

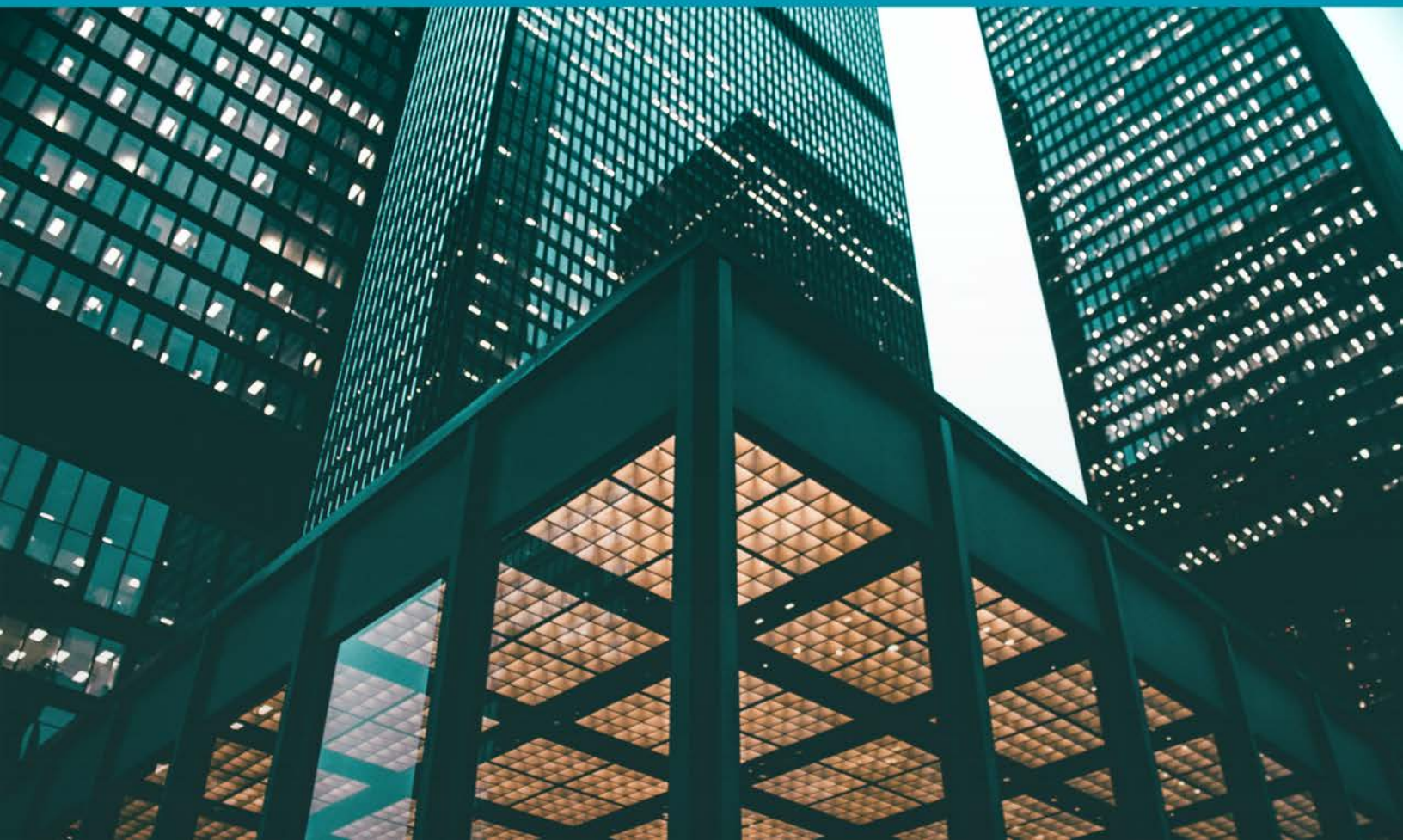
DEAL MAKER

2024 MEDIA KIT

E-MAGAZINE | NEWSLETTER | WEB
CONFERENCE MAGAZINE



NATIONAL ALLIANCE OF
COMMERCIAL LOAN BROKERS



ABOUT DEALMAKER

TRUSTED INDUSTRY SOURCE



NATIONAL ALLIANCE OF
COMMERCIAL LOAN BROKERS

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.

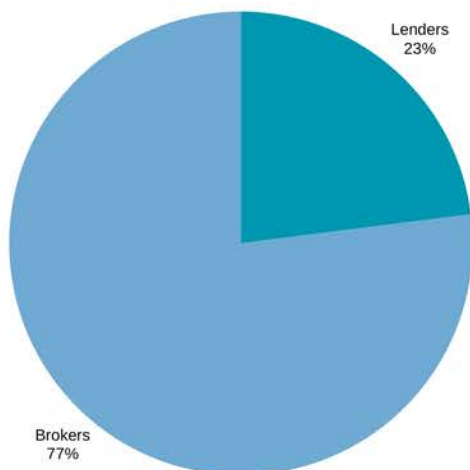
Sincerely,
Kris Roglieri
NACLB Founder

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, Commercial Real Estate and MCA.

The *DealMaker* audience is comprised of brokers and lenders in the industry. Our audience of 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%

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.

2 CHANNEL COMBO 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

For all inquiries, please contact:

Laura Backe
Assistant Editor & Advertising Director
Cell: 484.253.2511
Email: laura.backe@nacb.org

SAMPLES



December 16, 2020

Industry News

BANNER AD
600px x 120px



DEALMAKER WEEKLY E-MAGAZINE

Our timely once-a-week E-magazine is sent directly to the inboxes of 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



For all inquiries, please contact:

Laura Backe
Assistant Editor & Advertising Director
Cell: 484.253.2511
Email: laura.backe@naclb.org

DEALMAKER WEEKLY E-MAGAZINE

OPPORTUNITY TO CONTRIBUTE

The NACLB created *DealMaker* for this community to share information and create a stronger industry network. One way we accomplish this is by asking brokers and lenders like you to become contributing authors.

Each week, *DealMaker* highlights an article on a variety of topics – creating an opportunity for you to share advice, best practices or business strategies.

Topics include, but are not limited to:

- Marketing
- New Business Development
- Strategic Thinking
- Sector-Specific Trends
- Technology Tips
- Legal

Let the industry hear **YOUR** voice!

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DEALMAKER ANNUAL NACLB CONFERENCE PRINT ISSUE

(NOVEMBER 2024)

A NACLB Annual Conference & Expo 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.

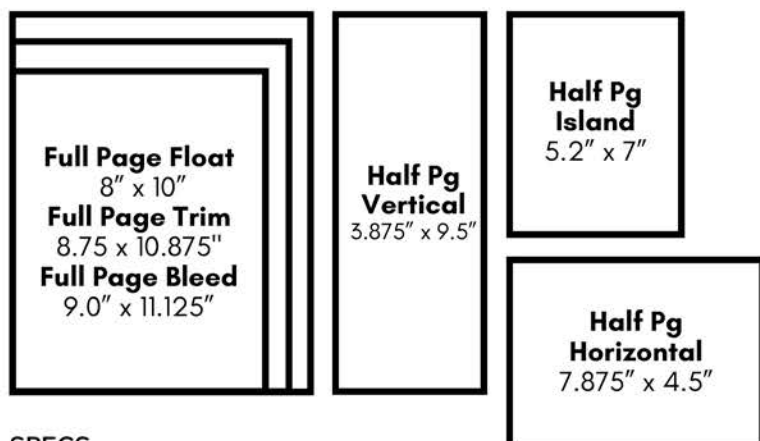
RATES

Full Page Ad: \$2,000

Half Page Ad: \$1,400

Inside & Back Covers: +10%

PRINT AD SIZES



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)

RATES

SPONSORSHIP PACKAGE

\$1,200

Episode 3

TOPIC: PODCAST TITLE GOES HERE

DEALMAKER
TALKS!



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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 and 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 *DealMaker's* **10K** e-news subscribers
 - Featured in *DealMaker* E-News
-

RATE

\$1,200

SAMPLE

DEALMAKER
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](#)

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