

## 2017 Media Guide

*Build your company's reach through  
CLLA's Integrated Media Offerings*

### *Inform Your Market*

The CLLA provides members with a number of benefits, including marketing opportunities on [www.clla.org](http://www.clla.org) where CLLA continues to inspire and inform a thriving, captivated audience. CLLA expertise and insights serve as a trusted information source for bankruptcy, collections, credit and debt industry – your customers! Advertising on the CLLA website is a great way to reach your potential clients and reinforce your marketing message. Promote your firm's value proposition and become a resource for industry information and gain results!

### *Hot Links*

Extend your advertising investment with digital media and link your ad to the landing page of your choice.

When a visitor clicks on your ad, they will be sent to your website landing page for a nominal fee, turn the credit you get into a lead opportunity. The more ads you supply, the more leads you can get. One fee covers all your offerings.

**Yearly | \$150**

### *Be A Featured Member*

Become a Featured Member and your photo or logo will appear under your listing. Have access to adding up to 10 custom profile pages, including links to YouTube videos and other sites relevant to your company.

Feature your company within our photo gallery and be featured on [www.clla.org](http://www.clla.org) as our *Featured Member!*

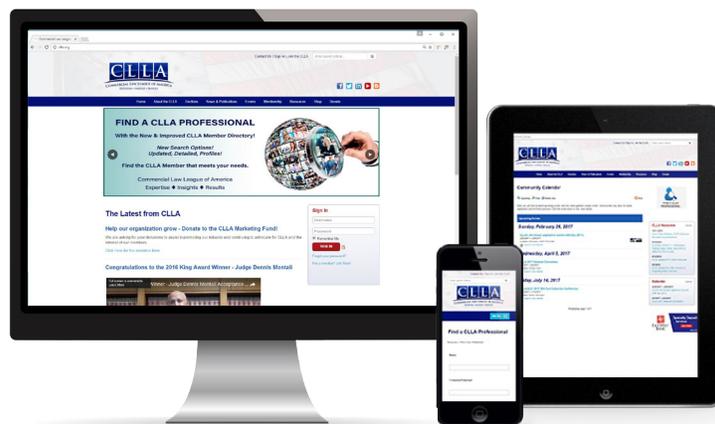
When you partner with CLLA you establish your firm's industry leadership alongside the recognized trusted source of legal expertise and insights for the professional legal community.

**Yearly | \$200 per page**

### *Educational Pages*

The CLLA will build a page just for you! All you have to do is supply written content and images to be included on your company's page. CLLA will pull together a page for your review and approval. These pages are designed to fill [www.clla.org](http://www.clla.org) with educational information. (CLLA reserves the right to edit the content for grammar and syntax.)

**Yearly | \$500 per page**



*Let CLLA assist you in capturing your share of this lucrative market.*

phone: 847.416.7272 email: [mail@CLLA.org](mailto:mail@CLLA.org) Questions? Mila Pandzic at [mpandzic@tso.net](mailto:mpandzic@tso.net)

Members log on to **www.clla.org** to learn about upcoming association events and discover ways to maximize their CLLA membership. In addition, prospective customers visit CLLA online to find a CLLA professional. *Take advantage of our several cost-effective opportunities!*

*The CLLA website has **2,800+ monthly visits** with **70% new visitors**; an average of **8,300+ pageviews** per month. The CLLA online directory has **650 digital views** per month!*

## Banner Ads

Banner ads are available on a variety of pages. Choose the placement and size that works best for you.

### Sub-page banners

#### Right Rail

Your ad will appear on all **www.clla.org** web pages.

#### Button/Half Banner

(280 px wide and up to 100 px tall)

Monthly: **\$150**

Quarterly: **\$400**

Yearly: **\$1000**

#### Square Banner

(280 px wide x 280 px tall)

Monthly: **\$200**

Quarterly: **\$500**

Yearly: **\$1500**

#### Footer

#### Full Banner

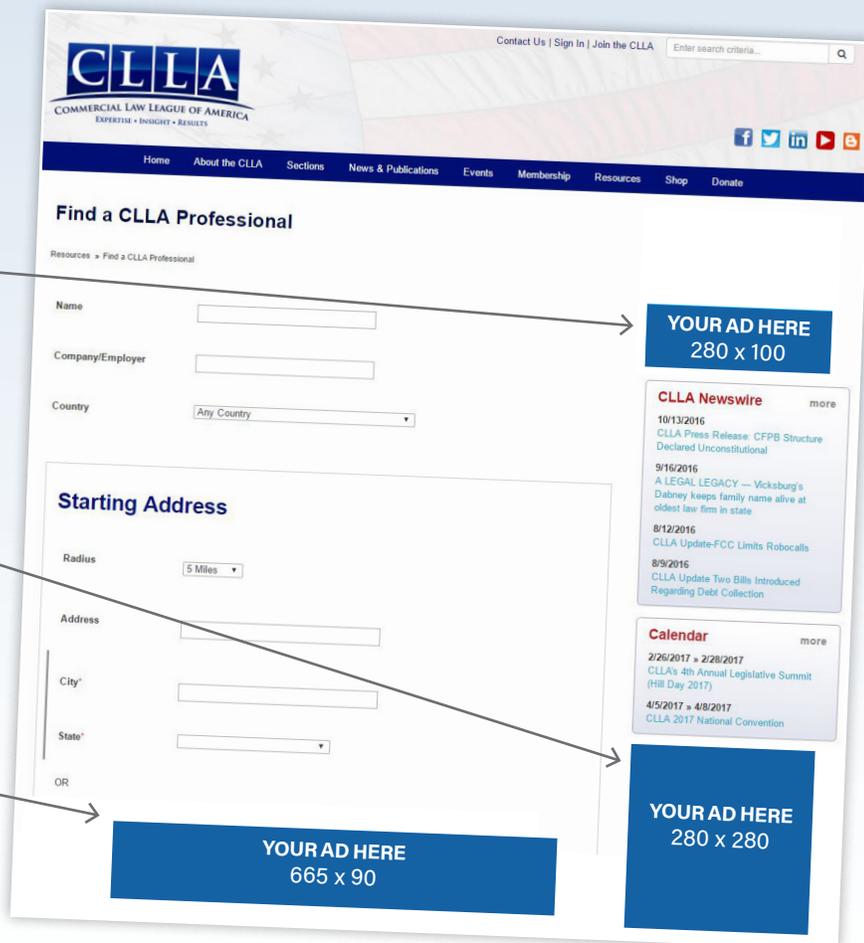
(*Exclusive placement*)

(665 px wide x 90 pixels)

Monthly: **\$150**

Quarterly: **\$375**

Yearly: **\$1200**



## Monthly Potential Reach

- *Monthly visitors:* 2,000+
- *Member Search Page:* 500 monthly visitors
- *Calendar of Events Page:* 300 monthly visitors

### Banner Ad Specifications

Files should be 72dpi. Formats: jpeg, gif, and png image formats (animation is acceptable); File size needed: under 500 kB

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