

# *Empowering the Receivables Management Industry of the Future*



Industry  
News



Expertise



Press  
Releases



Consumer  
Financial  
Literacy



Professional  
Growth



Webinars



Podcasts



Community



Events



Advertising/  
Marketing  
Opportunities

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# ***What is Receivables Info?***

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## ***Creating Content***

- [Receivables 101](#) (Industry Expertise)
- [Receivables Spotlight](#) (People Profiles)
- [MoneyChat](#) (Financial Literacy)
- Whitepapers / Case Studies

## ***Video Series***

- [Receivables Podcast](#) (Podcast)
- [5-Minute Pitch](#) (Sales & Demos)
- [Why We Go](#) (Events)
- [Receivables Institute](#) (Educational Webinars)

## ***Advertisements***

- Website Banners
- Newsletter Banners
- Sponsored Social Media
- Sponsored Email

## ***Profiles & Press***

- Press Releases
- Basic Business Listing
- Detailed Business Profiles
- Paid Promotion

## ***Event Partnerships***

- Event Promotion & Advertising
- Detailed Event Information Pages
- Co-Branded Live Stream Broadcast
- Photo / Video Capture

## ***Content Partnerships***

- Helping Start Your Podcast
- Professional Writing Services
- Video Editing
- Broadcast Production

# Our Mission

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Receivables Info was created by Receivables Management industry veterans with a passion for empowering the industry through consistent, engaging, high-quality content. Our mission is to create informative and entertaining content for our highly specialized audience through their preferred channel. We build each of our products to meet the very unique needs of an industry we care deeply about.



## Our Founder

Adam Parks is a serial entrepreneur and Past-President of Receivables Management Association International (RMAI) with almost 20 years of experience in the receivables industry. His diverse background includes debt portfolio purchasing, debt sales, consulting, and the development of technology systems, data analytics and portfolio financing.

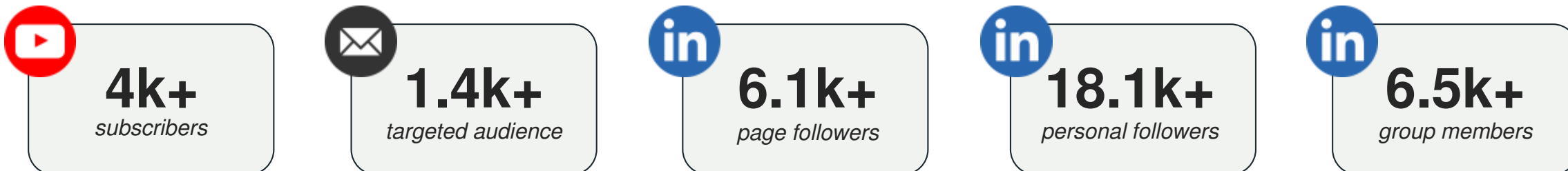
Adam has held various marketing, operations and compliance positions within the industry, including leadership positions with brokerages, debt buyers, data services providers, industry trade associations and compliance consultants, which have given him a broad set of experiences and deep relationships across the industry. Adam has become a voice for the industry, hosting the Receivables Podcast and frequently presenting at industry conferences.

As a serial entrepreneur in the receivables industry, Adam has co-founded many organizations in the space and currently holds a variety of positions, including:

- CEO, [Branding Arc](#) (receivables marketing)
- Founder, [Receivables Info](#) (industry news)
- Past President, [Receivables Management Association International](#) (RMAI)

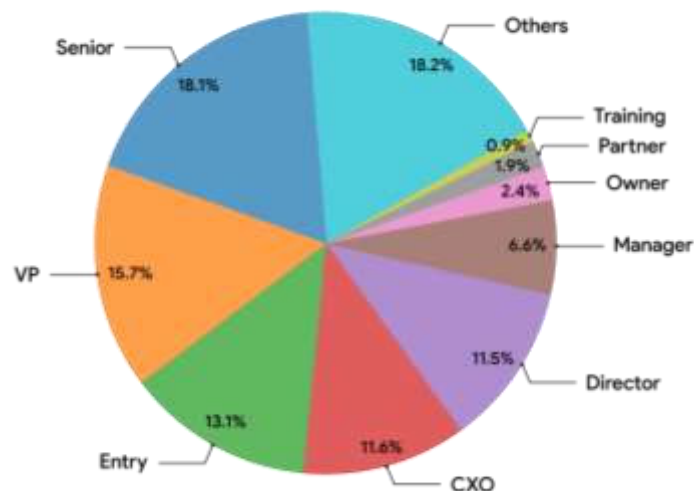
# Our Core Audience

Our core audience is focused on financial services professionals in the receivables management, debt collection and credit risk job functions. We grow our audience through social media, live event attendance and engagement with trade associations.



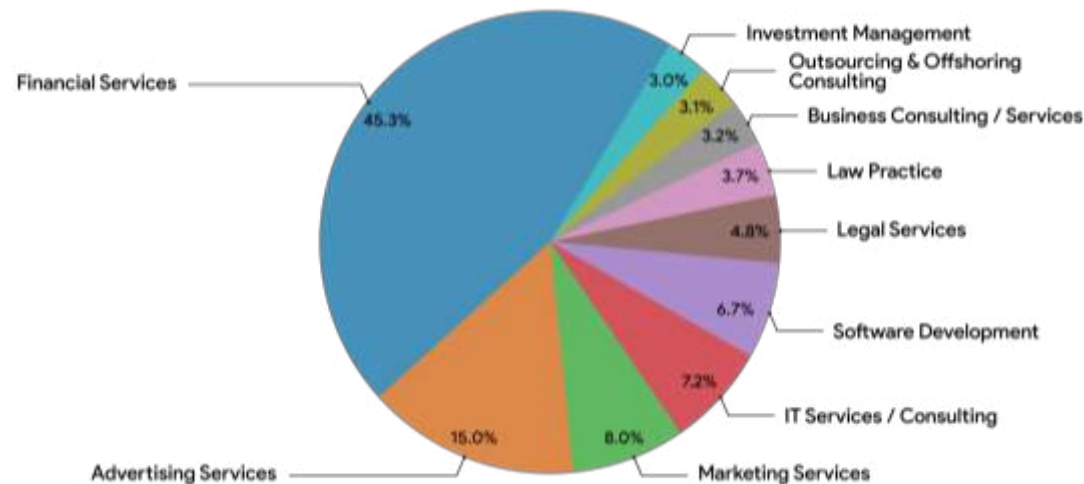
Seniority Breakdown

(Pie Chart)



Industry Breakdown

(Pie Chart)



# Our Core Audience

## RI YouTube Videos/Shorts :



**421.2k+**

*Lifetime Views*



**346.3k+**

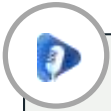
*Lifetime Videos Views*



**74.6k+**

*Lifetime Shorts Views*

## Individual Series - YouTube Videos :



**130k+**

*Lifetime Views of  
Receivables Podcast*



**19k+**

*Lifetime Views of  
Career Path with Katalina*



**100.3k+**

*Lifetime Views of  
5 Minute Pitch*



**28k+**

*Lifetime Views of  
Why We Go*



**60.4k+**

*Lifetime Views of  
Receivables Webinar*

# Our Core Audience

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## RI - Instagram Post/Reels :



**27.6k+**

*Lifetime Reels Views*



**7k+**

*Average Impression / month*

## Individual Series – Podcast (Amazon/Applespotify/Others) :



**5k+**

*Total Downloads of  
Receivables Podcast*



**200+**

*Total Downloads of  
Career Path with Katalina*



**10+**

*Total Downloads of  
AI Hub*

# Video Series



## Receivables Podcast

Receivables Podcast is a video interview series hosted by Adam Parks talking with guests about their background and the hot issues facing the industry. These 20-minute videos are released each Thursday and shared on YouTube, LinkedIn, Apple, Google, Spotify, and more.

Starting at \$3,000/per video



## 5 Minute Pitch

You have 5-Minutes to pitch your business, ready-set-go! In this short video segment, you tell the audience all about your company, products and services with a 5-minute clock. Use screensharing, demos, slide decks, or whatever you would like to communicate the value your business offers to the industry.

Starting at \$2,500/per video



## Why We Go

Why We Go is a new video series talking with frequent conference visitors about why they choose to go to specific trade shows throughout the year. Be a featured interviewee at an upcoming conference and stand out from your peers while supporting your favorite industry events.

Starting at \$2,500/per video



## Webinars

Help select the topic, speakers and be featured in an upcoming webinar. These hour-long video sessions demonstrate your expertise in the business and can be created around a topic related to your business. These are not a direct pitch of your product, but are aimed to help establish your level of expertise on a related subject.

Starting at \$4,000/per video

# Comparing Video Options

Criteria	Receivables Podcast	Receivables Institute Webinars	5-Minute Pitch	Why We Go
<b>Price</b>	<b>\$3,000.00</b>	<b>\$4,000.00</b>	<b>\$2,500.00</b>	<b>\$2,000.00</b>
<b>Format</b>	Interview	Educational	Sales	Community
<b>Blog Post Included</b>	Yes	Yes	Yes	No
<b>Video Length</b>	20 minutes	50 minutes	8 minutes	5 minutes
<b># Guests</b>	1	2	1	1
<b>Editing Available</b>	No	No	Yes	No
<b>Screen Sharing</b>	No	Deck Only	Yes	No
<b>Planning Session</b>	Included in hour recording session	30 min planning session	Included in hour recording session	Included in hour recording session
<b>OUR COMMITMENT TO DISTRIBUTION</b>				
<b>Dedicated Email Blast</b>	No	Yes	(+) \$1,000 add-on	(+) \$1,000 add-on
<b>Social Media Posts</b>	2	5	2 + evergreen	2 + annual evergreen
<b>LinkedIn Advertising</b>	Yes	Yes	Yes	Yes
<b>YouTube Advertising</b>	Yes	Yes	Yes	Yes
<b>Google Advertising</b>	Yes	Yes	Yes	Yes
<b>Avg LinkedIn Impressions</b>	1,000	500	2,500	3,000
<b>Avg YouTube Views</b>	100	100	2,000	2,500

# Creating Content



RECEIVABLES **101**

## ***Receivables 101***

The Receivables 101 series targets the need to provide employees at Receivables Management firms educational material about how different parts of the business function. Authors and sponsors of this content are positioned as industry experts helping to educate employees at all levels across the industry.

**Starting at \$1,500/per article**



## ***Money Chat***

We believe in providing consumers with educational content that helps them better understand the credit-based economy around them. Sponsors of this content series are demonstrating their support for a consumer first approach providing people with the tools they need to make informed financial decisions.

**Starting at \$2,500/per article**



RECEIVABLES  
**SPOTLIGHT**

## ***Receivables Spotlight***

This personal profile of industry experts provides a personal look into the people behind the names and brands in the industry. Everyone has a different story about getting into the business and this series offers an opportunity to get to know the people behind the businesses.

**Starting at \$1,500/per profile**



**WHITEPAPER  
& CASE STUDIES**

## ***Whitepapers & Case Studies***

Creation and promotion of whitepapers and case studies can provide a more detailed analysis of your business to prospects. Our team can help to frame the narrative, develop the data and tell the story of how you have helped transform a client's problems into a solution.

**Starting at \$2,500/ per release  
Or \$10,000 including content**

# Advertising & Sponsored Content



## Website Banners

ReceivablesInfo.com has become a popular website for industry professionals to read news, watch videos and learn about the industry. With 2,000+ visitors each month, our website is a great place to get noticed.

Size	Month	6-Months	Year
Horizontal (1600x180)	\$750	\$3,000	\$5,000
Square (400x400)	\$400	\$1,200	\$3,000

## Newsletter Banners

Our newsletter is sent weekly to 2,000+ receivables management professionals around each week. Our thoughtfully curated newsletter is delivered directly to key industry executive inboxes.

Size	Month	6-Months	Year
Horizontal (720x80)	\$500	\$1,750	\$3,000

## Sponsored Social Media

Deliver your message to our audience of over 5,000 receivables professionals on LinkedIn, YouTube and other social networks. Craft an effective message to drive engagement create opportunity.

Size	1 post	6 posts	12 posts
You Provide Creative	\$500	\$1,750	\$3,000
Our Team Creates	\$1,200	\$3,000	\$5,000

## Sponsored Email

Put your sales message (and your 5-Minute Pitch) directly in the inbox of our executive audience. Boost attention and build awareness to support your sales teams' efforts.

Size	1	2	3
You Provide Creative	\$2,500	\$4,500	\$8,000
Our Team Creates	\$3,000	\$5,500	\$10,000

# Specialized Services



## Surveys, Research, and Whitepapers

Our team empowers your strategic initiatives with expertly **designed surveys**, **in-depth research**, and **insightful whitepapers**. We provide valuable industry insights and thought leadership, helping you collect, analyze, and present data in a compelling way. Engage your audience and elevate your industry presence with our tailored research solutions. A great example of our work in this area is the [TransUnion 2024 Debt Collection Industry Annual Report](#), showcasing our expertise in delivering high-impact industry analysis.



## Conference Support/Management

We take the stress out of conference planning by managing every detail of your event presence before and after the show, ensuring seamless preparation and post-event logistics. Our team handles **booth storage, shipping, and logistics**. We can also **design, order, and store swag and conference literature**, so you're always prepared with high-quality promotional materials. For international clients entering the U.S. marketplace, we provide **onsite venue tours and event guidance**, helping you navigate the conference landscape with confidence. With our full-service approach, your brand will stand out and make a lasting impact at every event.



***\*\*Reach out to us directly for a personalized quote on these specialized services.***

# ***Receivables Info 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.

## **Basic Company Profile**

**\$999/per year**

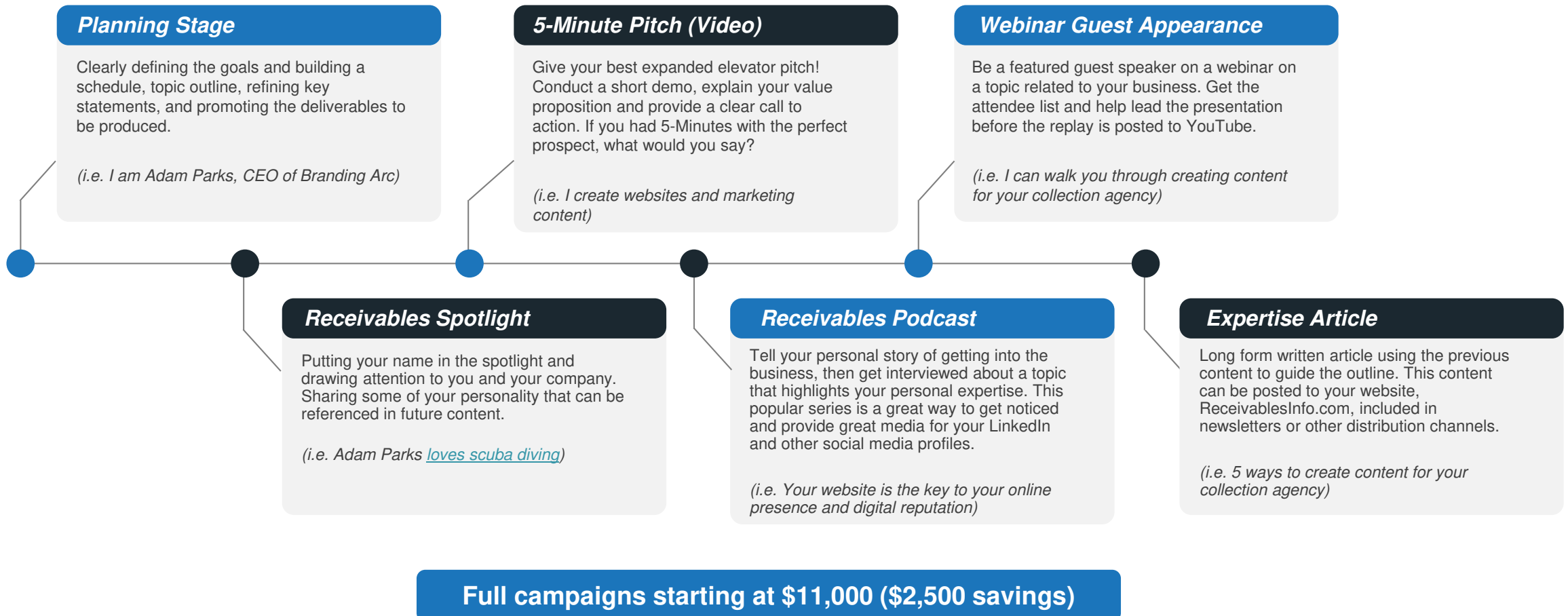
## **Featured Company Profile**

**\$2500/per year**



# Reinforce Your Messaging

Reinforce your message and brand through a scheduled campaign of content to demonstrate the expertise of you and your organization. Beyond sponsoring content, be part of shaping the messaging and participating in the delivery.



# Event Partnerships

## Building Opportunities Together

**We believe in the power of in-person networking and enjoy creating content on-site at industry events.**

Our partnerships with trade associations and other event hosts enables us to understand the marketplace and create relevant content to promote attendance, drive awareness and engagement at live events.



### What We Provide

Why We Go is a new video series talking with frequent conference visitors about why they choose to go to specific trade shows throughout the year.

- Premium Event Profile Page
- Podcast Special Episode (2 months pre)
- Podcast Mention (4 weeks pre)
- Live Social Engagement (during event)
- Why We Go Episode (during event)

### What We Ask For

To create this content together our team needs to attend the event. **We pay for our own travel and lodging** but do request:

- Complimentary Registration for 2 attendees
- Permission to Create Content on-site
- Promotion of the content through your channels
- Complimentary Booth at Annual Conference

# ***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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