Your audience is here.

Media Kit
What we do
The iA Institute is a media company that provides news, education, events and connection for professionals in the consumer and commercial credit & collections industry.

What we believe
The good stuff is below the surface.
Taking action is more effective than griping.
Communities can solve problems together.

Our Brands

information

events

memberships
insideARM is the longest-running, most trusted, and most widely-read website in the ARM space.

Over 17,000 industry professionals have requested, and receive, news and guidance from insideARM right in their inbox. What’s more, insideARM gets over 100,000 unique pageviews every month, half of which come from organic traffic.

If you are interested in reaching decision-makers who work in and around the ARM space, there is no better outlet for you. Advertise with insideARM and put yourself in front of thousands of senior level executives from agencies, credit grantor firms, law firms, technology companies and consultancies.

Web and newsletter digital display ads

Web and newsletter ads through insideARM 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.
**Pop-up ads**

Put your ad directly in front of every reader who visits insideARM — over 25,000 impressions every 30 days. This massive display ad layers on top of the site every time a unique visitor visits an insideARM article. Your prospects can’t miss it. The ad is shown to unique visitors to insideARM article pages once every 6 days. Each pop-up ad gets approximately 25,000 impressions per month.

**Size**: 700 x 583 pixels  
**File Formats**: JPG, PNG  
**Duration**: One calendar month  
**Cost**: $4,000/month

**Native Advertising**

Drive traffic to your case study, blog post, white paper or research report or webinar landing page. Get your message out to thousands of industry executives with native advertising.

Our space for native advertising is called the Editor’s Note and you can find one in every issue of the ARM Insider.

The Editor’s Note appears just below the lead story and top banner. Every Editor’s Note includes a headline and body text. In fact, it looks just like an editorial feature in the newsletter, which is why it gets more attention, and more clicks from our readers. This location provides the perfect content marketing vehicle for promoting your marketing messages and driving traffic to your landing pages.

**Headline**: Up to 12 words + link  
**Body Copy**: Around 40 words  
**Please Note**: This is text-based, content marketing. Editor’s Notes cannot accommodate images.  
**Duration**: One Editor’s Note per week for four weeks  
**Pro Tip**: This advertising option works well because it looks like editorial content. Editorial-style copy will work MUCH better here. We are happy to help you craft your message for best results.
Lead Generation

If you are looking for new, qualified leads, you’ve come to the right place.

Lead generation programs through insideARM will help you connect with prospects who have demonstrated interest in your products and services.

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 30 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 30 days, we'll continue promoting until we hit 30 days and you'll get more than 80 leads. If we fall short of 80 leads in 30 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.
If you’re interested in a larger volume of not-so-qualified leads, consider sponsoring ARM-U, our yearly compliance webinar series. If you’re interested in insideARM readers who care about compliance, this is the program for you.

**Sponsors get:**

- Branding on all promotional emails and on the event website.
- Recognized and thanked at the beginning of every ARM-U webinar.
- Contact information for every registrant.

...or

**A webinar promotion through insideARM can generate hundreds of new registrants for your webinar.**

Some great ways to promote your webinar through insideARM:

- Event Listing – add your webinar to our events page and see your webinar promoted through our home page and in twice monthly events blasts, too.

**Let us promote your webinar**

- Editor’s Note – A text-based form of native advertising in our daily news blast, sent to 17,000+ subscribers.
- A sponsored email – get the word out about your webinar to our full subscriber base in a dedicated eblast.

Our standard webinar promotion includes an Event Listing, 2 Editor’s Notes and a Sponsored Email.
Sponsored articles and emails

Sponsored emails

Extend your marketing reach by sending a sponsored email to insideARM’s subscribers. Sponsored emails are an easy way to get your latest developments, announcements, events, or launches out to a large audience. We use a simple graphic (we call them bookends) to signal to our readership that this email is sponsored, but other than that, the content of the email is entirely up to you.

FAQs

Q: Can I send my eBlast to a certain segment of your subscribers?
A: Yes. The insideARM list can be segmented based on professional role and/or business type. These are iA-determined fields.

Q: What kind of statistics or information will I receive?
A: Upon request, iA will provide you with # of recipients, # of opens, and # of clicks. We do not give out list information or subscriber contact information through this program.

Q: How do I get lead information from an eBlast?
A: Because insideARM does not provide any sort of contact information of subscribers, we recommend using tracking links and/or landing pages with your eBlast in order to collect lead information.

Sponsored articles

Sponsored articles at insideARM look and function exactly like a standard insideARM article. They’re featured with headlines and links on our homepage and also in our newsletter, which goes out to over 17,000 subscribers.

The only difference is this - the headline of a sponsored article includes the parenthetical, “(Sponsored).” A sponsored article headline would look like this: Five Critical Tips for Marketing Your Brand by Sharing Expertise (Sponsored).
Live or virtual, iA events are uniquely substantive and engaging. How? We focus relentlessly on the details that make a difference.
Events

iA Strategy & Tech, a virtual event
July 21-23 -- with on-demand access through 12.31.20

Executives from across the industry - from creditors to first party agencies to third party agencies, law firms, BPOs and debt buyers - need insight and connections now. They’re preparing for the rush of new delinquencies about to surge through the system and they need to vet new, relevant tech. But, they’re working from home and they’re barred from travel.

Traditional conferences are not an option. But they can get the conference insight and connections they need from iA Strategy & Tech, which is now entirely digital.

Women in Consumer & Commercial Finance
December 2-4, in Savannah, Georgia

An event for both senior and up-and-coming women at lenders, creditors, collection agencies, law firms, and technology providers, it’s not about compliance or best practices. It’s about the common professional challenges we face, and how to tell our own career story. It’s about networking and enjoying the kind of professional development we all could use, no matter how experienced we are. This event grew by almost 150% in 2019 and enjoyed a level of enthusiasm rarely seen at industry conferences.

If you are an organization that supports the professional development advancement of women in consumer and commercial finance and want to be seen as a leader by hundreds of influential women in the industry, this is the conference you need to sponsor.
Conference Partners
Conference Partner logos are featured in the Main Hall of the conference, as well as next to the agenda and along the bottom of every page of the website (logos next to the agenda and on the bottom link directly to your exhibit booth). See iAST Prospectus for additional benefits and details.

Exhibit Booths
Includes virtual booth, attendee list*, branding in exhibit hall, branding on event site, whitepaper/video hosting integrated into exhibit hall booth. See iAST Prospectus for additional benefits and details. (*gold level)

Bi-Weekly Newsletter
Sponsor this newsletter that hits an extremely targeted audience of creditor and agency strategy, analytics and ops professionals with original content and iAST highlights.
Mainstage Demo
iAST is designed to be a showcase for the best, most innovative new technology in the collections, care and call center space. It’s for new and daring work from established companies and fresh offerings from new entrants and small start-up companies. The demo portion of our event is single-track, which means we won’t run competing presentations or events when they run. All eyes will be on you.

A Select Few
A select few companies will be chosen to demo their solutions as part of the iAST main channel content. Want to make sure your new, innovative tech is front-and-center? Apply to demo at iAST 2020. See the iAST Demo Guide for more details.

What’s more, you could walk away with an award because attendees will be asked to vote for the best new technology releases!
Here’s a taste of what goes on at this event. **It’s engaging. It’s memorable. It stands out in everyone’s memory far after they’ve gone home.** You want to be associated with this feeling.

### Sponsorship Opportunities

#### Bi-Weekly Newsletter
Sponsor this newsletter that hits a targeted and engaged audience of women holding positions of influence at creditors, collection agencies and law firms, and other stakeholder organizations in consumer and commercial finance.

#### Conference Sponsors
There are many opportunities to promote awareness of your company, and for your female leaders and professionals to build their network.

Let’s discuss what we can do for you.
Let's talk

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