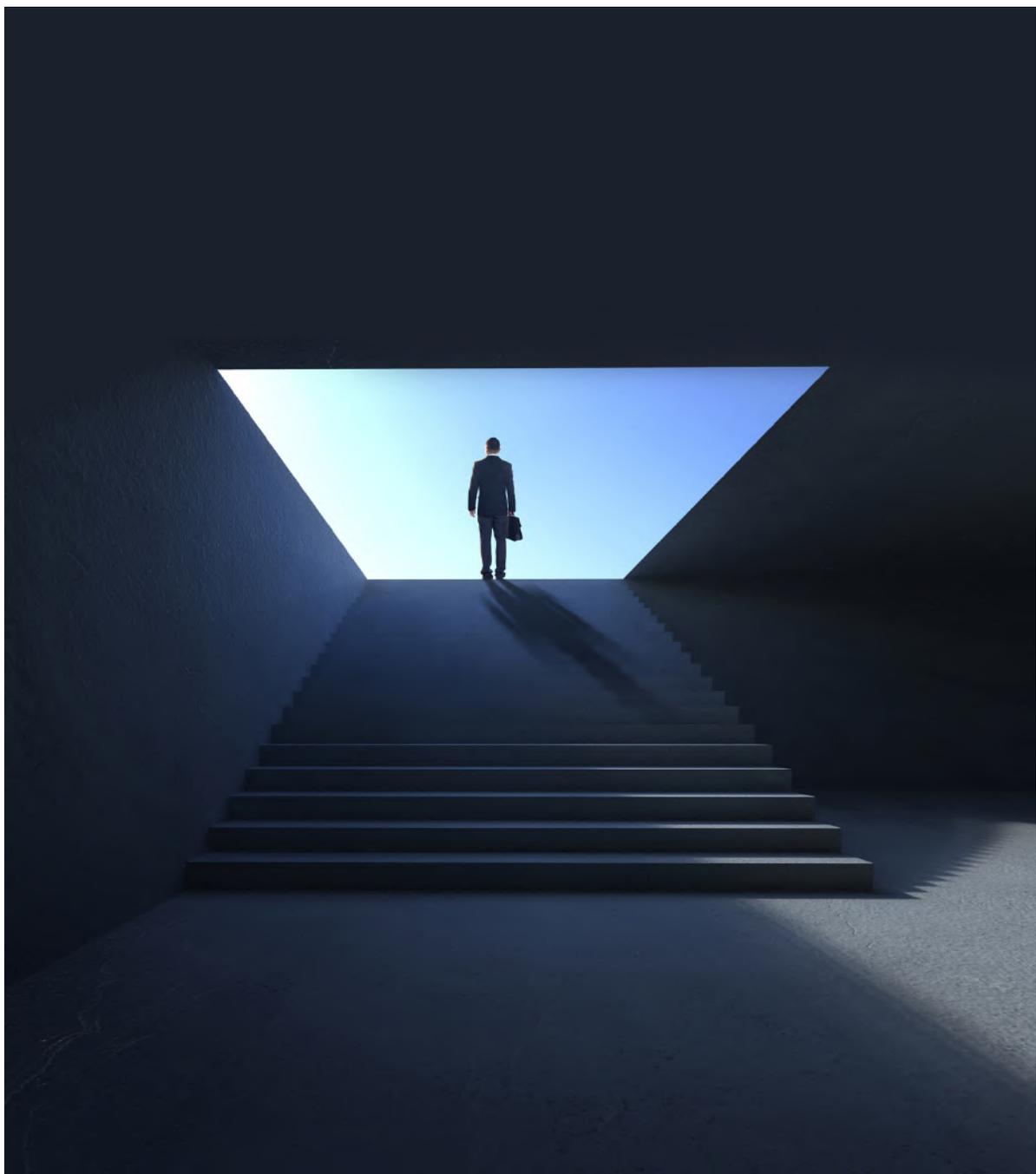


DEAL MAKER

2020 MEDIA KIT



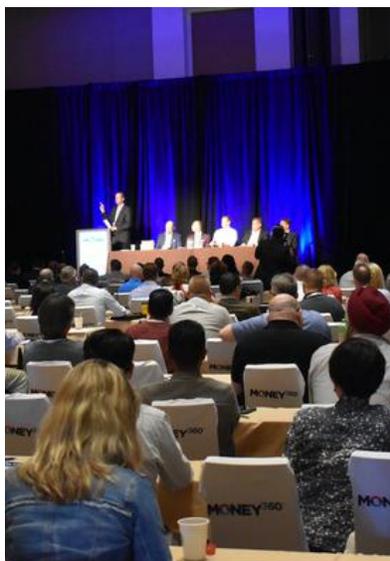
DEALMAKER MAGAZINE

To celebrate our success over the past five years, we are deepening our commitment to the attendees of our affiliation by publishing the very first publication designed just for them, The DealMaker.

We are thrilled that our annual conferences have become essential networking and educational tools for our attendees, but we also recognize that our affiliation has a real need to share relevant news and information throughout the year.

The DealMaker is a natural extension of the NACLB's commitment to our community. This bi-monthly print and digital magazine will include special features on relevant industry topics, exclusive broker profiles and news from our community, as well as regular columns on sales and marketing, broker basics, legal topics and finding your financial niche. We're excited to provide our community with this resource!

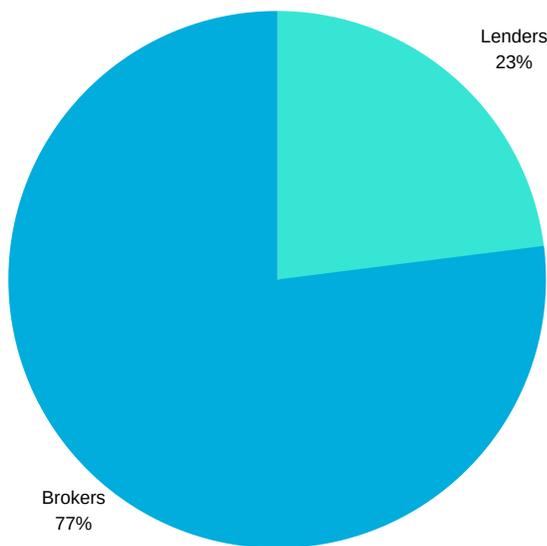
Sincerely,
Kris Roglieri
NACLB Founder



DEMOGRAPHICS

The DealMaker audience is comprised of brokers and lenders in the industry. Our audience of 14,000 readers across print and digital makes us a powerful media outlet. Readers use the DealMaker as a tool for industry insights, analyses/reports and news.

Audience Breakdown



Brokers

77%

Business Finance Brokers (MCA, SBA, Equipment Finance, ABL)

Lenders

23%

ADVERTISING OPPORTUNITIES

DealMaker Magazine

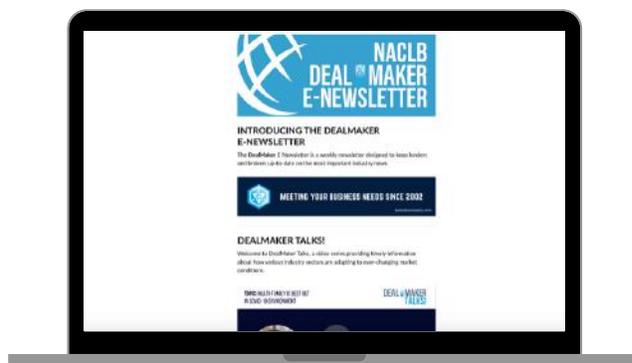
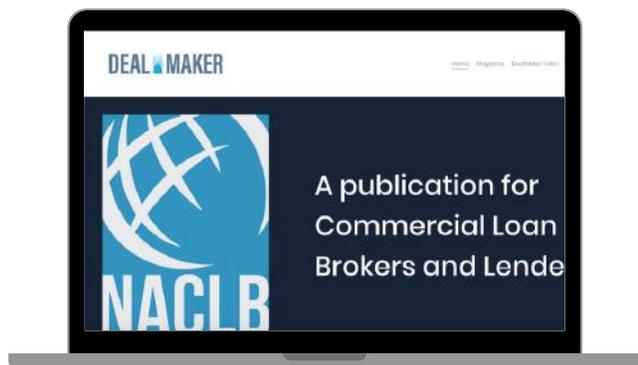
NACLB's magazine's audience of 14,000 commercial brokers and lenders makes DealMaker a powerful media outlet and tool. Bi monthly issues in print and digital connect you to business and provide the information needed to adapt to ever-changing conditions.

Website

The DealMaker website includes all the latest magazine information and industry news at your fingertips! Banner ads rotate throughout the entire site for maximum visibility.

E-news

The DealMaker e-news is a weekly newsletter designed to keep lenders and brokers up-to-date on the most important industry news. This is a great way to be seen each and every week by NACLB professionals. Ads rotate throughout the Newsletter, ensuring strong impact.



ADVERTISING OPPORTUNITIES

DealMaker Talks!

The NACLB and DealMaker are speaking with industry leaders from 5 different market sectors: SBA, Real Estate, Equipment Finance, Asset-Based Lending and MCAs. DealMaker Talks! provides timely and relevant information to the entire industry about short term and long term effects of COVID-19 on various market sectors. Reach over 14,000 NACLB contacts - commercial loan and mortgage brokers, lenders and banks - at a critical time when they are looking for answers in a new market environment.

The DealMaker Talks! will share each video series across multiple platforms including Vimeo, email, the DealMaker & NACLB websites and LinkedIn. This four-pronged approach ensures exposure and creates opportunity to reach our diverse audience on all of their channels of engagement.

Video/Logo

Sponsorship allows a sponsor to provide:

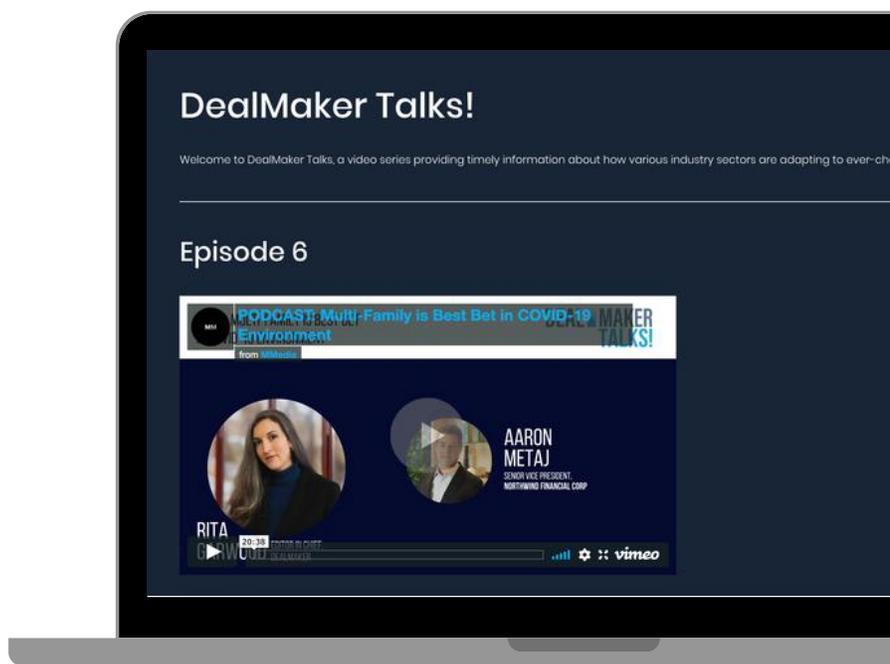
- 1) a 30-second promotional video in the podcast or,
- 2) company logo with a 30-second scripted voiceover

Email

Place your company logo in the "sponsors" section in podcast email blasts.

Banner

The sponsor will also get to place a promotional banner ad below the podcast video. This will be placed on the email blast to all 14K contacts.



DEALMAKER MAGAZINE

2020 EDITORIAL CALENDAR

ISSUE	DEADLINES	TOPIC/FOCUS
Jan/Feb	Space: 1/27 Material: 1/31	<i>The State of Today's Lending Landscape</i> Experts from various segments of the lending industry discuss the outlook for commercial lending in 2020. Perspectives include factoring, merchant cash advance, commercial real estate and equipment leasing, SBA and asset-based lending. Spotlight: Merchant Cash Advance Lenders
Mar/Apr	Space: 3/30 Material: 4/3	<i>Stories from the Successful Broker</i> Success Stories & Strategies from commercial loan brokers. Articles and interviews with brokers as they discuss their journey from the beginning to how they made it! Spotlight: Commercial Real Estate Lenders
May/Jun	Space: 5/18 Material: 5/22	<i>Effective Networking & Building a Pipeline</i> So you're a broker! Congratulations, now it's time to roll up your sleeves and get to work. This issue will explore successful strategies to build your pipeline and grow your network. Spotlight: SBA Lenders
Jul/Aug	Space: 7/20 Material: 7/24	<i>The Art of Closing the Deal</i> <i>It starts with networking and developing business leads, but ultimately success results from closing the deal. Learn the subtle yet critical art of closing the deal.</i> Spotlight: Equipment Leasing & Asset-Based Lenders
Sep/Oct	Space: 9/7 Material: 9/11	<i>Annual NACLB Conference Issue</i> <i>Our biggest issue of the year. This issue will feature articles about the industry's leaders, with a special section dedicated to industry icons. We'll also include a special section with profiles on exhibitors from this year's conference.</i> Spotlight: NACLB Conference Exhibitors
Nov/Dec	Space: 11/23 Material: 11/27	<i>A Look Back & A Look Ahead</i> <i>Industry experts from both sides of the deal, brokers and lenders will take a look at how we fared in 2020 and what to expect in 2021.</i> Spotlight: Service Providers & Software Companies

COLUMNS

Rookies' Corner: Surviving Your 1st Year as a Broker

Learn from successful brokers how to survive the first year of your brokerage business. You're not alone, this column will walk through the journey with you.

Biz Dev & Marketing 101

Tips, techniques and strategies to develop leads and build a pipeline for your business. Also, this column will provide creative marketing strategies for your brand, for both brokers and lenders.

Legal Desk

Like it or not, every deal has legal ramifications from all sides of the deal. Various legal experts from our industry will discuss legal topics that will inform you and save you from racking up legal fees!

And the Winner is!

A column dedicated to the most creative and interesting deals. We'll be on the lookout for the winners, so brokers and lenders, send us your winning deals!

DealMaker News

If your company made the headlines, we want to know about it. This column will feature deals, promotions, personnel moves, mergers & acquisitions, and more.

RATES, SPECS & CONTACT

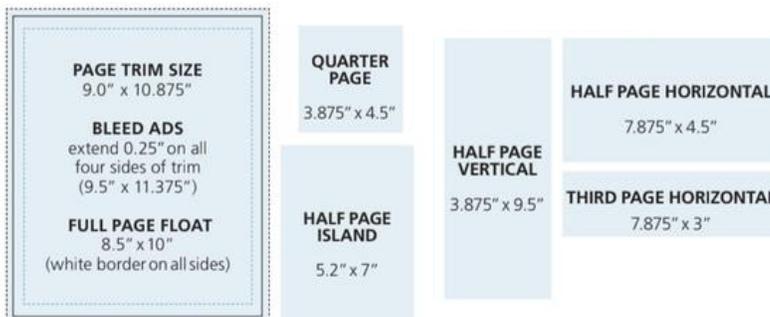
PRINT

RATES

Ad Size	INSERTION FREQUENCY (COST PER INSERTION)		
	1x	3x	6x
Full Page Color	\$2,450	\$2,200	\$1,850
Half Page Color	1,375	1,195	975
Quarter Page Color	950	875	750
Inside Covers	2,695	2,420	2,035
Back Cover	2,810	2,530	2,125

SPECS

Full Page Float: 8.5" x 10"
Full Page Trim: 9" x 10.875"
Full Page Bleed: 9.5" x 11.375"
Half Page Island: 5.2" x 7"
Half Page Horizontal: 7.875" x 4.5"
Half Page Vertical: 3.875" x 9.5"
Quarter Page: 3.875" x 4.5"



Artwork

We can accept files in the following programs:

Adobe InDesign (preferred): Please include all art & fonts, as well as the layout document. All art files need to be at 100% at 300DPI. Color art needs to be saved as CMYK.

Adobe Photoshop: Please include all fonts. All art files need to be at 100% at 300DPI. Color art needs to be saved as CMYK.

Adobe Illustrator: Please include all fonts. Adobe Acrobat PDF: Please include all fonts & save PDF for PRINT.

CONTACT

For all inquiries, please contact:

Laura Backe, Director of Advertising Sales

Direct: 484-253-2511

Email: laura.backe@naclb.org

RATES, SPECS & CONTACT

E-NEWS/WEBSITE

Combo Package

Single size banner ads that rotate equally throughout the site.

RATES

26 weeks: \$3,480

52 weeks: \$5,800

SPECS

E-news Banner ad: 600x120 pixels

Website Banner ad: 728x180 pixels

File format: .jpg or .png

Please supply a URL to where your banner should link



DEALMAKER TALKS!

RATES

Sponsorship package: \$1,200

SPECS

Logo: minimum of 500x500px

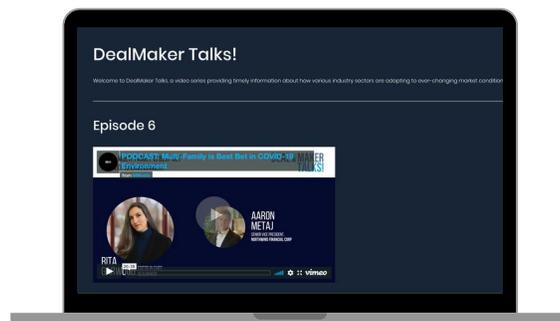
(file type: .jpeg, .png or vector)

Video: 0-30 seconds long, 1080p or higher resolution

(file type: .mp4 or .mov)

Banner: 600x120px, still image/graphic

(file type: .jpeg or .png)



CONTACT

For all inquiries, please contact:

Laura Backe, Director of Advertising Sales

Direct: 484-253-2511

Email: laura.backe@naclb.org