12-MONTH EDITORIAL TOPIC SPONSORSHIP

insideARM.com
accounts receivable management

5 Reasons Why an Editorial Topic Sponsorship is Right for You:

1. Your company is associated with a **topic** that is truly important to you.
2. You have **sole sponsorship** of that topic resource page for **12 months**.
3. Your brand lives at the forefront of extremely reputable, third-party ARM industry site, which has **more audience reach** and **SEO power** than any other industry publication.
4. You get **consistent exposure** (1) on **insideARM.com,** (2) in the *ARM insider* (eNewsletter), and (3) on **other websites**.
5. And do it all with **minimal effort**.

The new Editorial Topic Sponsorship program is a turn-key form of **inbound/content marketing**. By participating, your company will build **brand recognition** and **thought leadership** as it will be associated with all of the **unique**, **original**, and **submitted content** produced about that topic from a reputable, third-party source, insideARM.com.

As a sole topic sponsor you will receive…

insideARM.com (website)	☐ Sole sponsorship of the topic for one year
	☐ Top banner advertising on topic page
	☐ Topic page advertising wrapper
	☐ Floating bottom bar branding on topic page
	☐ Topic page accessible via drop-down in top navigation
	☐ Consistent content posts on topic
	☐ Topic content post stamp
	☐ Consistent advertisements as topic underwriter
ARM insider (eNewsletter)	☐ Consistent advertisements as topic underwriter
Other Websites	☐ Social media promotion

Exposure on insideARM.com

1) Sole Sponsor of Selected Topic for Twelve Months

Topics include: (for full descriptions please see pages 7-8 of this document)

- ☐ CFPB
- ☐ FDCPA
- ☐ Collection Agency State Licensing
- ☐ Debt Collection Complaints
- ☐ TCPA
- ☐ The Legal Collection Channel
- ☐ Doing it Right

2) Topic page Top Banner Advertising (728x90 pixels)

The advertisement that is seen at the top of the page will be all yours. No other ads will be in rotation in that slot on your selected resource page.

3) Topic Page Advertising Wrapper (1200x140 pixels)

On your topic page you will also have 1200x140 pixels worth of promotional space that will allow you to get even more of your message across. This page wrapper will mean that no other advertising will appear on the topic page other than what has been supplied by you.

4) Topic Page Floating Bar with Logo

When a reader is on your topic page, he/she will consistently see a bar across the bottom of their window which includes your logo and mentions your company as the underwriter of the content.
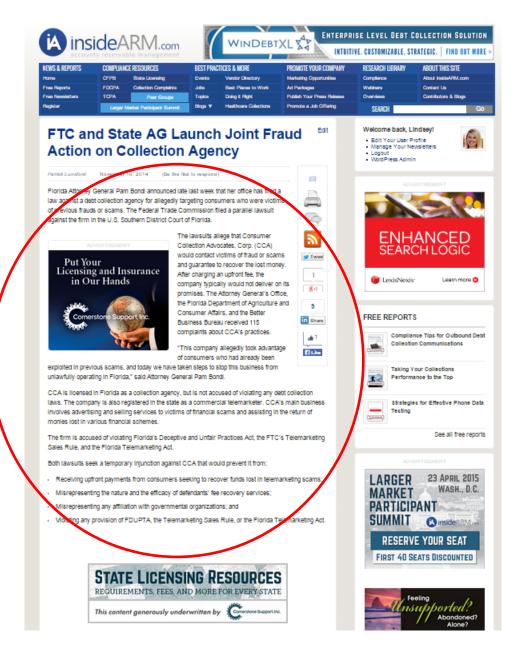

5) Prominent Navigation Positioning

Your topic will be easily accessible to site visitors as it will appear as a selection from the main navigation. This means that your topic page will be easily accessible by the more than 150,000+ unique monthly insideARM.com visitors.

6) Consistent Topical Content Posts

Throughout each of the twelve months, original and submitted content on your topic will be published on insideARM.com (contact insideARM for more information on the number of posts that you can expect to be made on your topic over the course of the year). At the end of each of these content posts your stamp will be displayed, which mean that you can count on your name being tied to the thought leading perspectives on that topic each month. Notes: 1. On occasion a story will focus on two sponsored topics, when this occurs both stamps will be displayed at the end of the post. 2. Within the body of each content post there is an advertisement. This ad is separate from the stamp that appears at the end of the post and will not be branded with your information.

7) Topic Stamp

Whenever a content post is published by insideARM.com about your topic, a stamp will be incorporated at the bottom of the content post. This stamp will highlight the topic and list your company as the sponsor. This not-to-be-missed stamp is a great way to get that extra exposure should a reader view the article and not head to the topic page; your company will be associated as a topic expert because of the stamp presence.

Exposure in the *ARM insider* (the insideARM daily eNewsletter)

8) Consistent Advertisements as Topic Underwriter

Your name will show up in the *ARM insider* (and on insideARM.com) as the topic sponsor in the form of advertisements created by insideARM. These ads could appear on any given month in the Web B, C, D OR News B, C, or D Positions. They will be branded with your page & your logo in order to encourage readers to visit your topic page.

Exposure on Other Websites

9) Social Media Promotion

Throughout the 12 month sponsorship, many articles that are published on your topic will be promoted via the insideARM social media outlets. These outlets include LinkedIn, Twitter, and Facebook. When the content is promoted, social media followers will click on the provided link and see your company as the sponsor when they read the article on insideARM.com.

Pricing & Questions

Due to the resource page topic, page capabilities, and the varying amount of content per topic, the price per editorial topic sponsorship differs based on the selected topic. Prices start at $12,000 for one year of an exclusive sponsorship.

Please contact Client Marketing Associate, Lindsey Walters (lwalters@insideARM.com) for specific pricing information.

Editorial Topics Available for Sponsorship

Each of the following topics is available for an exclusive 12-month sponsorship. The topics will be granted to clients on a first-come, first-served basis.

- **CFPB –** This page will house all of insideARM.com's news and information on the CFPB. But the main attraction is the resources area of the page which will feature important original documents published by the Bureau, such as official compliance guidance and examination procedures, organized into two categories: resources for larger market participants (that fall under active supervision) and other ARM companies (that are still subject to regulation). This page will also contain links to free reports and premium research and products (ex: webinar on How to Survive a CFPB Audit, Compliance Overview report, etc.). For an example of the page, please visit: http://www.insidearm.com/cfpb-resources/

- **FDCPA –** The complete text of the law will be posted on the page in addition to all news and information published by insideARM.com relevant to the FDCPA. The page will also contain links to free reports and premium research and products (ex: multiple FDCPA Compliance Overviews – specific practices, case law, etc.). For an example of the page, please visit: http://www.insidearm.com/fdcpa-resources/

- **Collection Agency State Licensing –** This resource page will consist of an interactive map of 52 U.S. states and territories. When users click on a state on the map (or on the state in a list below the map) a complete "card" with each state's collection agency licensing requirements will appear. The card will also include links to relevant state licensing offices. Content posts pertaining to the licensing requirements will take place throughout the year. This page will also contain links to free reports and premium research and products (ex: webinar on best practices in states without requirements). For an example of the page, please visit: http://www.insidearm.com/state-licensing/

- **Debt Collection Complaints –** This resource page will contain a data tool that mirrors the CFPB's Consumer Response (complaints) Database, which will display and sort only complaints against ARM companies or that have been tagged as debt collection complaints. It will also be a repository for all content published on debt collection complaints. For an example of the page, please visit: http://www.insidearm.com/collection-complaints-resources/

- **TCPA –** The complete text of the law will be posted on the page in addition to all news and information published by insideARM.com relevant to the TCPA. The page will also contain links to free reports and premium research and products (ex: webinar on Translating TCPA, etc.). For an example of the page, please visit: http://www.insidearm.com/tcpa-resources/

- **The Legal Collection Channel –** The exact direction of this page has yet to be determined, but the content will focus on using the courts to collect. It could focus solely on process serving, or it could be expanded depending on the sponsor's interest and guidance.

- **Doing it Right–** This page is used to promote the good, positive things that are going on in the industry (charitable acts, donations, etc.) when all too often, the negative is so vigorously distributed. The submitted and reported on content will focus on the good that individuals and companies do for their surrounding communities; and because it is so organic the content on this page will be completely dynamic (rather than containing static content).