



2025 Media Kit

Reach Thousands of Creditors Rights Attorneys
and Collections Professionals



About National Creditors Bar Association

Founded in 1993, NCBA is a national bar association of law firms with over 1,700 attorneys and in-house counsel of creditors. Attorney members are committed to being professional, responsible and ethical in their practice area of creditors rights law.

NCBA represents our industry in Washington and provides our members with the highest level of service, outstanding member benefits, and relevant resources and activities to meet their professional and business needs.

Supports, promotes, and protects the practice of creditors rights law while ensuring fair treatment for all.

NCBA Creditors Bar Buzz

Creditors Bar Buzz is a bi-weekly email newsletter sent each Monday to NCBA members and partners. The *Creditors Bar Buzz* is your direct link to more than 1,800 debt collection professionals and presents a variety of news items, industry events and special features of interest to members. As a result of this focus on hand-picked content, *Creditors Bar Buzz* consistently outperforms industry newsletter averages:

97%+ successful delivery rate

24%+ open rate

20%+ click rate

Creditors Bar Buzz goes out to Association Members and Industry Partners who have opted-in to receive the newsletter. You can be assured that NCBA will never inflate it's readership list with unqualified subscribers.

All Association Members are verified to be attorneys and firm members in the field of creditors rights law. Many are key leaders in their firms with decision making power in the acquisition of products and services.

Creditorsbar.org Website

Creditorsbar.org is the online home of NCBA and a source of advocacy, educational, and membership information for the Association's members, prospective members, conference attendees, and individuals in the public and private sectors. *Creditorsbar.org* receives an average of 30,000 page views per month.

Feature your message as a rotating banner ad placement on every page of the NCBA website, or as a side bar ad on select pages (i.e. Events, Resources, News).

NCBA Buyers Guide Website

Buyers Guide is a standalone website that reaches over 600 creditors rights firm members each month who are seeking out your company's products and services.

Buyers can access the guide directly at www.ncbabuyersguide.com or from links on the NCBA website and in the *Creditors Bar Buzz*.

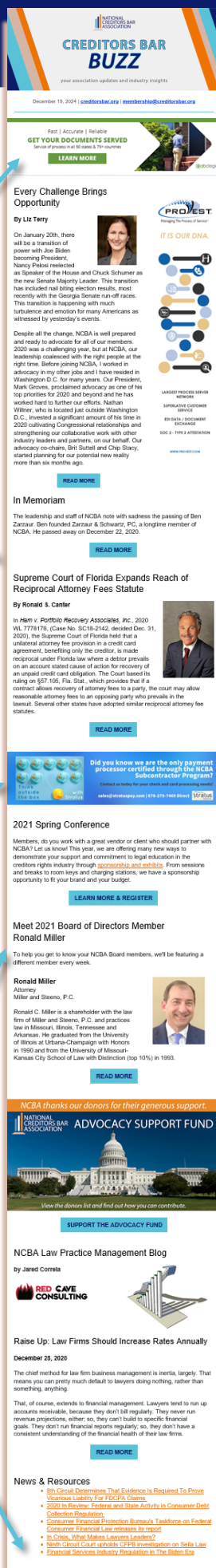
Companies who sponsor, exhibit or advertise with NCBA may add a basic listing which is free of charge and includes the vendor's company name, address and phone number. Please contact Cleo Chitester, Associate Director of Media Channels with Association Media Group at (804) 469-0360 or cchitester@associationmediagroup.com to receive a complimentary basic listing. These basic listings can be upgraded to an enhanced paid listing at any time.

The *Buyers Guide* website also offers opportunities for additional branding, such as banner ads. For more details, please visit:

www.ncbabuyersguide.com/advertise

Contact NCBA to plan your Advertising Campaign

Email Jessica Gardner at jessica@creditorsbar.org to reserve your ad placement.



Newsletter Advertising Opportunities

Creditors Bar Buzz has a variety of ad sizes and placement positions to fit your marketing budget and share your message with our readership.

The bi-weekly journal goes out to over 340 law firm members and annual industry partners and includes over 1,900 people.

Leaderboard \$3,500

Ad Cycle: 4 consecutive issues
Placement: below masthead
600 x 150 (JPG, PNG or GIF)
40k max file size

Article \$750

Ad Cycle: 1 issue
Placement: above middle banner; NCBA Website; NCBA LinkedIn

Parameters: articles must consist of relevant content to NCBA members. Any promotional or sales-oriented articles may not be considered.

Middle Banner \$2,000

Ad Cycle: 4 consecutive issues
Placement: above NCBA/Industry News & Events
600 x 150 (JPG, PNG or GIF)
40k max file size

Industry Partner Spotlight

(Partner Benefit | Not Shown)

Placement: NCBA Industry News & Events
Includes your logo and link to webpage

Diamond Partner | 200 words | 2 issues
Platinum Partner | 175 words | 2 issues
Gold Partner | 150 words | 1 issue
Silver Partner | 125 words | 1 issue
Bronze Partner | 100 words | 1 issue

Bottom Banner \$1,000

(Not shown)

Placement: below News & Resources
600 x 150 (JPG, PNG or GIF)
40k max file size

Top Skyscraper \$2,500

Ad Cycle: 4 consecutive issues
Placement: right of lead story
150 x 750 (JPG, PNG or GIF)
40k max file size

Branded Webinar \$2,500

(Not shown)

Ad Cycle: minimum 1 issue
Placement: NCBA Industry News & Events; NCBA Website

One (1) minute scripted organization description read by NCBA host during a live CLE webinar organized and produced by NCBA. Logo and link included in newsletter promotion.

Coffee Break \$2,500

Coffee Break Series (3) \$6,000

(Not shown)

Ad Cycle: 1 issue each
Placement: NCBA Industry News & Events; NCBA Website; NCBA LinkedIn
15-min pre-recorded video, moderated by NCBA with content provided by you and approved by NCBA.

Bottom Skyscraper \$1,500

(Not shown)

Ad Cycle: 4 consecutive issues
Placement: right of NCBA Industry News & Events
150 x 750 (JPG, PNG or GIF)
40k max file size

Customized Packages

NCBA offers year-round partnership opportunities - make advertising part of your customized package so your brand and message are seen all year-long by NCBA members and industry insiders.

Annual Industry Partnerships

Learn more about how you can partner with NCBA:
Partner with NCBA - National Creditors Bar Association

Run of Site Leaderboard \$1,999/year

728 x 90 (JPG, PNG or GIF)
40k max file size

Buyers Guide Advertising Opportunities

NCBA's *Buyers Guide* offers a convenient way for law firms and collections industry professionals to conduct research and locate companies offering the products and services critical to their business. NCBABuyersGuide.com is visited by an average of over 600 creditor rights industry professionals each month.

Contact:
Jessica Gardner, NCBA
jessica@creditorsbar.org

OR
Cleo Chitester, Association Media Group
(804) 469-0360
cchitester@associationmediagroup.com

Featured Listing (Max Exposure) \$599/year

Enhanced Listing Benefits +

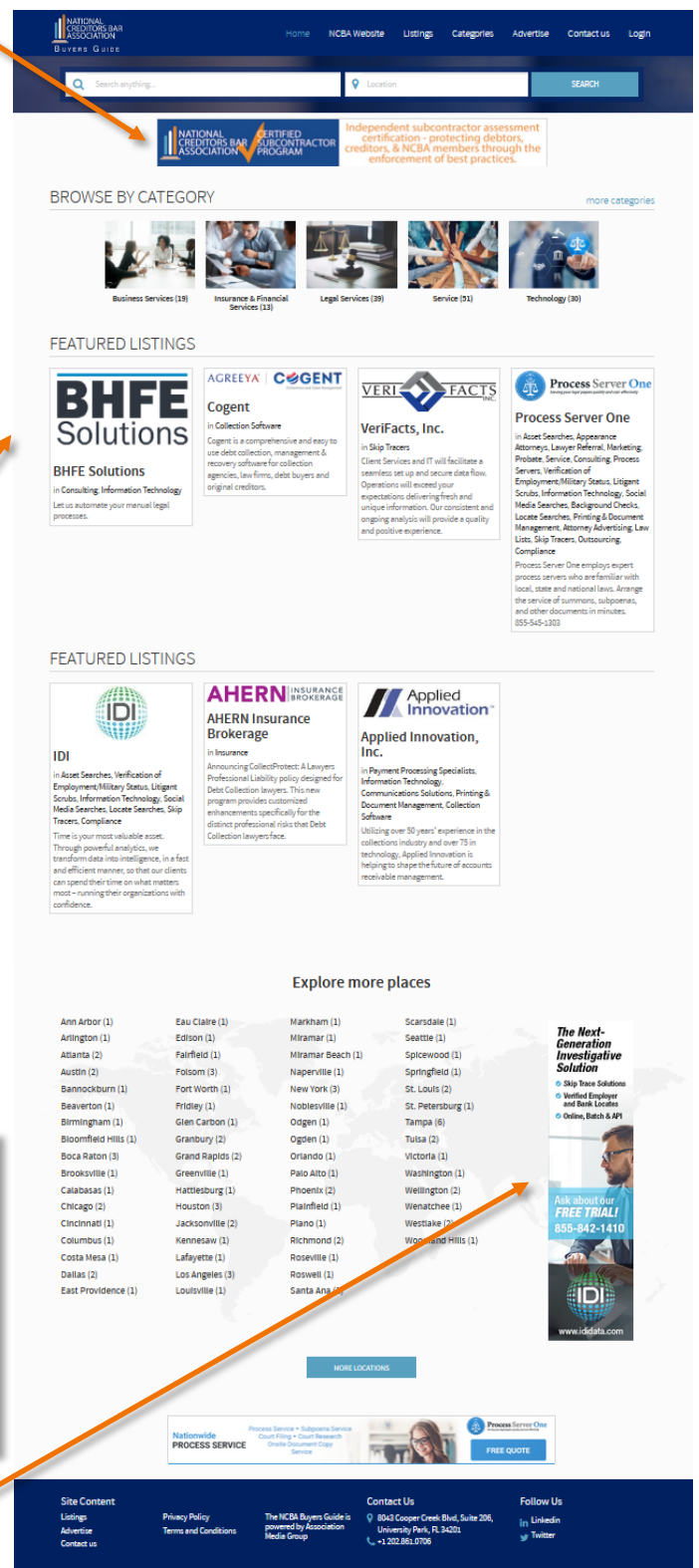
- Additional Uploads
- Features
- Gallery with up to 9 images
- Social Media Widgets
- 2 Videos

Enhanced Listing (not shown) \$409/year

- Detail Page
- Url
- Summary Description
- Detail Description
- Gallery with up to 3 images
- Video

Search Results Page Banner \$699/year

160 x 600 (JPG, PNG or GIF)
40k max file size



NCBA Website Advertising Opportunities

NCBA’s website is a great way to promote your brand and services with a variety of ad sizes and placement positions to fit your marketing budget and share your message with our site visitors.

Creditorsbar.org is a source of advocacy, education, and membership information with over 30,000 page views per month.

NCBA website ads run with several ad cycle options. The pricing shown is from 1 month to 12 months, respectively.

40k max file size | JPG, PNG, or GIF | 250 x 300 **or** 800 x 100

Side Bar Box Banner—\$2,500/year
 Location: Rotating—on select pages

Home Page Advertising

Ad Cycle	Members	Non-Members
1 month	\$500	\$700
3 months	\$1,250	\$1,450
6 months	\$2,300	\$2,500
12 months	\$3,500	\$3,750

Large Bottom Banner—\$3,000/year
 Location: Rotating—on every page