



# RECEIVABLES **INFO**

## *2022 Media Kit*

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*Content and advertising to engage your target market*

# What is Receivables Info?

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**The Receivables Info team is led by ARM industry veterans who created a website for the industry, by the industry.**

Our goal is to provide a voice to high-quality debt buyers, collection agencies, law firms, and industry veterans to share information about their businesses and their place within the marketplace and the community.

Our website is designed to provide relevant news alerts, articles, videos, and other receivables-related information to our partners, friends, and colleagues around the industry and the globe.



**Receivables Info is led by receivables industry veteran Adam Parks**

Adam Parks is an entrepreneur with more than 15 years' experience in the receivables management industry. His diverse background includes portfolio purchasing and trading as well as the development of systems and technology to manage the servicing of accounts. Adam has held various marketing and operations positions within the ARM industry brokerages which give him a broad set of experiences and relationships.

Adam is the CMO of debt buyer Plaza Services, a founding partner of digital marketing firm Branding Arc, and the founder of ComplyARM, a leading compliance consulting firm which was sold in 2019.

# *Get Yourself Published*

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## *Press Releases*

We invite companies and individuals from around the receivables management industry to submit releases for publishing. We do this to assist our friends and colleagues and provide information that may be relevant to their businesses. We love sharing content that highlights community involvement, and we encourage firms to submit articles, pictures, and videos of their charitable efforts. Please submit releases in Microsoft Word Format.

**Complimentary for a limited time**

## *Industry Events*

Events are the core of the ARM industry's collaborative efforts, and we encourage companies to share their industry-focused events to promote our industry.

**Complimentary**

# *Industry Exposure Opportunities*

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## *Sponsored Content*

Sponsored content is the heart of good marketing opportunities to showcase your commitment to financial literacy and information sharing. This powerful tool can be leveraged by simply creating frequent and relevant content that keeps visitors, potential customers, and search engines coming back for more.

**\$200 per article**

## *Company Profile*

For consumers looking for better information on our industry partners, Receivables Info offers a fully customizable company profile featured on the website. Looking for a debt buyer, an accounts receivables expert, or just want to research a debt collector? Our profiles have all the accurate and up to date information consumers need to find exactly what they are looking for.

**\$200 per year**

# Receivables Roundtable Podcast

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Hosted by industry veteran Adam Parks, Receivables Roundtable is a video series in which Receivables Info interviews accounts receivable industry notables to discuss topics, trends, and emerging issues that are important today.

Whether you choose to sponsor a whole host of videos or just ones that suit your marketing needs, Receivables Info will tailor our selection of topics to maximize each individual sponsorship.

**\$2,000 for one month of weekly videos**

**\$20,000 for a full 365 days of Sponsorship**

# Podcasts

For those looking to have a voice in the industry, Receivables Info offers podcast production to help you create your own communication channel to the industry. We work with your team to create a format and style for your podcast including help producing and distributing your content to the industry.

We host your podcast on Receivables Info as well as your own company profiles, we will create an entire social media campaign and include the podcast in our E-Newsletter.

[Please Inquire Further for Pricing](#)



# *The Five-Minute Pitch Video Series*

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As a unique “elevator pitch” Receivables Info offers an in-depth video package that gives companies five minutes to demo your products and services in any way you see fit.

**The host, Adam Parks will be on the video session to help guide the discussion and to ask the major questions that will be in the forefront of the audience's mind.**

Each video will be published on YouTube and LinkedIn with social media posts to bolster its release as well as a full release on Receivables Info.

**\$2,000 per video**

 **5 Minute** Pitch

# Money Chat Financial Literacy Content

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## TOPIC SAMPLES

[4 things to consider when talking to a debt collector.](#)

[What factors affect interest rates for consumers?](#)

[How does debt affect my credit score?](#)

[What is the difference between secured and unsecured loans?](#)

[What is the difference between installment credit and revolving credit?](#)

[Why is my account not with my original creditor?](#)

Money Chats are articles and other content meant to empower consumers with helpful information and answers to common financial questions.

**Our goal is to provide access to resources and educational information that can help consumers on their journey toward debt resolution and financial wellness.**

Sponsoring a chat focused on the core values of your business will expand consumer trust that you operate in good faith to both educate and help the consumer.

**\$2000 per article**



# Unique Authored Content

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Our professional and experience writing team will work with you to create a sponsored expertise article that is fully written, developed, and published by the Receivables Info team. This content will be fully unique and custom to what each client would like to feature, discuss, or educate.

Our team of professionals works closely with you to make sure both your vision for the article and your voice is shared to whatever chosen audience may be.

**\$2000 per article**



# Featured Company Profile

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Grow your company's reputation, influence, and visibility with a **Receivables Info Featured Business Profile**. Our expert SEO and content team will comb through your submitted information to ensure that we maximize search value and improve your website's visibility online and throughout the receivables industry.

Be part of Receivable Info's exclusive list of business profiles that promote trust and reliability in the ARM industry.

**\$2000 per profile  
(\$500 Annual Fee Thereafter)**



# Fully Developed Whitepaper

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*Featuring a new product or just want to have a dedicated Whitepaper?*

Our team of accomplished and professional writers and graphic designers will help develop and publish your sponsored Whitepaper.

Controlling both the SEO value and the design of the Whitepaper allows our content team to create a fully one-of-a-kind Whitepaper tailored to each business's goals.

Whitepapers are hosted on Receivables Info's website for lead generation and can be shared on your website and social media to increase exposure.

**\$3,500 for approximately 2,000 words  
and our professional design team**

# Receivables Info Website Advertising

## Banner Ads

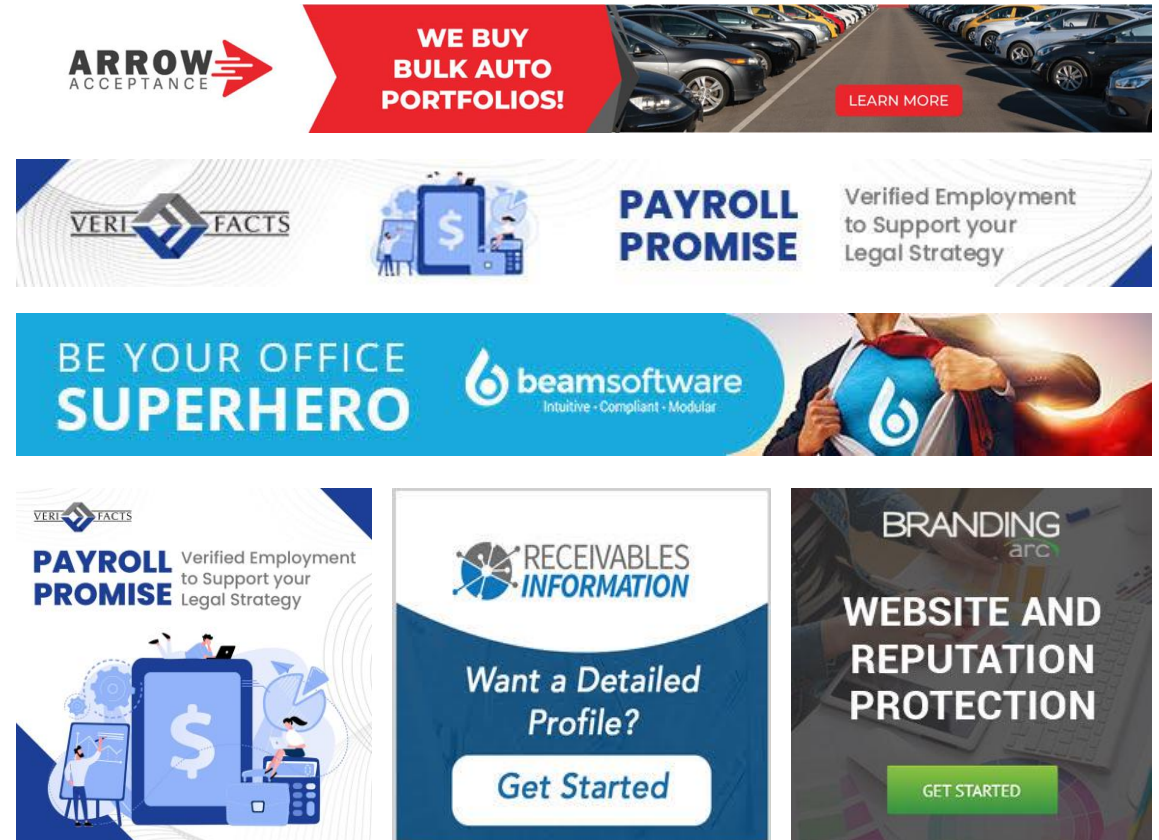
These 1600x180 pixel banner ads will be featured at the top of multiple Receivables Info landing pages and be the first ad each user will see.

\$1500 per year

## Square Ads

Smaller than the banner ads, these economical 400x400 pixel ads will be placed in strategic locations as a user navigates their time on Receivables Info.

\$1000 per year



# Webinars



For those looking to branch out even further into the digital world, Receivables Info offers a host of webinar options. Hosted by Adam Parks, each webinar will include a full social media promotion on both Receivables Info and your own company profiles.

In addition, the webinars will be announced in our weekly E-Newsletter that reaches across the industry. You can either help develop a webinar that is tailored to your goals or sponsor a hosted webinar.

Sponsorships Starting at \$500

Features Starting at \$3,000



# Weekly E-Newsletter

E-newsletters help Receivables Info and our clients branch out further from our website. Going directly to subscribers' inboxes, our E-Newsletters could feature an advertisement from your company.

Ad sizes are 720 x 80px.

**\$250 per month – Four E-Newsletters Per Month**



# Contact Us For More Information

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For more information about our services, please contact us by email or phone and a member of our team will be happy to assist you.



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