advertising for any reason, including content inconsistent with the association's public relations initiatives and strategic plan. All advertising is subject to and governed by the rates, conditions and policies of RMAI. The publisher reserves the right to ask an advertiser—or the organization behind the ad—to identify itself in print or online ads when deemed appropriate.

Refund Policy

Cancellations must be in writing. Ads must be cancelled four (4) weeks prior to an ad closing date. Ads may not be cancelled or modified after that date. RMAI will consider, upon request, a change in insertion date, within six months of the original date.

Terms and Conditions

Advertisers and ad agencies assume liability for all advertising content (including text, representations, and illustrations), and also assume responsibility for any claims arising therefrom made against the publisher. The advertiser and the advertising agency are jointly and severally liable for payment. RMAI will add the word "Advertisement" to website ads and may do so for any print ad resembling editorial content.

Submitted ads will be used for the length of the ad contract, unless a change is requested by the advertiser. A 10% late fee may be assessed for ads received after the due date. Publication of an advertisement demonstrates acceptance by the publisher. Prior to publication, there is no obligation or liability upon the publisher. No credit for positioning unless agreed to in writing.

Guaranteed Placement

Advertisers may request a specific ad placement, subject to additional cost and availability. Publisher will accommodate such requests whenever possible; however specific placements are subject to availability and may be changed at the publisher's discretion during layout.

Errors and Corrections

All ads are produced and proofed as carefully as the stories in the magazine and e-newsletter. However, from time to time, human error occurs. Please notify us immediately if you find any mistake in your ad so that a correction can be made before its next placement. If the mistake is ours and the advertising purpose has been rendered valueless, we may cancel the charges for the advertisement, or a portion thereof, as deemed reasonable by the publisher. The publisher shall not be held liable to an advertiser for any loss that results from the incorrect publication of its advertisement.

Payment Terms/Options

Payment must accompany the return of your signed and dated Insertion Order as all advertising charges must be paid in full at the time of reservation for ad space. Confirmation that RMAI has received your Insertion Order will be delivered to you by email.

Payment may be made in one of the following ways:

- **By Credit Card**

Provide the credit card information requested on the Insertion Order and return by email or fax to RMAI.

- **By Check**

Send the Insertion Order and check for the full amount payable to “RMAI” to:

RMAI
1050 Fulton Avenue, Suite 120
Sacramento, CA 95825

Send Insertion Order Form, payment or direct questions to:

Cheryl Nelson
Communications Manager
Tel: (916) 482-2462
Fax: (916) 482-2760
Email: cnelson@rmaintl.org

For information about event-related advertising opportunities:

Sylvia Done
Event & Sales Development Manager
Tel: (916) 482-2462, ext. 229
Fax: (916) 482-2760
Email: sdone@rmaintl.org

Date: _____

Company: _____ **Website:** _____
(or destination link on click)

Address: _____

Contact Person: _____ **Title:** _____

Phone: _____ **Fax:** _____ **Email:** _____

CANCELLATION POLICY: You must submit a written cancellation notice four (4) weeks prior to a magazine issue's closing date (see Page 4 of the Ad Kit). Ads may not be cancelled after the closing date. If modified after closing date, full rate will be charged.

MAGAZINE

Advertising Frequency: 1x 2x
Next Issues: Spring 2022 Fall 2022
Ad Size: 2 page spread
 Full page Bleed No Bleed
 1/2 page Vertical Horizontal
 1/4 page
Special Placement:
 Facing Masthead/TOC Inside Front Cover
 Inside Back Cover Back Cover
 Other:

SOCIAL MEDIA & E-BLASTS

Social Media Posts: _____ *Quantity*
 Analytics Report
 E-Blasts: _____ *Quantity*

WEBSITE

Start Date: _____

Duration: _____ months

Location: Menu Homepage
 Interior Page: _____

E-NEWSLETTER

Sponsor Ad

Oct 2021	Nov 2021	Dec 2021
Jan 2022	Feb 2022	Mar 2022
Apr 2022	May 2022	Jun 2022
Jul 2022	Aug 2022	Sep 2022
Oct 2022	Nov 2022	Dec 2022

Section Ad

Oct 2021	Nov 2021	Dec 2021
Jan 2022	Feb 2022	Mar 2022
Apr 2022	May 2022	Jun 2022
Jul 2022	Aug 2022	Sep 2022
Oct 2022	Nov 2022	Dec 2022

Additional Notes

* RMAI reserves the right to refuse any ad.

PAYMENT INFORMATION

TOTAL: _____ Check Enclosed VISA MasterCard American Express

Card Number: _____ **Exp Date:** _____ **Security Code:** _____

Card Holder's Name: _____ **Signature:** _____

Billing Address: _____

Advertiser's Signature: _____ **Date:** _____

In signing this order form, you agree to the terms and conditions fully set forth in RMAI's Advertising Kit.

Please return payment and signed form to:

Receivables Management Association International, 1050 Fulton Avenue, Suite 120, Sacramento, CA 95825
 Phone: 916-482-2462 | Fax: 916-482-2760 | cnelson@rmaintl.org

RMAI Advertising Rate Sheet

MAGAZINE ADVERTISING

Ad Option	1 Issue	2 Issues	Trim	Ad w/ Bleed
2 page spread	\$2,200/ \$2,450	\$4,000/ \$4,500	17 x 11	17.25 x 11.25
Full page	\$1,200/ \$1,350	\$2,160/ \$2,460	8.5 x 11	8.75 x 11.25
1/2 page	\$800/ \$900	\$1,440/ \$1,640	Horizontal 8.5 x 5.5 Vertical 4.25 x 11	Horizontal 8.75 x 5.75 Vertical 4.5 x 11.25
1/4 page	\$500/ \$575	\$900/ \$1,050	4.25 x 5.5	4.5 x 5.75
Preferred Placement Rates (Additional guaranteed positions are available for 15% premium on space charge.)				
Facing Masthead/TOC	\$1,425/ \$1,675	\$2,500/ \$2,800	8.5 x 11	8.75 x 11.25
Inside Front Cover	\$1,750/ \$2,000	\$3,150/ \$3,450	8.5 x 11	8.75 x 11.25
Inside Back Cover	\$1,500/ \$1,750	\$2,700/ \$3,000	8.5 x 11	8.75 x 11.25
Back Cover	\$2,000/ \$2,250	\$3,600/ \$3,900	8.5 x 8	8.75 x 8.25

SPONSORED SOCIAL MEDIA & E-BLASTS

Ad Option	Rate
Sponsored E-Blast	\$1,500
Social Media Ad (posted to LinkedIn, Facebook and Twitter)	\$200
Social Media Analytics Report	\$50

WEBSITE

Ad Option	Ad Size (pixels)	3 months	6 months	1 year
Menu Space (exclusive)	250 x 250	\$1,800/ \$2,000	\$3,250/ \$3,600	\$5,400/ \$6,000
Banner on Homepage (non-exclusive)	728 x 80	\$2,400/ \$2,650	\$4,300/ \$4,750	\$7,200/ \$7,950
Banner on Interior Page (non-exclusive)	728 x 80	\$1,800/ \$2,000	\$3,250/ \$3,600	\$5,400/ \$6,000

E-NEWSLETTER

Ad Option	Ad Size (pixels)	3 months	6 months	1 year
Sponsor Ad	728 x 80	\$750/ \$825	\$1,350/ \$1,480	\$2,400/ \$2,600
Section Ad	728 x 80	\$450/ \$500	\$800/ \$900	\$1,350/ \$1,500

AD DESIGN SERVICES

\$100 per design hour,
1 hour minimum