



# Advertising Kit 2025

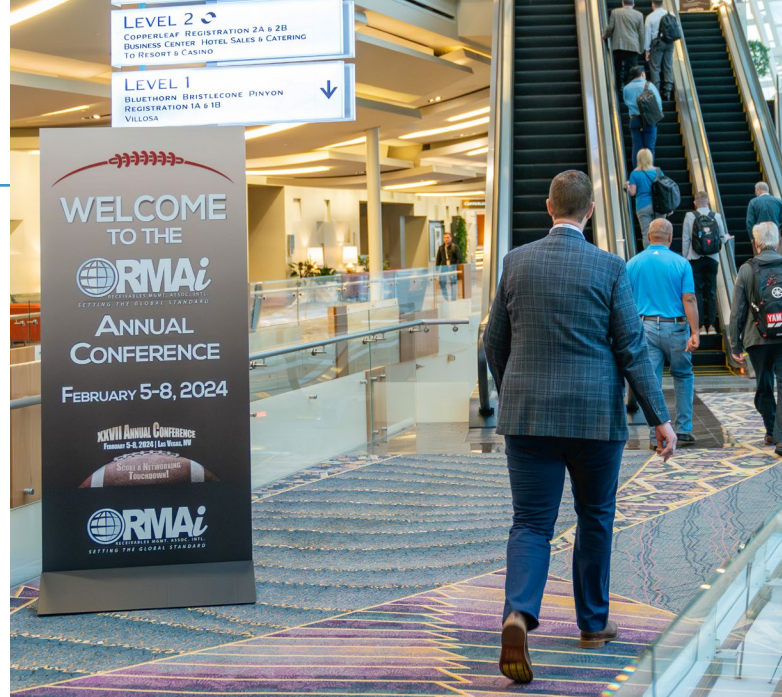
Receivables Management Association International  
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## ABOUT RMAI

Receivables Management Association International (RMAI) is the nonprofit trade association representing more than **600 companies** that purchase or support the purchase of performing and non-performing receivables on the secondary market. RMAI member companies work in a variety of financial services fields, including debt buying, collection agencies, law firms, originating creditors, and industry-related product and service providers. RMAI provides its members with extensive networking, educational, and business development opportunities in asset classes that span numerous industries. RMAI serves as the voice of the debt buying industry, representing members before federal and state legislatures and agencies, and in the courts. RMAI's Receivables Management Certification Program and Code of Ethics set the global standard within the receivables industry due to rigorous uniform standards of best practice which focus on protecting consumers.



## ADVERTISING OPPORTUNITIES

RMAI publishes the *RMAI Digital Dispatch*, an online publication, each spring. Each fall RMAI publishes the *RMAI Insights* magazine, a full-color print and online publication. RMAI hosts a resource-packed, highly-viewed website with advertising space available. RMAI also offers sponsored social media, blog posts and eblasts, banner ads in our monthly e-newsletter, sponsored white papers and advertising in coordination with the Annual Conference and the Executive Summit.

"Advertising with RMAI is an important part of our strategy. We don't measure the results through standard marketing KPI's but by how our business is regularly recognized by attendees at RMAI events."

Leah Ferrell, Branding Arc

## EDITORIAL MISSION

RMAI's publications and communications deliver insights into the key people, enterprises, and trends that drive the debt buying and receivables management industry, providing a perspective critical to businesses operating in the industry's ever-changing economic and regulatory environment. We provide legal, legislative, and regulatory (federal and state) updates, and timely articles on industry best practices to ensure members have the latest information to run their businesses compliantly, efficiently, and effectively.



## SPRING & FALL PUBLICATIONS

Advertising in our biannual publications is a great way to reach your target clients in the receivables management industry. These publications have a distribution of **1,200**, reaching highly-engaged, decision-making contacts at our member companies. Our announcement emails for our recent issues had a **38% open rate**. Your ad will be positioned among articles and ads by industry leaders.

The **RMAI Digital Dispatch** is an online publication, designed to meet our members' preference for digital communication, available as a virtual flipbook. Published each spring, the publication is emailed to our distribution list, and posted online.

The **RMAI Insights** magazine is a print and online publication, printed in full-color on glossy paper to make your ads look their best, with additional digital exposure as a virtual flipbook. Published each fall, the magazine is mailed and emailed to our distribution list, and posted online.

Discounts are available for multiple insertions and for cross-platform advertising. Take advantage of economical ad rates to reach a national market. Guaranteed positions are available for 15% premium on space charge. Positions are on a space-available basis as determined by the publisher.

Advertisers who purchase a full-page or larger ad will be highlighted with a banner ad in the email promoting the publication, and a social media post highlighting their advertising - all included with your ad purchase!

### Advertising Rates

**Bold** indicates Non-Member rate.

Ad Option	1 Issue	2 Issues
2 page spread	\$2,200/ <b>\$2,450</b>	\$4,000/ <b>\$4,500</b>
Full page	\$1,200/ <b>\$1,350</b>	\$2,160/ <b>\$2,460</b>
1/2 page	\$800/ <b>\$900</b>	\$1,440/ <b>\$1,640</b>
1/4 page	\$500/ <b>\$575</b>	\$900/ <b>\$1,050</b>

### Preferred Placement Rates

Facing Masthead/TOC	\$1,425/ <b>\$1,675</b>	\$2,500/ <b>\$2,800</b>
Inside Front Cover	\$1,750/ <b>\$2,000</b>	\$3,150/ <b>\$3,450</b>
Inside Back Cover	\$1,500/ <b>\$1,750</b>	\$2,700/ <b>\$3,000</b>
Back Cover	\$2,000/ <b>\$2,250</b>	\$3,600/ <b>\$3,900</b>

## Advertising Deadlines\*

Issue Date	Ad Close	Materials Due	Issue Published
<i>RMAI Digital Dispatch</i>	April 5	April 10	May 1
<i>RMAI Insights</i>	September 5	September 10	October 1

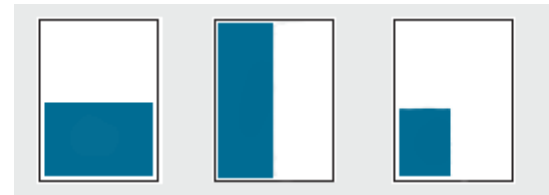
\* Deadlines may be subject to change.

CANCELLATION POLICY: You must submit a written cancellation notice four (4) weeks prior to a magazine issue's closing date. Ads may not be cancelled after the closing date. If modified after closing date, full rate will be charged.

## Ad Size Specifications (inches)

Ad Option	Trim	Ad w/ Bleed
2 page spread	17 x 11	17.25 x 11.25
Full page	8.5 x 11	8.75 x 11.25
Back Cover	8.5 x 8	8.75 x 8.25
1/2 page (horizontal)	8.5 x 5.5	8.75 x 5.75
1/2 page (vertical)	4.25 x 11	4.5 x 11.25
1/4 page	4.25 x 5.5	4.5 x 5.75

All bleeds must extend at least 1/8 inch beyond the trim.



1/2 page horizontal

1/2 page vertical

1/4 page

## SPONSORED WHITE PAPER

With RMAI's Sponsored White Paper advertising opportunity, position your business as a thought leader while highlighting your brand and generating new leads. Promote your white paper (an in-depth, authoritative report) to RMAI's most engaged membership contacts. RMAI will distribute a link to your white paper through a sponsored eblast, as well as post to our website and promote on social media. You pick the date (with at least one week's advance notice) and provide the white paper content, landing page and URL, and capture leads.

Your white paper should be educational and on a topic of value to the receivables management industry. RMAI reviews Sponsored White Papers and, in its sole discretion, can reject them if in its own determination deems the content violates the Receivables Management Certification Program standards, is not valuable to RMAI members, is offensive, or for any other reason.



Ad Option	Rate
Sponsored White Paper	\$4,750/ <b>\$5,225</b>

**Bold** indicates Non-Member rate.

## Opportunities For Members Only

### SPONSORED SOCIAL MEDIA

If you are an RMAI member looking to increase awareness for your company, use RMAI's social media network to accomplish your goals. Our total reach across platforms numbers **6,300 followers**.

- All content is provided by the advertiser. Your ad may include text, one link and one image or video.
- Social media character limit is set by each platform. All text including URLs and the designation **\*Sponsored Post\*** must fit within the limit.
  - X (Twitter): 280 characters
  - Facebook: 2,000 characters
  - LinkedIn: 1,300 characters



RMAI reserves the right to refuse any content if it is not in keeping with the values of the association.

We will post on a date of your choosing, subject to availability. Please provide a minimum of 48 hours notice prior to your preferred posting date. You can also purchase a social media metrics report that provides analytics for all three platforms, for up to three sponsored posts in one report.

### SPONSORED E-BLAST

Reach RMAI members directly in their email inboxes with a sponsored e-blast. We'll email your message to 1,200 highly-engaged, decision-making contacts. All content is provided by the advertiser. Send us a fully-formatted HTML message, or submit your message as text + 1-2 images. List segmentation is available for an additional charge.

We will email on a date of your choosing, subject to availability. Please provide a minimum of one week's notice prior to your preferred e-blast date.

Ad Options ( <i>Members Only</i> )	Rate
Social Media Post (LinkedIn, Facebook, Twitter)	\$200
Social Media Metrics Report	\$50
Sponsored E-Blast	\$1,500
Sponsored Blog Post	\$475

### SPONSORED BLOG POST

*With social media post*

Submit an advertorial article for the RMAI blog, and promote your services to our members.

- Blog post length: 500-750 words.
- Submit blog posts electronically in Microsoft Word, single spaced, with minimal formatting (no hard returns or paragraph indentions) to allow for quick placement on the blog.
- Embed hyperlinks in the Word document and provide the link URLs.
- Hyperlink or cite references so readers can easily find the reference materials.
- Submit contributor name, title, company name, email address, and phone number.
- Submit a 50-75 word author bio and high-resolution digital photo (headshot) for display.

We will post on a date of your choosing, subject to availability, and promote with one sponsored social media post. Please provide a minimum of one week's notice prior to your preferred posting date.

## WEBSITE ADVERTISING

RMAI's website is the trusted source for the latest compliance resources, legislative news, regulatory developments, industry events, receivables management certification, and financial literacy resources for consumers.

RMAI's website maximizes the visibility of your message and brand. Advertising options include:

- Banner ads on our homepage, and on key interior pages, including Membership, Certification and About RMAI
- Square ads within expanded drop-down menus, accessible from every page of the website
- Interested in getting your ad placed somewhere else on our site? Talk to us about what's possible!

Website ad updates are made at the beginning of each month. Advertisers may update their ad and/or link on a monthly basis during the course of their ad purchase. Advertisers provide ad image, which must be a PNG, JPEG, or GIF. File size should not exceed 40 kb.



### Recent Average Monthly Web Stats

- » Visitors: 17,500
- » Visits: 45,700

Ad Option	Ad Size (pixels)	3 months	6 months	1 year
Menu Space (exclusive)	250 x 250	\$1,800/ <b>\$2,000</b>	\$3,250/ <b>\$3,600</b>	\$5,400/ <b>\$6,000</b>
Banner on Homepage (non-exclusive)	728 x 80	\$2,400/ <b>\$2,650</b>	\$4,300/ <b>\$4,750</b>	\$7,200/ <b>\$7,950</b>
Banner on Interior Page (non-exclusive)	728 x 80	\$1,800/ <b>\$2,000</b>	\$3,250/ <b>\$3,600</b>	\$5,400/ <b>\$6,000</b>

**Bold** indicates Non-Member rate.



RMAI may change ad size, format and/or placement on the website at any time. If this occurs, advertisers will be given a 30-day notice to allow for submission of new ad files.

# E-NEWSLETTER ADVERTISING

RMAI publishes a monthly e-newsletter, the *RMAI Update*, containing the latest news and information about issues and events affecting member businesses.

The *RMAI Update* emails to approximately **1,200 targeted contacts**. It averages a **51% open rate**, above average for the financial industry.

Two ad options are available:

- **Sponsor Ad:** Sponsoring an issue puts your banner ad at the top of the newsletter immediately below the masthead. Up to three sponsor ads are available.
- **Section Ad:** Banner ads are also available within sections lower in the email. If desired, advertisers may choose their preferred section, depending upon availability. One ad is available per section.

Submit ad files in PNG or JPEG format with a file size no larger than 40 kb. We do not accept animated ads. Advertisers may update their ad and/or link on a monthly basis during the course of their ad purchase.

**2 For the Price of 1!**

Every ad appears in both the emailed newsletter AND on the website version of each issue that is available 24/7/365. So you get a second, always available ad for no additional cost!

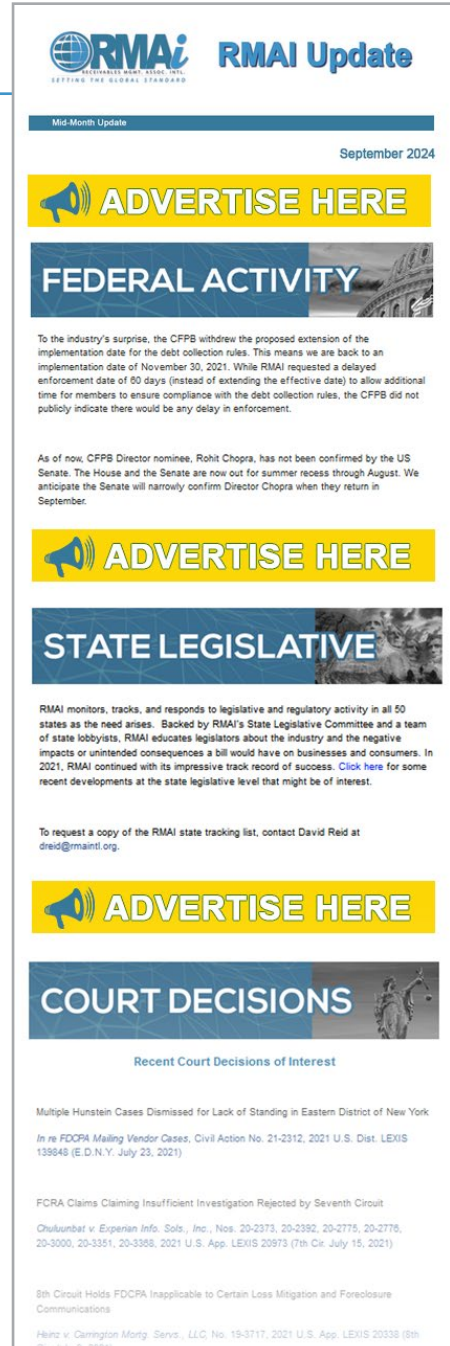
Ad Option	Ad Size (pixels)	3 months	6 months	1 year
Sponsor Ad	728 x 80	\$750/ <b>\$825</b>	\$1,350/ <b>\$1,480</b>	\$2,400/ <b>\$2,600</b>
Section Ad	728 x 80	\$450/ <b>\$500</b>	\$800/ <b>\$900</b>	\$1,350/ <b>\$1,500</b>

**Bold** indicates Non-Member rate.

## Advertising Deadlines

Email Date	Ad Close	Materials Due	Issue Emails
Monthly	1st of month	8th of month	15th of month

Advertising space is subject to availability and is assigned on a first come, first served basis.





## EVENT ADVERTISING

Each February, RMAI hosts the most highly regarded conference in the industry, the RMAI Annual Conference, attracting more than 1,300 industry participants, providing exceptional educational and networking opportunities. RMAI's Executive Summit each summer is a deliberately more intimate event at a prestigious location, creating a perfect venue for executives to meet, drive policy, and advance opportunities for RMAI members and the accounts receivable community.



**Exhibitor Information:** Exhibiting at the Annual Conference offers you the perfect opportunity to show your target market what your product or service can do for their business. It's a great opportunity to meet with current clients, establish new clients, and create or build new business opportunities for your organization.

**Sponsorship Information:** Sponsorship opportunities are available at both the Annual Conference and Executive Summit, offering high-visibility packages focused directly at your target audience. As a sponsor, your company receives unprecedented exposure to hundreds of potential clients and leaders in the receivables industry.

For exhibits and sponsorships, contact Event & Sales Development Manager, Sylvia Done at [sdone@rmaintl.org](mailto:sdone@rmaintl.org).

**Webinar Information:** Sponsor one of RMAI's educational webinars or partner with us to create a sponsored member webinar with your own content and presenters. For all webinar sponsorships, contact Certification & Education Manager, Shannon Parod at [sparod@rmaintl.org](mailto:sparod@rmaintl.org).

Webinar Sponsorship Options	Rate
Sponsored RMAI Webinar	\$750
Sponsored Member Webinar	\$5,000



"We sponsor at RMAI events to build brand awareness and to support the organization that works so hard to advocate on behalf of our entire industry."

Mellisa Massey, National Credit Adjustors

## AD PACKAGES

Build your marketing strategy with our ad packages. We've put together suggested combinations of our most popular options, to help support your advertising goals.

### Essentials Package

Sample RMAI advertising on a smaller budget. Gain visibility with our lower-priced options.

Sponsored Social Media Post (3)	\$600
Sponsored Blog Post* (1)	\$475
E-newsletter Section Ad (3 months)	\$450
<b>Total:</b>	<b>\$1,525</b>

### Event Engagement

Supplement your presence at the Annual Conference with targeted advertising before, during and after the event.

Sponsored E-Blast (1) – <i>send out ahead of the Conference, or follow-up with new contacts in the month after</i>	\$1,500
Full-page ad in the <i>Spring Digital Dispatch</i> (1)	\$1,200
E-newsletter Sponsor Ad (3) – <i>target months around the Conference</i>	\$750
Sponsored Social Media Posts (3) – <i>sent before, during and after Conference</i>	\$600
<b>Total:</b>	<b>\$4,050</b>
<b>15% Discount on Advertising Exclusive to Annual Conference Gold, Silver and Bronze Sponsors or Exhibitors</b>	<b>(\$608)</b>
<b>Discounted Total:</b>	<b>\$3,442</b>

### Thought Leadership

Build your reputation as a thought leader by supporting and providing educational resources for the industry.

Full-page ad in the <i>Spring Digital Dispatch</i> and the <i>Fall RMAI Insights Magazine</i> (2)	\$2,160
Sponsored RMAI Webinars (1) - <i>Sponsor a monthly educational webinar</i>	\$750
Sponsored Blog Posts* (2)	\$950
<b>Total:</b>	<b>\$3,860</b>
<i>Optional Addition: Sponsored White Paper**</i>	\$4,750
<b>Total with White Paper Addition:</b>	<b>\$8,610</b>

## Brand Awareness

Put your brand and business in front of RMAI members in an ongoing way, to build familiarity and recognition for your company.

Website Menu Ad (12 months)	\$5,400
E-Newsletter Sponsor Ad (12 months)	\$2,400
Half-page ad in the Spring Digital Dispatch and the Fall RMAI Insights Magazine (2)	\$1,440
<b>Total:</b>	<b>\$9,240</b>

## Custom Ad Package

Mix and match from the items listed above or from the RMAI Ad Kit to create your own custom ad package. We'll work with you to design a package to meet your marketing goals.

\*Sponsored Blog Post will be promoted with a Sponsored Social Media Post

\*\*Sponsored White Paper will be promoted with a Sponsored Eblast, Blog Post, and Social Media Post

## ADVERTISING ANALYTICS



### SPONSORED E-BLASTS



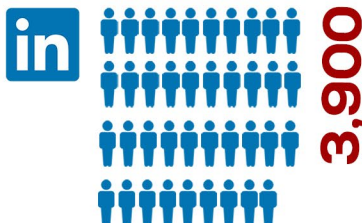
### SPRING & FALL PUBLICATIONS



### MONTHLY E-NEWSLETTER



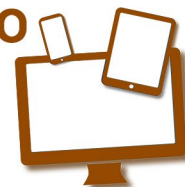
### SOCIAL MEDIA FOLLOWERS



### WEBSITE AVG. MONTHLY STATISTICS

**VISITORS: 17,500**

**VISITS: 45,700**



"We have been advertising with RMAI for years to support our industry and help us keep our brand in front of our target market."  
Stephanie Clark, VeriFacts

## INTEGRATED PROMOTIONAL PLATFORM

The best strategy to reach buyers and potential business partners is an integrated media program that combines the best of print, event, and online opportunities. Advertising in RMAI's media channels—website, magazine, conference program book, or e-newsletter—gives you broad access to RMAI members. By participating in more than one area of RMAI's growing network, you can quickly reach all of the RMAI membership with your company and product information and position your company as an industry leader.

## CROSS-PLATFORM OPPORTUNITY

RMAI will help you maximize your advertising budget with our **Cross-Platform Opportunity** that offers significant discounts on published rates for advertising across platforms. Discount will be applied to the full cost of your advertising package.

- Place ads in two issues of the *RMAI Insights* magazine and/or the RMAI Digital Dispatch
- Commit to a six-month minimum ad on our website
- Advertise for at least three months in the RMAI Update e-newsletter OR purchase at least three sponsored social media ads

**15%**  
Discount

## AD DESIGN SERVICES

Do you want to advertise with RMAI, but you don't have the expertise on your team to create the advertising content necessary? Our Marketing Department can create a professional ad suitable for use in your RMAI advertising package. Provide us with your logo and any text content, and we'll create the ad, subject to your final approval. You'll also be able to keep the ad for your own use in the future!

RMAI will design your ad for **\$100/design hour, with a 1-hour minimum.**

## ADVERTISING METRICS REPORTS

See how RMAI's audiences are engaging with your ads in our custom metrics reports. We'll provide you with an update on key metrics for your sponsored social media, website ad, sponsored blog post, sponsored eblast, e-newsletter ad and Spring and Fall publications ad. Purchase a three-month report for **\$50/ad type.**



## PRODUCTION SPECIFICATIONS

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Ads must be submitted as fully formatted, high-resolution (300 dpi) graphic design file format (JPG, PNG, PDF, EPS, TIFF, Photoshop, Illustrator, InDesign), and should be delivered in their actual size and in the final form you wish them to appear. Please include all necessary (native) files, fonts and graphics. Ads built in Microsoft Word, Publisher, Quark, Corel Draw, Freehand or PageMaker will not be accepted. We reserve the right to re-size ad layouts as needed to fit our publication format and/or available space.

RMAI uses the Adobe Creative Suite, including InDesign, Illustrator, Photoshop and Acrobat. Please read the following guidelines if you are using any of these programs.

- **“Press Quality” PDF files *are preferred!*** For all files created in Adobe InDesign, Illustrator and Photoshop use the “Press Quality” setting when creating a PDF.
- **Color & B&W:** For black-and-white ads, use grayscale. For color ads, use **CMYK color. RGB files will not be accepted.** In all Adobe products remember to “select all” elements and convert to CMYK (for color ads) or Grayscale (for black & white ads).
- **Fonts:** If you send an Illustrator, Photoshop or InDesign file, all fonts used in the ad must be included.
- **Graphics:** If you send a Photoshop or InDesign file, high-resolution graphics must be included.
- **Resolution:** Files should be built in 4-color (CMYK) breakdown with high resolution scans in place at 100%. JPEG, GIF files, 72 dpi or low-resolution images pulled from Internet cannot be accepted.
- **Final Check:** Be sure to use **flightcheck** or **preflight** for your ad before you send it to ensure that it contains all the necessary information and settings.

### Photo Specifications

We accept high-resolution JPG, PNG, TIFF or EPS. **Mode:** Grayscale for black & white ads; CMYK (not RGB) for 4-color ads. **Resolution:** Grayscale and CMYK images should be at 300 dpi (glossy); Line Art/B&W should be 600 dpi. Save all images at the size at which they will print. DO NOT use RGB or indexed color! We are not responsible for the print quality of photos we did not originally produce.

### PDF Files

DO NOT use any RGB images. Embed ALL FONTS, or you can eliminate fonts by “creating outlines” on all text (be sure to do this to any registration/crop mark shells as well). Under “job options” in Acrobat Distiller make sure color and grayscale images are down sampled at 200 dpi minimum, monochrome bitmap at 600 dpi minimum.

## ADVERTISING POLICIES

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### **Advertising Acceptance**

Advertising accepted by RMAI is subject to all terms and conditions contained herein. Forwarding of an insertion order by the advertiser constitutes acceptance by the advertiser of all rates and conditions that exist when the advertising is sold, as well as subsequent rates. Forwarding of an advertising insertion order also indicates acceptance of the advertising acceptability policies of RMAI. In the event of a conflict between an advertiser's order and published rates, the published rates shall govern.

RMAI reserves the right to accept or decline any advertising for any reason, including content inconsistent with the association's public relations initiatives and strategic plan. All advertising is subject to and governed by the rates, conditions and policies of RMAI. The publisher reserves the right to ask an advertiser—or the organization behind the ad—to identify itself in print or online ads when deemed appropriate.

### **Terms and Conditions**

Purchased Spring and Fall publication ads, e-newsletter ads, and website ads must be utilized for the contracted dates. Purchased sponsored social media, e-blasts, blog posts and white papers must be used within six months of purchase date, unless otherwise agreed upon by RMAI and the advertiser.

Advertisers and ad agencies assume liability for all advertising content (including text, representations, and illustrations), and also assume responsibility for any claims arising therefrom made against the publisher. The advertiser and the advertising agency are jointly and severally liable for payment. RMAI will add the word "Advertisement" to website ads and may do so for any print ad resembling editorial content. RMAI will add the word "Sponsored" to sponsored social media, e-blasts, blog posts, and white papers.

Submitted ads will be used for the length of the ad contract, unless a change is requested by the advertiser. A 10% late fee may be assessed for ads received after the due date. Publication of an advertisement demonstrates acceptance by the publisher. Prior to publication, there is no obligation or liability upon the publisher.

Ads may be cancelled but not refunded. RMAI will consider, upon request, a change in insertion date, within six months of the contracted date. Cancellation and modification requests must be made in writing at least four (4) weeks prior to an ad closing date. Ads may not be cancelled or modified after that date.

### **Guaranteed Placement**

Advertisers may request a specific ad placement, subject to additional cost and availability. Publisher will accommodate such requests whenever possible; however specific placements are subject to availability and may be changed at the publisher's discretion during layout.

### **Errors and Corrections**

All ads are produced and proofed as carefully as the stories in the magazine and e-newsletter. However, from time to time, human error occurs. Please notify us immediately if you find any mistake in your ad so that a correction can be made before its next placement. If the mistake is ours and the advertising purpose has been rendered valueless, we may cancel the charges for the advertisement, or a portion thereof, as deemed reasonable by the publisher. The publisher shall not be held liable to an advertiser for any loss that results from the incorrect publication of its advertisement.

## Payment Terms/Options

Payment must accompany the return of your signed and dated Insertion Order as all advertising charges must be paid in full at the time of reservation for ad space. Confirmation that RMAI has received your Insertion Order will be delivered to you by email.

Payment may be made in one of the following ways:

- **By ACH**

To pay by **ACH Transfer**, please use the following information:

**Bank Name:** Umpqua Bank

**Bank Routing Number:** 123205054

**Bank Account Number:** 0002148897

**SWIFT Code** (for international): UMPQUS6P

Identify your company name in the ACH transaction.

- **By Credit Card**

Access the [RMAI Advertising payment portal](#).

- **By Check**

Remit your signed Insertion Order and check for the full amount payable to “**Receivables Management Association International**” to:

RMAI

1050 Fulton Avenue, Suite 120

Sacramento, CA 95825

### Send Insertion Order Form, payment or direct questions to:

Cheryl Nelson

Communications Manager

Tel: (916) 482-2462

Fax: (916) 482-2760

Email: [cnelson@rmaintl.org](mailto:cnelson@rmaintl.org)

### For information about event-related advertising opportunities:

Sylvia Done

Event & Sales Development Manager

Tel: (916) 482-2462, ext. 229

Fax: (916) 482-2760

Email: [sdone@rmaintl.org](mailto:sdone@rmaintl.org)

## SPRING & FALL PUBLICATIONS

Ad Option	1 Issue	2 Issues	Trim	Ad w/ Bleed
2 page spread	\$2,200/ <b>\$2,450</b>	\$4,000/ <b>\$4,500</b>	17 x 11	17.25 x 11.25
Full page	\$1,200/ <b>\$1,350</b>	\$2,160/ <b>\$2,460</b>	8.5 x 11	8.75 x 11.25
1/2 page	\$800/ <b>\$900</b>	\$1,440/ <b>\$1,640</b>	Horizontal 8.5 x 5.5 Vertical 4.25 x 11	Horizontal 8.75 x 5.75 Vertical 4.5 x 11.25
1/4 page	\$500/ <b>\$575</b>	\$900/ <b>\$1,050</b>	4.25 x 5.5	4.5 x 5.75
<b>Preferred Placement Rates</b> (Additional guaranteed positions are available for 15% premium on space charge.)				
Facing Masthead/TOC	\$1,425/ <b>\$1,675</b>	\$2,500/ <b>\$2,800</b>	8.5 x 11	8.75 x 11.25
Inside Front Cover	\$1,750/ <b>\$2,000</b>	\$3,150/ <b>\$3,450</b>	8.5 x 11	8.75 x 11.25
Inside Back Cover	\$1,500/ <b>\$1,750</b>	\$2,700/ <b>\$3,000</b>	8.5 x 11	8.75 x 11.25
Back Cover	\$2,000/ <b>\$2,250</b>	\$3,600/ <b>\$3,900</b>	8.5 x 8	8.75 x 8.25

## SPONSORED SOCIAL MEDIA, E-BLASTS & BLOG POSTS

Ad Option	Rate
Sponsored E-Blast	\$1,500
Sponsored Blog Post	\$475
Social Media Post (LinkedIn, Facebook and Twitter)	\$200
Social Media Analytics Report	\$50

## SPONSORED WHITE PAPER

Ad Option	Rate
Sponsored White Paper	\$4,750/ <b>\$5,225</b>

## WEBSITE

Ad Option	Ad Size (pixels)	3 months	6 months	1 year
Menu Space (exclusive)	250 x 250	\$1,800/ <b>\$2,000</b>	\$3,250/ <b>\$3,600</b>	\$5,400/ <b>\$6,000</b>
Banner on Homepage (non-exclusive)	728 x 80	\$2,400/ <b>\$2,650</b>	\$4,300/ <b>\$4,750</b>	\$7,200/ <b>\$7,950</b>
Banner on Interior Page (non-exclusive)	728 x 80	\$1,800/ <b>\$2,000</b>	\$3,250/ <b>\$3,600</b>	\$5,400/ <b>\$6,000</b>

## E-NEWSLETTER

Ad Option	Ad Size (pixels)	3 months	6 months	1 year
Sponsor Ad	728 x 80	\$750/ <b>\$825</b>	\$1,350/ <b>\$1,480</b>	\$2,400/ <b>\$2,600</b>
Section Ad	728 x 80	\$450/ <b>\$500</b>	\$800/ <b>\$900</b>	\$1,350/ <b>\$1,500</b>

## AD DESIGN SERVICES

\$100 per design hour, 1 hour minimum



## Advertising Insertion Order

Date: \_\_\_\_\_

Company: \_\_\_\_\_ Website: \_\_\_\_\_  
(or destination link on click)

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### Spring and Fall Publications

Advertising Frequency: 1x 2x

Next Issues: 2025 Spring *Digital Dispatch*  
2025 Fall *RMAI Insights*

Ad Size: 2 page spread  
Full page Bleed No Bleed  
1/2 page Vertical Horizontal  
1/4 page

#### Special Placement:

Facing Masthead/TOC Inside Front Cover  
Inside Back Cover Back Cover  
Other:

### Sponsored White Paper

\_\_\_\_\_ Quantity

### Social Media, E-Blasts & Blog Posts

Social Media Posts: \_\_\_\_\_ Quantity

Analytics Report

E-Blasts: \_\_\_\_\_ Quantity

Sponsored Blog Post \_\_\_\_\_ Quantity

### Website

#### Dates:

\_\_\_\_\_

Duration: \_\_\_\_\_ months

Location: Menu Homepage

Interior Page: \_\_\_\_\_

### E-Newsletter

#### Sponsor Ad

Oct 2024	Nov 2024	Dec 2024
Jan 2025	Feb 2025	Mar 2025
Apr 2025	May 2025	Jun 2025
Jul 2025	Aug 2025	Sep 2025
Oct 2025	Nov 2025	Dec 2025

#### Section Ad

Oct 2024	Nov 2024	Dec 2024
Jan 2025	Feb 2025	Mar 2025
Apr 2025	May 2025	Jun 2025
Jul 2025	Aug 2025	Sep 2025
Oct 2025	Nov 2025	Dec 2025

#### Additional Notes

\* RMAI reserves the right to refuse any ad.

TOTAL: \_\_\_\_\_

I am authorized to sign this contract and agree to abide by the Advertising Policies and Production Specifications in the RMAI Ad Kit.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### PAYMENT INFORMATION

Payment by Automated Clearing House (ACH):

Bank Name: Umpqua Bank

Bank Routing Number: 123205054

Bank Account Number: 0002148897

SWIFT Code (for international): UMPQUS6P

Identify your company name in the ACH transaction.

Payment by Credit Card: Access the [RMAI Advertising payment portal](#).

Payment by Check: Please make check payable to

**Receivables Management Association International**  
and remit with your signed Insertion Order to **1050  
Fulton Ave, Suite 120, Sacramento CA 95825**