

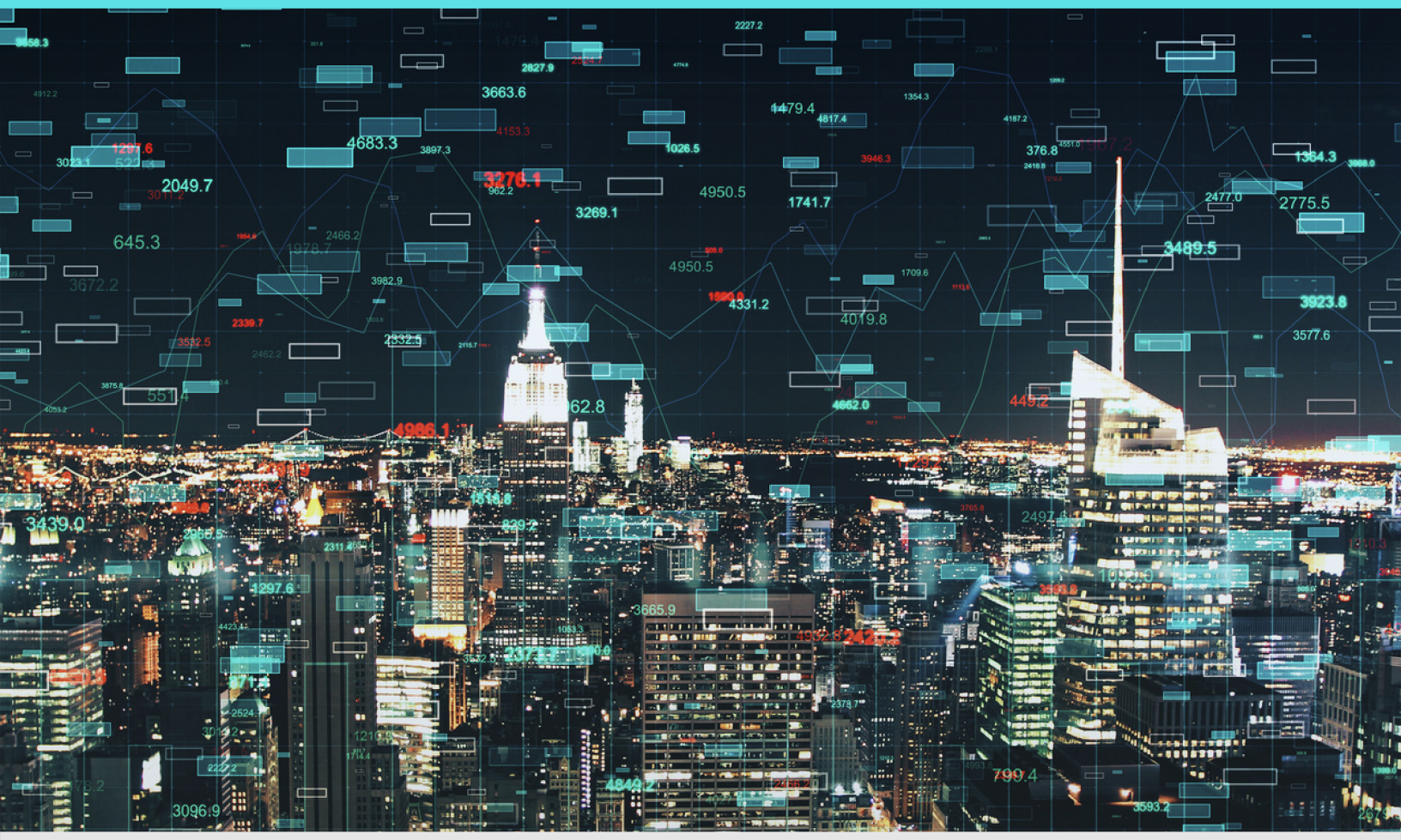
DEAL MAKER

2023 MEDIA KIT

E-MAGAZINE | NEWSLETTER | WEB



NATIONAL ALLIANCE OF
COMMERCIAL LOAN BROKERS



ABOUT DEALMAKER

TRUSTED INDUSTRY SOURCE

DEALMAKER

We are thrilled that our annual conferences continue to be 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.

DealMaker is a natural extension of the NACLB's commitment to our community. The weekly E Magazine, Newsletter & Conference Magazine 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

For all inquiries,
please contact:

LAURA BACKE
Director of
Advertising Sales

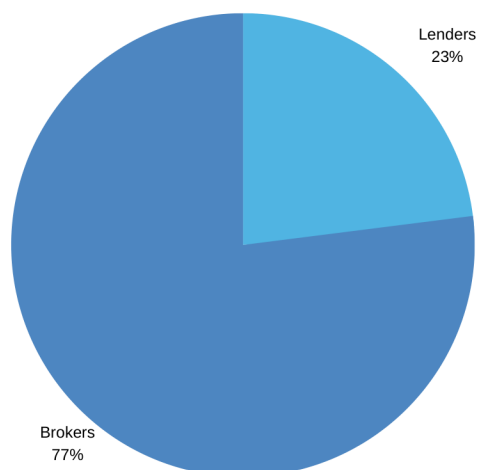
484.253.2511
laura.backe@naclb.org

DEMOGRAPHICS

10K
SUBSCRIBERS

DealMaker was created for the commercial loan and mortgage broker community and the banks/lenders who rely on brokers for deal flow. We cover all sectors of the market: SBA, Factoring, Equipment Finance, CRE and MCA.

The DealMaker audience is comprised of brokers and lenders in the industry. Our audience of approximately 10,000 readers across digital and print makes us a powerful media outlet. Readers use DealMaker as a reliable resource for industry insights, analyses/reports and news.



Audience Breakdown

Brokers

77%

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

Lenders

23%

2023 EDITORIAL CALENDAR

ISSUE	DEADLINE	TOPICS OF FOCUS
FEBRUARY		Setting Up for Success in 2023 The new year is here. How will you make this year your best one yet? This issue will explore the benefits of diversifying your commercial lending specialties, amping up your technology, honing your sales techniques and more!
APRIL		Getting a Deal to the Finish Line Closing deals is a subtle yet critical art form to brokers looking to succeed. Learn strategies to get your deals to the finish line from top brokers and lenders. Learn about the legwork required at every point in a deal's journey to ensure it crosses the finish line.
JUNE		Effective Networking & Marketing Strategies A brokerage is only as strong as its relationships. This issue will explore networking strategies to build your pipeline and marketing tips to strengthen your relationships and keep your network engaged.
AUGUST		Rising Stars Issue - DealMaker's Hot List In our summer issue, Dealmaker takes a look at the hottest products, funders, brokers and next generation rising stars in the commercial finance industry.
SEPTEMBER	Space: 7/31 Material: 8/4	Industry Icons / Annual NACLB Conference Issue / Services Directory Our biggest issue of the year will feature articles about the industry's leaders with a special section dedicated to industry icons and an interview with the NACLB Rookie of the Year. We will also include a special section with profiles on exhibitors from this year's conference.
DECEMBER		Deals of the Year - A Look Back & A Look Ahead Industry experts from both sides of the deal, brokers and lenders will take a look at how each segment of the commercial finance industry fared in 2022 and what to expect in 2023.

2023 EDITORIAL 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!



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.



And the Winner is!

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

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Cell: 484.253.2511 | Email: laura.backe@naclb.org

PACKAGE OPTIONS

(ALL PACKAGES ARE FOR 1 YEAR)

Money-saving packages that combine our various channels to provide exactly the coverage you want.

PACKAGE A - \$12,000

Our most valuable package gets your company in front of the 10,000 person NACLB audience via all mediums and at the maximum frequency ... twice a week! This package provides a year's worth of marketing needs, including a full page ad in our Annual NACLB Conference issue, E News, E Magazine & Website banners, plus a special marketing tool.

INCLUSIONS

NACLB Annual Conference Magazine:

Full page

Weekly Newsletter/Website

Weekly E-Magazine - New!

Plus: Podcast or Thought Leadership

VALUE: \$15,000

PACKAGE B - \$9,700

Reach the large NACLB audience twice a week all year long on all DealMaker digital channels. Great frequency and flexibility of messaging.

INCLUSIONS

Weekly Newsletter/Website

Weekly E-Magazine - New!

VALUE: \$11,300

PACKAGE C - \$6,900

This is a budget-friendly option that allows you to reach the NACLB all year plus have increased presence at the big annual Conference in the fall.

INCLUSIONS

NACLB Annual Conference Magazine:

Full page

Weekly Newsletter/Website or

Weekly E-Magazine - New!

VALUE: \$8,000

DEALMAKER WEEKLY NEWSLETTER & WEBSITE

The weekly DealMaker newsletter is designed to keep lenders and brokers up-to-date on the most important industry news. Newsletter advertisers gain regular visibility by NACLB professionals in all areas of commercial finance. Ads rotate throughout the Newsletter, ensuring strong impact; there is never an upcharge for a premium position.

The DealMaker website continuously publishes a variety of content including pertinent news and unique industry articles. Banner ads rotate equally on every page of the site. Both channels work in tandem to provide maximum visibility and audience engagement.

COMBO PACKAGE RATES - 1X PER WEEK & WEBSITE

52 Weeks: \$5,800

26 Weeks: \$3,480

SPECS

E-NEWS

Banner Ad:

600px x 120px

File format:

.jpg or .png

(animation is not supported)

Please supply a URL to where your banner should link

WEBSITE

Banner Ad:

728px x 180px

File format:

.jpg or .png

(animation is not supported)

File size under 250KB

Please supply a URL to where your banner should link

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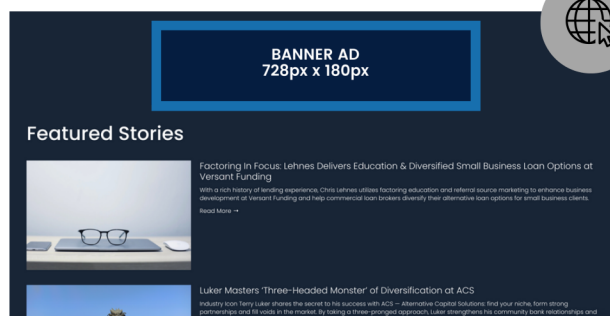
SAMPLES



December 16, 2020

Industry News

BANNER AD
600px x 120px



DEALMAKER WEEKLY E-MAGAZINE - NEW!

Our timely once-a-week E-magazine is sent directly to the inboxes of roughly 10,000 Brokers and lenders every Monday morning, offering the latest industry news as well as the articles and features you love from DealMaker. Banner ads here are slightly larger, allowing for greater flexibility of message and all rotate equally throughout.

RATES - 1X PER WEEK

52 Weeks: \$5,500

26 Weeks: \$3,300

SPECS

(SINGLE SIZE AD ROTATES)

Banner Ad:

600px x 240px

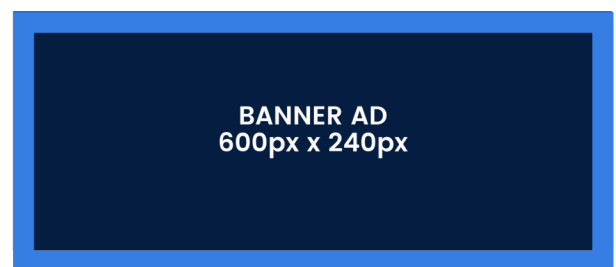
File format:

.jpg or .png

(animation is not supported)

**Please supply a URL to where
your banner should link**

SAMPLE E-MAGAZINE



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Director of Advertising Sales

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Email: laura.backe@nacb.org

DEALMAKER ANNUAL NACLB CONFERENCE PRINT ISSUE

(SEPTEMBER 2023)

A Conference standard, the big print and digital issue of DealMaker is packed with features and profiles highlighting the very best in the industry as well as the most recent trends across all market sectors. This once-a-year print edition is distributed at the NACLB Conference and across all digital platforms.

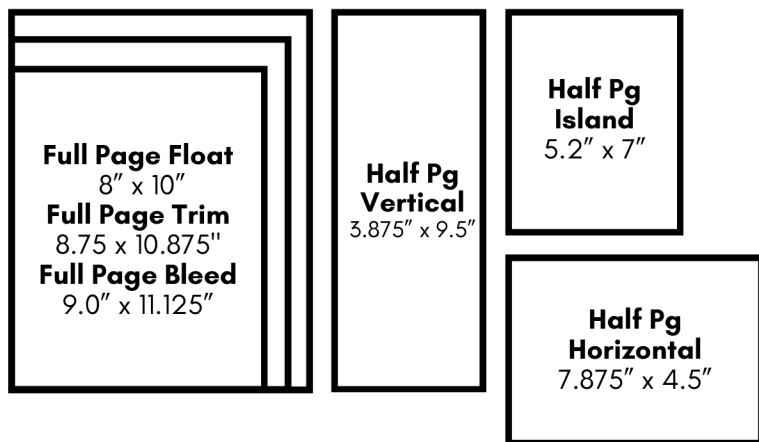
RATES

Full Page Ad: \$2,000

Half Page Ad: \$1,400

Inside & Back Covers: +10%

PRINT SAMPLES



SPECS

Full Page Float: 8" x 10"

Full Page Trim: 8.75 x 10.875"

Full Page Bleed: 9.0" x 11.125"

Half Page Island: 5.2" x 7"

Half Page Horizontal: 7.875" x 4.5"

Half Page Vertical: 3.875" x 9.5"

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. Keep live matter .25" from trim.



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DEALMAKER TALKS! 'PODCAST'

DealMaker is speaking with industry leaders from all market sectors: SBA, Real Estate, Equipment Finance, Asset-Based Lending and MCAs, providing timely and relevant information to the entire industry in an ever-changing market environment. Each 'podcast' is shared across multiple platforms including all major listening apps (including Spotify), DealMaker newsletter, the DealMaker website and LinkedIn. This multi-pronged approach ensures exposure and creates opportunity to reach our diverse audience on all of their channels of engagement.

SPECS

PROMOTIONAL VIDEO

SPECS: Up to 30 seconds, 1080p or higher quality

FILE TYPE: .mp4 or YouTube link

HEADSHOT

COMPANY LOGO

BANNER AD

SIZE: 600px wide X 120px high

URL: Please supply a URL to where your banner should link

FILE TYPE: .jpg or .png
(animation is not supported)

Episode 1

How can brokers get themselves out in the market so deals are consistently flowing in their direction? What's the best way to vet deals and package them for a lender? Chip Cummings, CEO of Northwind Financial, answers these questions and more in this episode of DealMaker Talks.



RATES

SPONSORSHIP PACKAGE

\$1,200

SAMPLES

Episode 3

As we wrap up 2021, Jacob Therrien from Bridge Loan Network shares some best practices that brokers can implement for an incredibly successful 2022. He also discusses specific areas brokers should be targeting in the new year.



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THOUGHT LEADERSHIP

Demonstrate your expert commentary with our thought leadership opportunity! Showcase your expertise and start a dialogue to establish brand trust. Advertisers provide a logo or headshot and a link to a thought leadership video or article/blog and we share and promote it via our weekly newsletter, website& social media.

- Your content to be featured in DealMaker Newsletter for 1 month
- Your content to be on DealMaker website for 1 month
- Your content posted on DealMaker LinkedIn

RATE

\$1,200/month

SPECS


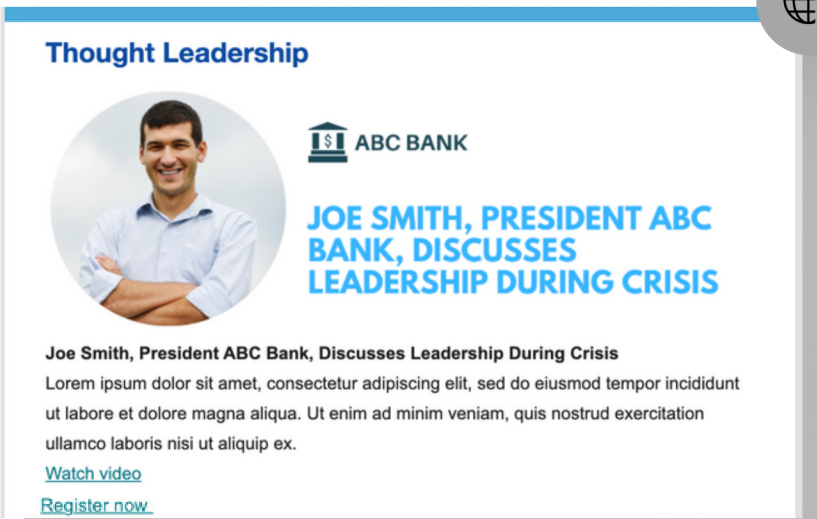
Approx. 5 word title, 20 word blurb + link to content

Company Logo: Company logo should be high res, 300 dpi, in CMYK or RGB color format.
Accepted Formats: .JPG or .PNG

Headshot

We will place the provided content into our Thought Leadership format

SAMPLE



10K
SUBSCRIBERS

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DEDICATED EMAIL

10K
SUBSCRIBERS

DealMaker Dedicated Email is an exclusive email with your company's message sent to our **10K** subscribers. In addition, your company's message will be included in our weekly e-news. Take advantage of this spotlight opportunity to publish your company's message to the NACLB audience. Space is limited. Reserve Early.

- Your company message delivered in an exclusive email to DealMakers's **10K** e-news subscribers
- Featured in DealMaker e-news

RATE

\$1,200

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SAMPLE

DEAL MAKER
A Message from our Sponsor



XY Technology Announces Cutting Edge Product



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

XY TECHNOLOGY CO.

[Read More](#)