

# MEDIA PLANNER 2012



## SHIFT THE CONVERSATION

Discover what it means for your business when you work with the most credible name in ARM industry news.

## WHAT IS INSIDEARM.COM?

Get to know the biggest name in ARM news.

### WHAT WE DO

We produce and distribute the most widely-read and credible ARM industry news publication on the Internet.

### OUR ADVERTISING SOLUTIONS

#### WEB SITE

- #1 audience in ARM
- 20k+ visitors/month
- 200k+ views/month

60,000+ members



#### EMAIL

- ARM Insider
- insideARM Weekly
- Employment Brief

23,000+ subscribed



#### THOUGHT LEADERSHIP

- Reports
- Whitepapers
- Custom research



### IN THIS MEDIA PLANNER

2. Get a better ARM audience
3. Why credibility matters
4. Our reputation is second to none
5. Shifting the conversation in ARM
6. Meet our team
7. The numbers don't lie
8. Website advertising
9. Newsletter advertising
10. Contact us

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**THE BIGGEST & BEST AUDIENCE**

## A BIGGER, BETTER ARM AUDIENCE

There's simply no match for insideARM.

### YOU'VE GOT CHOICES - BUT ARE THEY EQUAL?

You have many options today for advertising to ARM prospects. How do you choose where to spend your scarce marketing budget?

You certainly want a sizeable audience. You also want the right audience. And you want one that's engaged enough to take action. insideARM delivers on these requirements. Does the competition?

### YOUR ARM AUDIENCE CHECKLIST



Engaged?



Size?



Targeted?

### CLIENT TESTIMONIAL

91 conversions after day 1! What does insideARM do to yield these great results?

ADRIENNE ZULUETA, BUZZGEN DIGITAL MEDIA AGENCY

### INSIDEARM'S AUDIENCE IS UNMATCHED



60,000+

Registered members



200,000+

Page views per month



57%

Decision-makers (manager+)



+10%

Increase in new visitors



23,000+

Daily email subscribers



20,000+

Average monthly visitors

### DID YOU KNOW?

The Rule of Seven is a marketing principle which theorizes that a target must see a message at least seven times before they will take any action.

Our reach is unequaled in ARM.



next

CREDIBILITY ALWAYS MATTERS

# CREDIBILITY IS CRITICAL FOR YOU

Can you say the same for our competitors?

## OUR CREDIBILITY MAKES A DIFFERENCE FOR YOU

There are many reasons why we “kill the competition” - our industry expertise, our reputation in the marketplace, and our “new media” marketing skills, to name a few.

How do we back up the claim that we are the most credible publisher of specialized news and information for the accounts receivable management industry? Just take a look at the media companies citing our content.

## WE WERE CITED IN 2011 BY:

**The New York Times**  
**WALL STREET JOURNAL**

**b**  
**BNET**  
**REUTERS**

These were all instances where a reporter picked up the phone and called us for comment on a story.

In each case, the story contained a direct link back to our site. We also received links from hundreds of legal blogs, credit sites, small newspapers, other industry sites, and countless other publications. For example, in its 2009 report on the debt collection industry, the Federal Trade Commission referenced insideARM.com content TWICE in its footnotes!

### CLIENT TESTIMONIAL

Once again, you guys do great - your email is killing the competition.

— TOM FOGARTY, MEDIA BUYER - KELLY, SCOTT & MADISON

### HOW CREDIBILITY CREATES OPPORTUNITY FOR OUR CLIENTS - AN EXAMPLE

- 1 **The New York Times**  
contacts insideARM editors
- 2 **The New York Times**  
quotes insideARM in a story
- 3 **YAHOO!**  
runs story on the front page
- 4 **insideARM.com**  
receives increased traffic



More impressions  
More opportunity  
Greater ROI

## DID YOU KNOW?



Our content now appears regularly on one of the most respected Web sites in the world for business leaders on a daily basis - Forbes.com.

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REPUTATION & LONGEVITY

## TAKE ADVANTAGE OF OUR HISTORY

We've been going strong for twelve years.

### YOU CAN FEEL CONFIDENT IN OUR REPUTATION

This is a critical time for the ARM industry. Both creditors and collectors are hyper-sensitive to doing business with companies that have the cleanest reputation, as well as the best results. You need to know who is behind your partners and vendors, and what they stand for.

insideARM grew out of Kaulkin Ginsberg Company, a pioneer in the ARM industry. Since 1991 KGC has been a trusted strategic advisor to hundreds of agency owners, creditors and others in the collections world. The firm has an impeccable record when it comes to confidentiality, and is well-known for its smart, honest and straight-forward employees. It's easy to check us out.

### READER TESTIMONIAL

I enjoy your insight and efforts. InsideARM has really grown into the "go to" media portal for this industry.

🗨 LLOYD LLEDET, MANAGING VP, FINANCIAL SALES - I.C. SYSTEM

### WHERE WE HAVE LED, OTHERS FOLLOW

#### WE WERE THE FIRST IN ARM TO:

- publish daily e-newsletter
- launch an online info portal
- launch an industry job board
- launch a true virtual conference

## SHIFTING THE CONVERSATION

We don't just cover ARM - we help change it.

### HOW WE HELP THE ARM INDUSTRY IMPROVE

As a media company, insideARM.com is driven by the mission to shift the public conversation about the ARM industry. Yes, the way we stay in business is primarily to sell advertising, sponsorships and marketing services. But that's not what gets us out of bed in the morning.

We are excited by the possibility of making a difference in our little neck of the woods and in your world too. From a business standpoint, we know that if we make a difference, people will come again and again.

Sure, that makes for a neat advertising sales pitch, but more importantly we believe the content, and the process of "difference-making," should always drive your success through us.

ARE YOU READY TO HELP US SHIFT THE CONVERSATION?



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MEET OUR TEAM

## A TRUE MEDIA COMPANY

We've built a team of smart people to do big things for our clients.

### CLIENT TESTIMONIAL

You do your jobs well. What a wonderful world it would be if more businesses were as concerned about clients.

 **SEAN KEEGAN, MARKETING DIRECTOR - UNITED RECOVERY SYSTEMS L.P.**

Marketing Editorial Leadership Sales



## WE'RE ALL MARKETERS AT HEART

We each bring unique and sometimes quirky strengths to the services Kaulkin Media provides, and in that way we know we're sufficiently "deep" to help you achieve your goals. But we really do operate as a team, and in that capacity we are confident that as a true media company we can do what no other debt collection website can.

More than half of our staff have degrees in Marketing. Almost all of the money and time we spend on continuing education and professional memberships goes toward advancing our marketing knowledge. Why do we do that? We are almost entirely dependent on revenue from advertisers. So we must ensure that each campaign is a success.

## LET'S MEET THE TEAM



### Stephanie Eidelman | Publisher

Stephanie has been in online publishing since 1997, when she joined citysearch.com. She has worked with online units of The Washington Post, The Baltimore Sun, and Reed Business Information, and has been leading Kaulkin Media skyward since 2001.



### Michael Klozotsky | Managing Editor

Michael brings ten years of post-secondary teaching and research experience, four years of expertise as an ARM industry analyst and advisor, and a lifetime of critical writing to overseeing editorial content on insideARM.com.



### Naveen Hariprasad | Sr. Marketing Manager

Naveen develops marketing campaigns for insideARM and its clients by combining his dual loves of graphic design and marketing strategy, the latter of which he describes as "a fickle mistress."



### Patrick Lunsford | Sr. Editor

Patrick uses karate to protect his daughter from the snow and nearly a decade of ARM focus to keep collection professionals informed. He has been quoted or cited in almost every major U.S. financial and national news publication.



### Mike Bevel | Associate Editor

Mike writes on topics ranging from consumer issues to compliance challenges for the ARM industry. He also lectures on nineteenth century history and literature and while that may not seem like an applicable skill: there were a lot of debtors' prisons in the 1800s.



### Jennifer Minges | Client Marketing Specialist

Jenn uses her years of marketing experience and tenacious support for all creatures to lend a helping hand/neck/banana (whatever is needed) to ensure that the clients of insideARM.com have a wonderful experience.



### Jeffrey Hearn | Web Developer

Jeffrey brings web design talents gained from seven years in digital publishing. Regrettably, his sad devotion to internet technology has not helped him conjure up the stolen data tapes, or given him clairvoyance enough to find the rebels' hidden fortress.

## WE DOMINATE THE COMPETITION

Other options can't come close to insideARM.

### DO COMPETITORS' NUMBERS TELL THE REAL STORY?

We know that others claim to have similar numbers of subscribers and traffic to insideARM.com. Honestly, we're just not sure how that can be. After more than ten years, we've learned — sometimes the hard way — that there is no silver bullet to getting readers/subscribers in ARM.

You can't buy them; nobody (certainly not small, start-up publications) has enough of a budget to advertise to them in their many, many industry segments. At the end of the day, you have to consistently produce the best possible content, optimize your website, encourage referrals, and show up day after day, month after month, year after year.

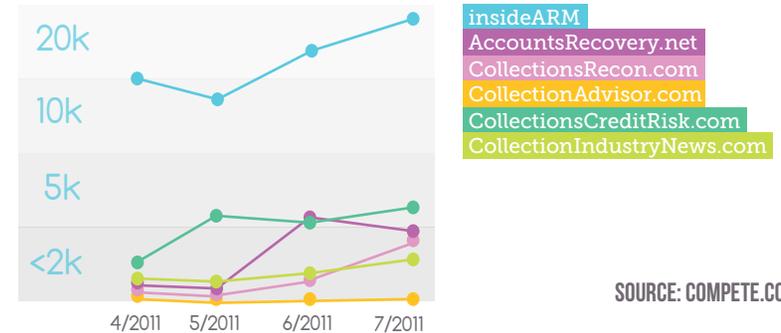
### CLIENT TESTIMONIAL

We've had a fantastic quarter and signed up many new clients. I attribute that success in large part to our marketing on insideARM.com

🗨️ DENNIS SCHOLLER, LARIAT SOFTWARE, LLC

### UNBIASED NUMBERS DON'T LIE

UNIQUE VISITORS PER MONTH



SOURCE: COMPETE.COM

### DID YOU KNOW?



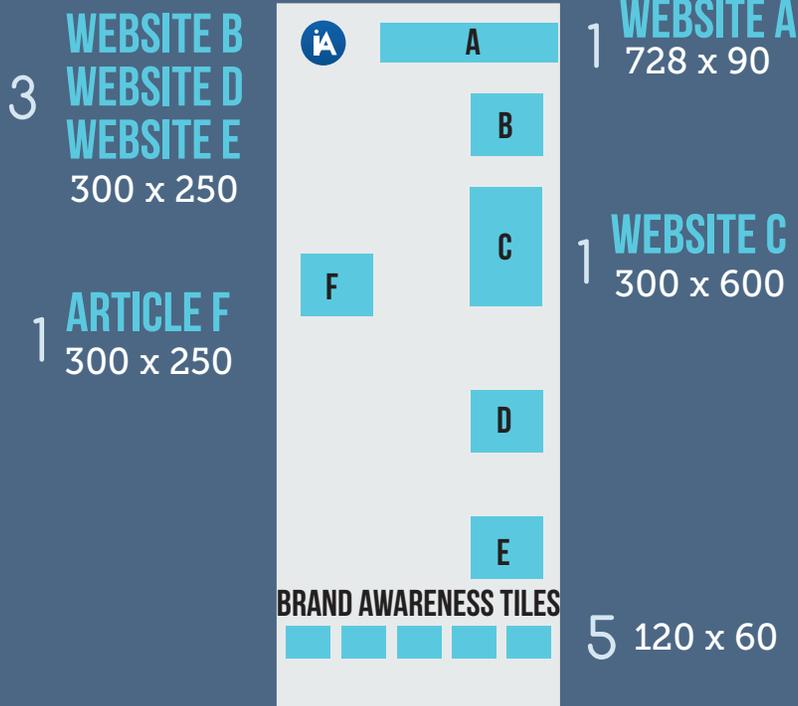
If you want to see how well we stack up versus the competition, try using a third-party tool, such as Compete.com. You'll be able to compare us against other ARM news sites and see for yourself which site will bring you the most value for your budget.

# WEBSITE ADVERTISING

Reach the biggest & best audience in ARM.

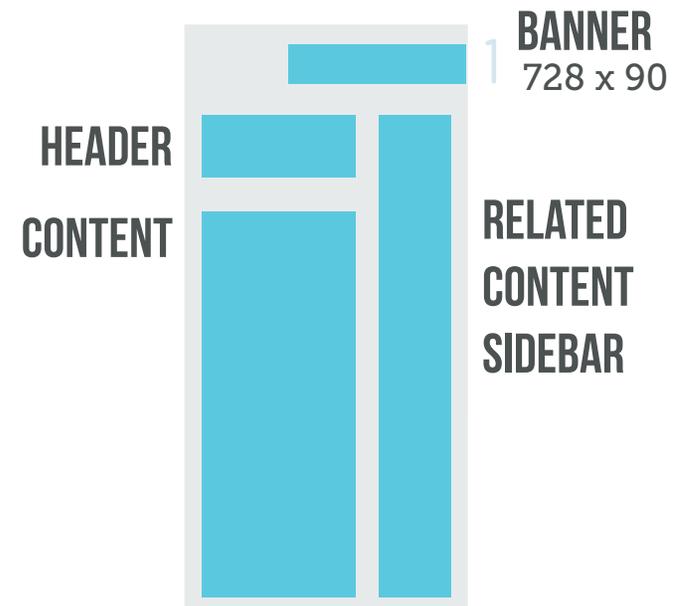
## MAIN PAGE / CATEGORY PAGES / ARTICLE PAGES

With over 20,000 monthly visitors and 200,000 page views per month, insideARM.com gives you the most value for your advertising spend.



## BLOG SPACE

Go beyond just advertising banners and demonstrate your company's thought leadership with our custom blog space sponsorship.



## CUSTOM CONTENT & UNIQUE SPONSORSHIPS

We offer a wide variety of sponsorship opportunities, including webinars, The Big Issue, co-branded infobriefs, and whitepapers. We also offer special ad units, like mobile and forward-to-a-friend. We'll work to find the solution that's right for you.

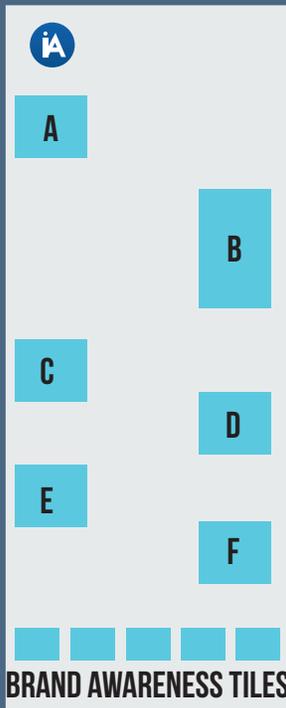
# E-NEWSLETTER ADVERTISING

Reach the biggest & best audience in ARM.

## THE DAILY INSIDER

Over 22,000 ARM professionals receive our daily industry newsletter - providing our advertisers with reach to a wide range of industry segments as well.

5  
DAILY A  
DAILY C  
DAILY D  
DAILY E  
DAILY F  
300 x 250

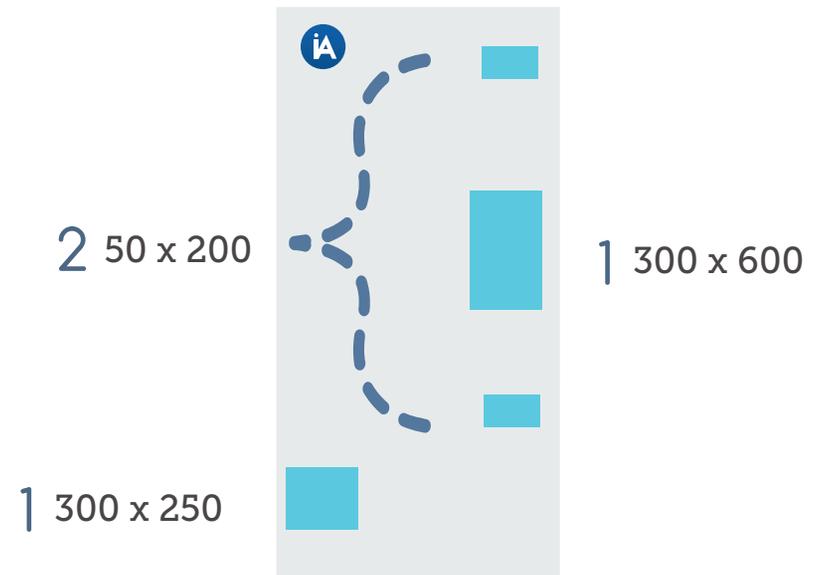


1 DAILY B  
300 x 600

5 120 x 60

## WEEKLY NEWSLETTER

Users can subscribe for the ARM Insider Weekend Edition, providing over 30,000 subscribers with a wrap-up of the week's biggest stories.



## INTERSTITIALS

Appearing when the user clicks on links in the newsletter, these ads must be viewed before the user can read the story on insideARM.com.

4 INTERSTITIAL  
550 x 480

next **CONTACT US**

## CONTACT US TODAY

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We're ready to help market your business.

### GOT QUESTIONS? LET'S TALK.

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Now that you know all about insideARM.com and Kaulkin Media, we'd like to learn more about you and your business. Contact our Client Marketing Specialist, Jennifer Minges, and get started with a simple phone call or email.

### ADVERTISING

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#### Jennifer Minges

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### EDITORIAL

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