YOUR AUDIENCE IS HERE.

With over 100,000 monthly readers, 17,000 daily subscribers and over 1,000 engaged conference attendees and members, iA is where the industry goes for the interactions and insight that pushes the industry forward.
TABLE OF CONTENTS

4. Reach and Readership
6. Lead Generation and Sponsored Content
10. iA Strategy & Tech Marketplace
11. Digital Advertising
12. Events
17. Contact
AUDIENCE BY PLATFORM

insideARM®

100,000 unique monthly visitors to insideARM.com / 17,000 subscribers to the insider, iA’s daily news blast.

IA ST STRATEGY & TECH

Launched in 2020 and drew over 500 attendees. The premiere industry event for collections strategy and new tech.

Women in consumer & commercial finance

150% annual growth. The premiere networking and development event for women in finance.

innovation council

Executives from over 50 of the most forward-thinking first-party, third-party, and industry tech companies who gather to find collaborative solutions.

consumer relations consortium

Executives from over 50 first-party, third-party and industry tech companies meeting to influence collections compliance, legal strategy, and regulatory policy.
WHO READS US.

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

Over 17,000 industry professionals receive news and guidance from insideARM right in their inbox. What’s more, insideARM draws 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. Put your brand and your expertise in front of thousands of senior level executives from agencies, credit grantor firms, law firms, technology companies, and consultancies; get the critical leads and branding exposure you need.
You have the insight. Leverage insideARM to put that insight in front of iA’s engaged, senior readership.

**LEAD GENERATION**

**Whitepaper**
Generate the quality leads you need when you put your insight at the center of a whitepaper lead generation campaign. All whitepapers are promoted across the iA platform, through email blasts, digital ads and native advertising. Leads are guaranteed.

**Webinars**
If you’re planning your own webinar, let iA promotion push our readership to your landing page. Or, you can sponsor one of our webinars - for great visibility and plenty of leads. Or, collaborate with iA on a custom webinar. You set the subject and supply the panelists. We’ll host, offer expertise, and promote the webinar across the iA network.

**BRANDED JOURNALISM**

**Executive Q&A video / article**
The iA video platform can help you communicate directly and clearly to iA’s influential readership. It’s a far more direct and engaging format than a banner ad or article. Have your key executive interviewed by our editors. Videos will appear on the insideARM main page and will also be promoted in ebasts and on our videos page. Plus, get the video in sharable format.

**Sponsored Article**
Show the industry how your company’s sharpest thinkers see innovation and new industry trends. Let the industry know where they can find true thought leadership.

**DIRECT MESSAGING**

**Sponsored Email**
Your message and your HTML, directly to our 17,000 subscribers. If you need to make a direct pitch to the industry, this is the way to do it.

**PRODUCT SHOWCASE**

**iA Strategy & Tech Marketplace**
Showcase your products and services in iA’s always-on, year-round, fully-searchable and interactive guide to all technology in the collections space. Launching March 1, 2021.
CONTENT SOLUTIONS

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Price</th>
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<tbody>
<tr>
<td>Whitepaper / Lead Generation Campaign</td>
<td>$4,000</td>
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<tr>
<td>Promote Your Webinar*</td>
<td>$4,000</td>
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<td>Sponsor an iA Webinar**</td>
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<td>Custom Webinar</td>
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<tr>
<td>Executive Q&amp;A / Sponsored Video</td>
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<td>Sponsored Article</td>
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<td>Sponsored Email</td>
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<tr>
<td>Enhanced Marketplace Listing</td>
<td>$2,500</td>
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<td>Superior Marketplace Listing</td>
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BOOST YOUR CAMPAIGNS WITH DIGITAL ADVERTISING

Your content is vital. Make sure your audience sees it.
Enhance the reach of your lead generation and sponsored content campaigns with digital advertising at iA.

2-month advertising boost - $1,500
3-month advertising boost - $2,000

* This is the cost for our standard webinar promotional campaign. We can design a custom campaign to meet your needs / budget, too.
**This is the cost for a non-exclusive sponsorship; exclusive sponsorships cost $4,000
WHITEPAPER / LEAD GENERATION

You have the expertise. Leverage insideARM’s deep, engaged readership to find the prospects who need to find you.

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 60 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 60 days, we’ll continue promoting until we hit 60 days and you’ll get more than 80 leads. If we fall short of 80 leads in 60 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.
EXECUTIVE Q&A VIDEO / ARTICLE

You have the expertise. Leverage insideARM’s deep, engaged readership to find the prospects who need to find you.

How it works:

- We’ll feature an executive of your choice in a short video interview with one of our editorial staff.
- We’ll produce the video itself, host it at insideARM.com, and promote it across iA channels and on LinkedIn.
- We’ll also convert the Q&A into an article, which we will link and promote in our daily news blast.
- We’ll provide you with a link to the video so you can embed it on your site and/or promote it across your corporate channels.

WEBINARs 3 WAYs

Scenario 1: You have a webinar and you want killer registration.

Let iA promote your webinar to the thousands of influential, executives who engage with iA every day. We can build a campaign to suit your needs. Most of our partners opt for our standard webinar promotion, which includes one dedicated eblast, two instances of native advertising and a place in our event listings and event eblast - a $4,000 campaign.

Scenario 2: You want to sponsor an iA webinar for branding and leads.

Sponsoring an iA webinar is easy. We plan our editorial calendars for upcoming quarters several months in advance. Sponsorship includes branding on all promotions, mentions at the start and close of the webinar and contact information for all registrants. Sponsorship for a webinar is only $2,000. Exclusive sponsorship for a webinar is $4,000.

Contact us for the upcoming webinar schedule.

Scenario 3: You want iA to produce a custom webinar for you.

You have a subject and you’ve picked out the panelists. We can do the rest. Let us host, plan, schedule, market and manage the entire process, from start-to-finish. Custom webinars cost $5,000.
THE IA STRATEGY & TECH MARKETPLACE

New for 2021, the iA Strategy & Tech Marketplace. The Marketplace is an always-on, year-round, fully-searchable and interactive guide to all technology in the collections space. It is an easy-to-use resource and will be a first-destination research tool for all consumers of industry tech, including first-party / lending firms, third-party agencies, BPOs, law firms and more.

Make sure your company is listed! Basic listings for all tech companies interested in the collections market are entirely free.

Want to use the Marketplace as a lead generation tool? You can. Enhanced and Superior Listings will give you all the advanced tools you would want from a modern lead generation tool, including visitor analytics, whitepaper hosting, video engagement, and more.

LAUNCHING MARCH 1, 2021.

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<tr>
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<th>BASIC LISTING</th>
<th>ENHANCED LISTING</th>
<th>SUPERIOR LISTING</th>
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<td><strong>FREE</strong></td>
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<td>2 category tags.</td>
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<td>Ability to host downloadable content such as whitepapers &amp; brochures</td>
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<td>Featured as premium listing</td>
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<td>Includes Silver Digital Booth package for iA Strategy &amp; Tech 2021, a collections strategy event</td>
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<td>As with Enhanced Listing, plus:</td>
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<td></td>
<td>Gold Digital Booth package for iAST</td>
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<td>Featured branding and dedicated editorial space in 2021 state-of-industry-tech survey report</td>
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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 20,000 impressions per month.

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

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. 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.
Industry executives love iA events because they’re uniquely substantive and engaging. You’ll love iA events for the exposure and engagement you’ll get.
EVENTS

iA Strategy & Tech, a digital event
July 13-15, 2021

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. A surge of delinquencies caused by the pandemic will be flowing through the system and the pressure will be on to automate processes and increase digital communication with consumers. But, they’re working from home; many are still barred from travel. And in fact, many of your decision makers don’t travel to conferences under normal circumstances. iA Strategy & Tech is uniquely suited to a digital environment.

Women in Consumer Finance
December 6-8, 2021 in Scottsdale, Arizona

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, but rather 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, consider partnering with us for 2021.
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)

Monthly 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.

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.