MBA®

MORTGAGE BANKERS ASSOCIATION

# Mortgage Bankers Association **2025 Media Kit**

**PROMOTE YOUR BUSINESS:** MAXIMIZE YOUR ADVERTISING STRATEGY WITH MULTI-CHANNEL SOLUTIONS FROM MBA

# Increase Your Brand Awareness with a Trusted Source

The Mortgage Bankers Association (MBA) is the premier trade association representing all sectors of the real estate finance industry. You have a robust array of advertising opportunities to choose from to meet your goals, timeline, and budget.

Options for your digital advertising strategy include:

- Three email newsletters
- Sponsored content
- Online video series
- MBA Education Designation Certification Champion
- MBA Education webinars
- MBA.org / Retargeting
- *Mortgage Banking Show Guide* / eShow Guide

FIND YOUR SALES CONTACT AND LEARN MORE ABOUT MULTIMEDIA, BUDGET-FRIENDLY PACKAGES ON PAGE 26

# MBA NEWSLINK®

REACH

DELIVERED DAILY TO

**50,000+**

INDUSTRY PROFESSIONALS

FORMAT

**Email Newsletter**

***MBA Newslink* is the "go-to" electronic publication that compiles daily news and provides up-to-the-minute coverage of the real estate finance industry, in an easy-to-read format delivered every business morning by 8:00 AM ET.**

1. The prime resource where mortgage industry leaders, senior executives, and senior management from all sectors come for timely news coverage.
2. Provides breaking news and MBA advocacy, residential, commercial, and multifamily stories with engaging charts and insightful data.
3. Special editions provide important developments and emerging stories of the day.

**The top *MBA NewsLink* ad banner placements are sold either in six-week or as ala carte placements tracks running monthly from January to June and from July to December.**

FIND YOUR SALES CONTACT AND LEARN MORE ABOUT MULTIMEDIA, BUDGET-FRIENDLY PACKAGES ON PAGE 26

# MBA NEWSLINK®

CONTINUED

## MBA NEWSLINK TRACKS

| Track One[a] | Track Two[a] | Track Three[b] | Track Four[a] | Extra Weeks[b] |
|---|---|---|---|---|
| January 5–11 | January 12–18 | January 19–25 | January 26–February 1 | |
| February 2–8 | February 9–15 | February 16–22 | February 23–March 1 | |
| March 2–8 | March 9–15 | March 16–22 | March 23–29 | |
| March 30–April 5 | April 6–12 | April 13–19 | April 20–26 | April 27–May 3 |
| May 4–10 | May 11–17 | May 18–24 | May 25–31 | |
| June 1–7 | June 8–14 | June 15–21 | June 22–28 | |
| **Track Five[b]** | **Track Six[a]** | **Track Seven[a]** | **Track Eight[a]** | **Extra Weeks[b]** |
| | | | | June 29–July 5 |
| July 6–12 | July 13–19 | July 20–26 | July 27–August 2 | |
| August 3–9 | August 10–16 | August 17–23 | August 24–30 | |
| August 31–September 6 | September 7–13 | September 14–20 | September 21–27 | |
| September 28–October 4 | October 5–11 | October 12–18 | October 19–25 | |
| October 26–November 1 | November 2–8 | November 9–15 | November 16–22 | |
| November 23–29 | November 30–December 6 | December 7–13 | December 14–20 | December 22–24, Value Added for Track 8 Buyers |

80% rate  60% rate  MBA Conference Week

a. Sold as a full 6-week package and includes every week listed priced at the track rate per week. Published Monday through Friday each week unless noted as a Holiday week by a highlighted color.

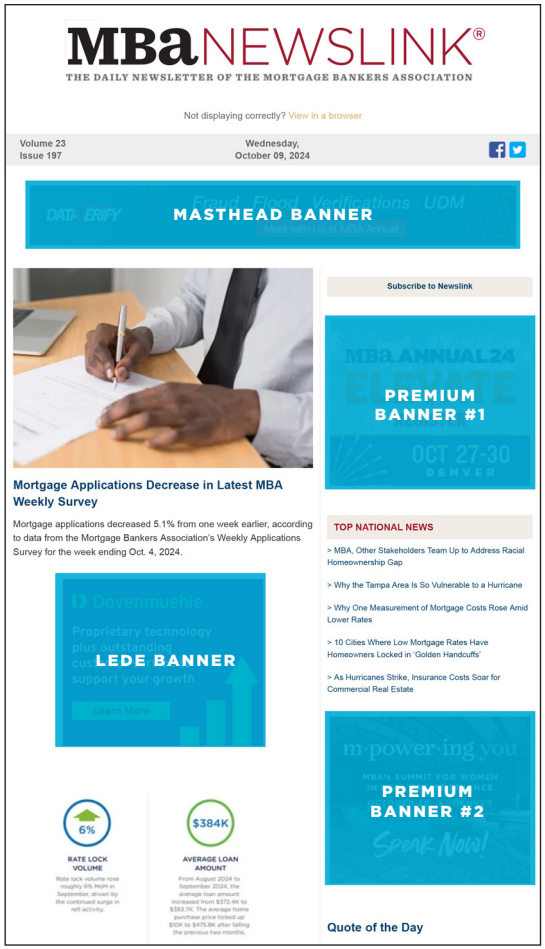
b. Non-track week, a la carte option. Must buy a minimum of any 2 ala carte weeks using the non-track rate per week. Published Monday through Friday each week unless noted as a Holiday week by a highlighted color.

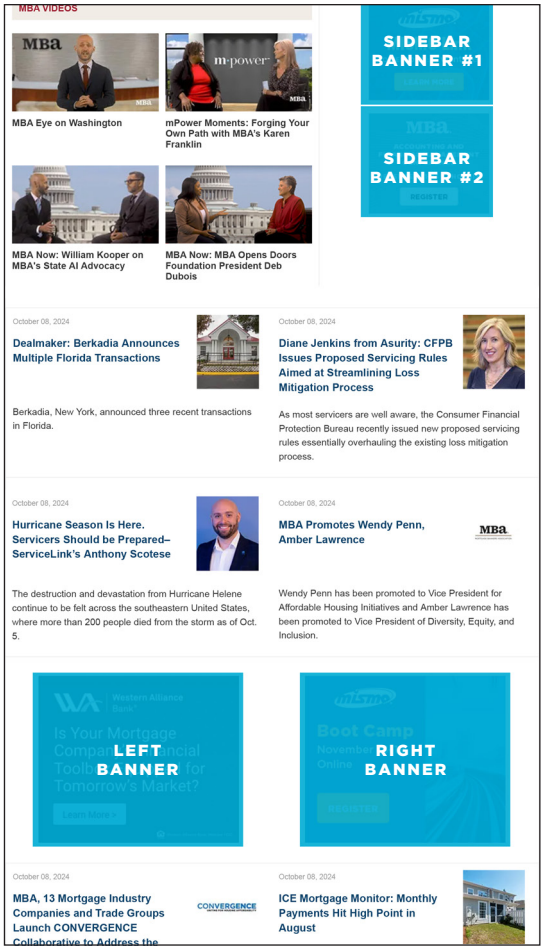
FIND YOUR SALES CONTACT AND LEARN MORE ABOUT MULTIMEDIA, BUDGET-FRIENDLY PACKAGES ON PAGE 26

# MBA NEWSLINK®

CONTINUED

## MBA NEWSLINK AD PLACEMENT




FIND YOUR SALES CONTACT AND LEARN MORE ABOUT MULTIMEDIA, BUDGET-FRIENDLY PACKAGES ON PAGE 26

# MBA NEWSLINK®

CONTINUED

- **Minimum purchase is two weeks for non-track buys**
- **Average weekly metrics vary by banner location**
- **All banner files are 100KB max file size; 72 dpi, jpg, png, animated gif**
- **NO FLASH ACCEPTED**

## MBA NEWSLINK RATES (NET)

| | Size | Track Rate/ Week[a] | a la Carte Rate/ Week[b] |
|---|---|---|---|
| Masthead Banner | 728w × 90h pixels | $5,300 | $5,600 |
| Premium Banner #1 | 300w × 250h pixels | $3,400 | $3,700 |
| Premium Banner #2 | 300w × 250h pixels | $3,200 | $3,300 |
| Lede Banner | 300w × 250h pixels | $3,200 | $3,500 |
| Sidebar Banner #1 | 180w × 150h pixels | | $2,000 |
| Sidebar Banner #2 | 180w × 150h pixels | | $1,900 |
| Left Banner | 300w × 250h pixels | | $1,800 |
| Right Banner | 300w × 250h pixels | | $1,800 |
| Sponsored Content (includes Sidebar Banner #1 ad) | | | $3,500 |

a. Sold as a full 6-week package and includes every week listed priced at the track rate per week. Published Monday through Friday each week unless noted as a Holiday week by a highlighted color. Includes tracks 1, 2, 4, 6, 7, and 8.

b. Non-track week, a la carte option. Must buy a minimum of any 2 ala carte weeks using the non-track rate for each week. Published Monday through Friday unless noted as a Holiday week. Includes tracks 3, 5, and extras.

# MBA NEWSLINK®

CONTINUED

REACH

DELIVERED DAILY TO

50,000+

INDUSTRY PROFESSIONALS

FORMAT

**Email Newsletter**

**Use the Sponsored Content Area to educate the industry about your recent white paper, research findings, or current trends you have observed. Your sponsored content will be featured each business day in *MBA NewsLink,* and will appear with your Sidebar Banner 1 ad. Your content will also appear for one full week on MBA.org in the *MBA NewsLink* archive.**

Sponsored Content Area Includes:

- Headline (5 to 7 words)
- Story introduction/text (about 20 words)
- 800–1,200 word article
- Optional head shot of story author (100 × 120 pixels)[1]
- Banner ad with URL link to select landing page

The cost is $3,500 net per Sponsored Content submission.

1. The 100 × 120 head shot image or client stock photo is optional. If not provided, MBA will fill with a standard visual. Company logos or infographics cannot be accepted. This area is not a linkable area and is not meant for a banner ad.

# MBa SERVICING NEWSLINK

REACH

## DELIVERED WEEKLY TO 40,000+ MORTGAGE SERVICING PROFESSIONALS

***MBA Servicing NewsLink* features the most important and timely industry issues and news, helping servicing leaders assess and prepare to manage changing industry dynamics every Tuesday morning.**

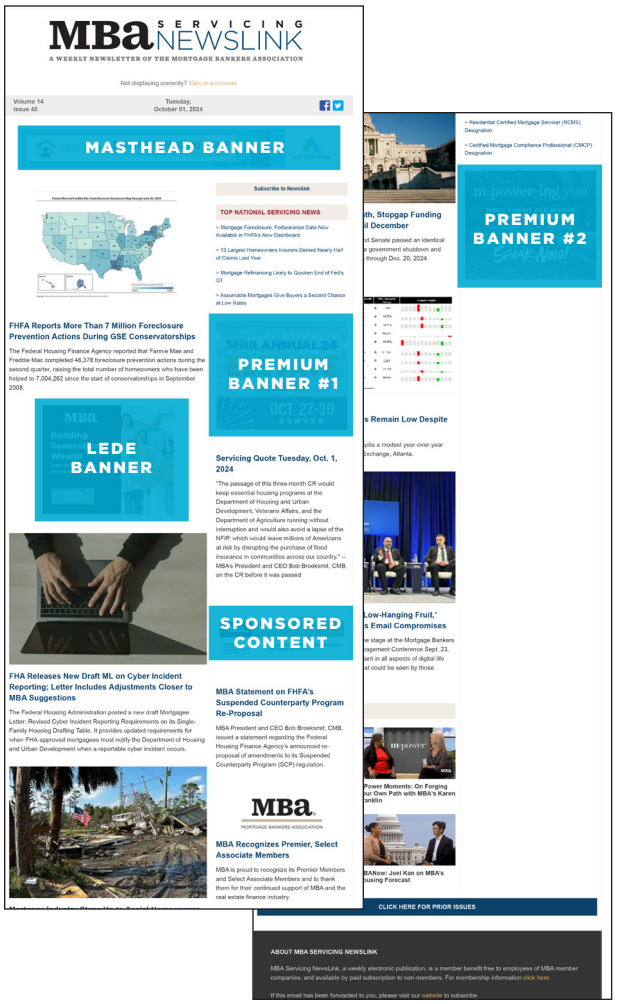
1. Provides current and reliable analysis relevant to the mortgage servicing industry
2. Extremely cost-effective vehicle to reach the servicing business sector.
3. Leverage sponsored content to educate servicers, service providers, and the like about your recent projects or trends.

FORMAT

**Email Newsletter**

FIND YOUR SALES CONTACT AND LEARN MORE ABOUT MULTIMEDIA, BUDGET-FRIENDLY PACKAGES ON PAGE 26

# MBA SERVICING NEWSLINK CONTINUED




## MBA SERVICING NEWSLINK RATES (NET)

| | Size | Track Rate/Week[a] | a la Carte Rate/ Week[b] |
|---|---|---|---|
| Masthead Banner | 728w × 90h pixels | $2,800 | $3,000 |
| Premium Banner #1 | 300w × 250h pixels | $1,800 | $2,000 |
| Premium Banner #2 | 300w × 250h pixels | $1,500 | $1,700 |
| Lede Banner | 300w × 250h pixels | $1,500 | $1,700 |
| Sponsored Content (Includes Premium Banner #2) | | $1,900 | $2,100 |

a. Sold as a full 6-week package and includes every week listed priced at the track rate per week. Published every Tuesday each week unless noted as a Holiday week by a highlighted color. Includes tracks 1, 4, 5, and 8.

b. Non-track week, a la carte option. Must buy a minimum of any 2 ala carte weeks using the non-track rate for each week. Published every Tuesday unless noted as a Holiday week. Includes tracks 2, 3, 6, 7, and extras.

FIND YOUR SALES CONTACT AND LEARN MORE ABOUT MULTIMEDIA, BUDGET-FRIENDLY PACKAGES ON PAGE 26

# MBa COMMERCIAL/MULTIFAMILY NEWSLINK

REACH

DELIVERED WEEKLY TO

**20,000+**

COMMERCIAL/ MULTIFAMILY REAL ESTATE FINANCE PROFESSIONALS

***MBA Commercial/Multifamily NewsLink* provides targeted weekly coverage of the commercial/multifamily real estate finance industry's current news and top stories.**

1. Get weekly targeted coverage of the real estate finance industry with a special focus on the commercial/ multifamily sector.
2. Gain knowledge of professional trade perspectives and current analyses essential to this audience.
3. Leverage sponsored content to educate the industry about your recent projects, or trends.

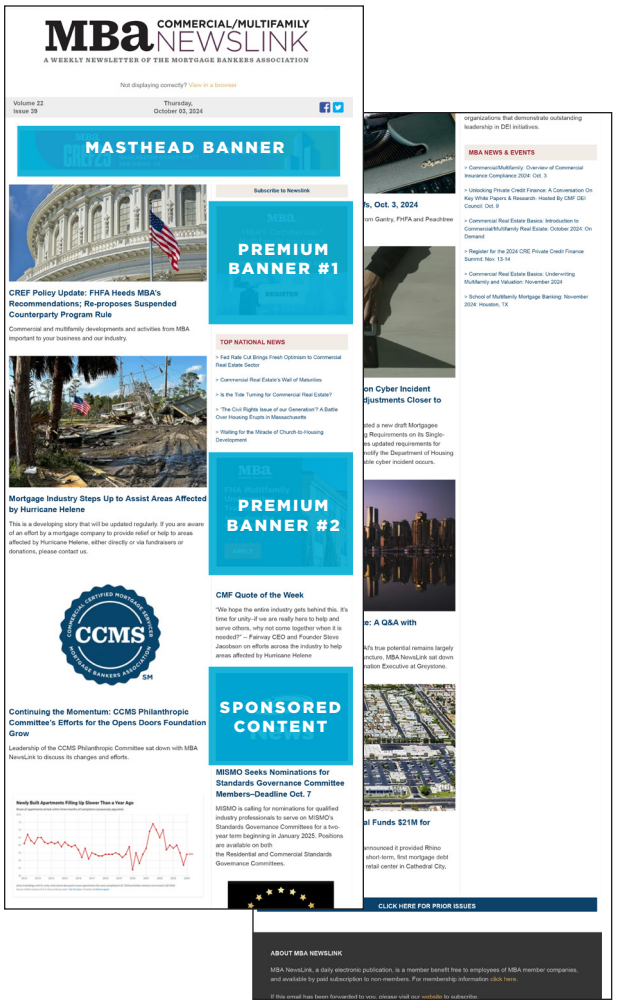
FORMAT

**Email Newsletter**

FIND YOUR SALES CONTACT AND LEARN MORE ABOUT MULTIMEDIA, BUDGET-FRIENDLY PACKAGES ON PAGE 26

# MBA COMMERCIAL/MULTIFAMILY NEWSLINK

CONTINUED




## MBA COMMERCIAL/MULTIFAMILY NEWSLINK RATES (NET)

| | Size | Track Rate/ Week[a] | a la Carte Rate/Week[b] |
|---|---|---|---|
| Masthead Banner | 728w × 90h pixels | $1,400 | $1,600 |
| Premium Banner #1 | 300w × 250h pixels | $950 | $1,150 |
| Premium Banner #2 | 300w × 250h pixels | $950 | $1,150 |
| Sponsored Content (Includes Premium Banner #2) | | $1,200 | $1,400 |

a. Sold as a full 6-week package and includes every week listed priced at the track rate per week. Published every Thursday each week unless noted as a Holiday week by a highlighted color. Includes tracks 1, 4, 5, and 8.

b. Non-track week, a la carte option. Must buy a minimum of any 2 ala carte weeks using the non-track rate for each week. Published every Thursday unless noted as a Holiday week. Includes tracks 2, 3, 6, 7, and extras.

FIND YOUR SALES CONTACT AND LEARN MORE ABOUT MULTIMEDIA, BUDGET-FRIENDLY PACKAGES ON PAGE 26

# MBA Videos

REACH

**150,000**

SOCIAL MEDIA FOLLOWERS ACROSS MBA'S PLATFORMS

**Partner with MBA to distribute a video of your own and/or have us create a timely video for you for later distribution. All produced video packages will include the final footage video link and a downloadable video file to share on your company's website and social media networks.**

1. Six series are available for sponsorship and one that allows original content contribution.
2. Videos are featured on MBA.org, YouTube, MBA's social media platforms, and *MBA NewsLink* publications.
3. Sponsored features include a 3–5-minute video with MBA's Adam DeSanctis, Vice President, Communications, and your company's spokesperson.

FORMAT

**Video**

ADDITIONAL SPONSORED FEATURES

- Your logo displayed with company mentions during the episode
- Custom pre-roll display with some packages

FIND YOUR SALES CONTACT AND LEARN MORE ABOUT MULTIMEDIA, BUDGET-FRIENDLY PACKAGES ON PAGE 26

# MBA Videos CONTINUED

## MBA SPONSORED VIDEO (MBA CONTENT)

Start with a short "sponsored by" introduction, provided by the client and read by the MBA (:05–:15) prior to the MBA-produced videos. Your logo would run during the intro as well as a bug on the bottom of the video.

$2,000 net per week. Package pricing available

## MBA NOW

MBA's Vice President of Communications, Adam DeSanctis, will interview and produce a 3–5 minute video that will be conducted in an Q&A format (virtual or in-person at MBA's studio.

$5,000 net per week. Package pricing available

## MBA DIGEST

We'll package your pre-produced video (:60–:90 seconds), along with your logo and short intro script that you provide and run on *MBA NewsLink* and MBA's social media channels.

$2,500 net per week. Package pricing available

## NEW: MBA DIGEST PLUS

Same as the MBA Digest but includes a brief interview and recorded Q&A interview (one question).

$3,500 net per week. Package pricing available

## NEW: MBA CONFERENCE CONNECTION

This videotaping will be conducted with one company spokesperson during a live interview from either MBA's CREF, Servicing, Secondary or Annual Conference. Recorded live, Q&A format, like MBA Now.

$5,500 net a week

## NEW: MBA's "ASK THE EXPERT" TOPIC SERIES

Pick a topic of your choice and provide the speakers to create content in interviews with Adam DeSanctis. The videos will run in a consecutive series for 4 weeks. Includes a :05–:15 client-provided pre-roll, "brought to you by" mention, and your logo running during the intro as well as a bug on the bottom of the video.

$16,000 net for a 4-week series

FIND YOUR SALES CONTACT AND LEARN MORE ABOUT BUDGET-FRIENDLY, EXTENDED REACH PACKAGES ON PAGE 25

# MBA Education Webinar Sponsorship

REACH

**INSTRUCTIONAL WEBINARS HAVE**

**175+**

**REGISTRANTS ON AVERAGE**

FORMAT

**Online**

**Partner with MBA Education to offer informative webinars to MBA members and your clients (and prospective clients) across the country. Hosted via Zoom, choose the topic and speakers to carry your message.**

1. You choose the topic and speakers; MBA will approve and host the webinar.[1] MBA can provide subject matter experts on a variety of topics.
2. Each MBA Education sponsored webinar receives marketing on MBA's LinkedIn account, *MBA NewsLink,* and MBA.org.[2]
3. Your company logo and ad banner with link will appear on your webinar registration page.
4. Your company logo and messaging will be branded throughout the webinar presentation.
5. Webinar recordings are posted on MBA.org, which allows for continued engagement and traffic.

The cost is $12,000 for MBA members and $15,000 for non-members.

1. All speakers must be from MBA member companies.
2. Marketing efforts are subject to change and vary depending on topics and cross-promotional opportunities.

FIND YOUR SALES CONTACT AND LEARN MORE ABOUT BUDGET-FRIENDLY, EXTENDED REACH PACKAGES ON PAGE 25

# **NEW** MBA Education Designation Certification Champion

REACH

**EACH DESIGNATION CHAMPION GETS**

**12**

**MONTHS**

FORMAT

**Online**

**Show your company's support to dedicated professionals working on industry designations in the servicing, underwriting and compliance areas. For an entire year, the champion of each designation program will have messaging placement opportunities on the overall description page as well as on each level's registration page. In addition, there will be multiple branding opportunities within the curriculum coursework.**

## RESIDENTIAL DESIGNATION CHAMPION OPPORTUNITIES

- Residential Certified Mortgage Servicer: RCMS Designation (mba.org/rcms)
- Certified Residential Underwriter: CRU Designation (mba.org/cru)
- Certified Mortgage Compliance Professional: CMCP Designation (mba.org/cmcp)

## COMMERCIAL/MULTIFAMILY DESIGNATION CHAMPION OPPORTUNITIES

- Commercial Certified Mortgage Servicer: CCMS Designation (mba.org/ccms)

FIND YOUR SALES CONTACT AND LEARN MORE ABOUT MULTIMEDIA, BUDGET-FRIENDLY PACKAGES ON PAGE 26

# **NEW** MBA Education Designation Certification Champion CONTINUED

### MBA.ORG PLACEMENTS

- Banner ad on Championed Designation landing page (options include: mba.org/rcms, mba.org/cru, mba.org/cmcp, or mba.org/ccms)
- Logo and Champion message on each registration page per level of Championed Designation (three levels for Residential programs and two levels for Commercial program).
- Logo and Champion message on Championed Designation Who's Who page (listing designees)

### MBA'S LEARNING MANAGEMENT SYSTEM PLACEMENTS

Inclusion on the Featured News page for ALL MBA course offerings, with

- Exposure to over 60,000 learners who visit this page every year
- Your logo and content page with embedded links
- Your logo and link to run on the right side of that page in rotation

Company logo and standard copy line will appear within each level of selected designation program as follows:

- On one course that you select
- Each level exam page for that course
- On the final designation exam page

### DESIGNATION CHAMPION RATES

| Programs | MBA Member (Per Program) | Nonmember (Per Program) |
|---|---|---|
| RCMS, CRU, or CMCP | $15,000 | $18,000 |
| CCMS | $10,000 | $13,000 |

### FORMAT

**Online**

NOTE: The Champion will not have input into any coursework.

# **NEW** MBA Education Designation Certification Champion Specs

## MBA.ORG

- **Logo appearing on Registration and Who's Who pages**: 300w × max height of 300 pixels

- **Ad banner with URL running on Championed Designation Landing page:** 300w × 250h pixels, 72 dpi, max file size 100KB, JPEG, PNG or animated GIF. NO FLASH files.

## LEARNING MANAGEMENT SYSTEM

- **Learning Management landing page icon:** 250w × 250h pixels, max file size 256, PNG

- **Learning Management content:** Copy can be 800 to 1,200 words. Can accommodate a variety of text, links, images and links to videos. Message font size, color, etc. will be formatted based on the current LMS style. (Have the ability to bold/italicize/underline text, change text color.)

- **Learning Management logo and link right side image rotation:** 640w × 360h pixels, max file size 256KB, transparent PNG
  + Text can be included in the image.
  + Images can rotate if more than one image is loaded.
  + Image can link to a specific website or image.

- **Learning Management Course and level exam homepage image:** 250w–500w × 100h pixels, max file size 256KB, PNG
  + Text can be included in the image.
  + Image can link to a specific website or image.
  + Message font size, color, etc. will be formatted based on the current LMS style. (Have the ability to bold/italicize/underline text, change text color.)

# MBA.org

REACH

MONTHLY TRAFFIC:

**336,500**

PAGE VIEWS &

**134,000**

SESSIONS

FORMAT

**Online**

**MBA.org is the most robust website serving the mortgage industry. Responsively designed, user-friendly, and easily accessible, the timely content matched by the trusted MBA name drives web traffic from all facets of the industry. Get relevant news, diverse resources, and practical information benefiting the real estate finance industry.**

1. As an influential voice for the industry, our reach is wide, including MBA members, key stakeholders, and influencers of our nation's economy.

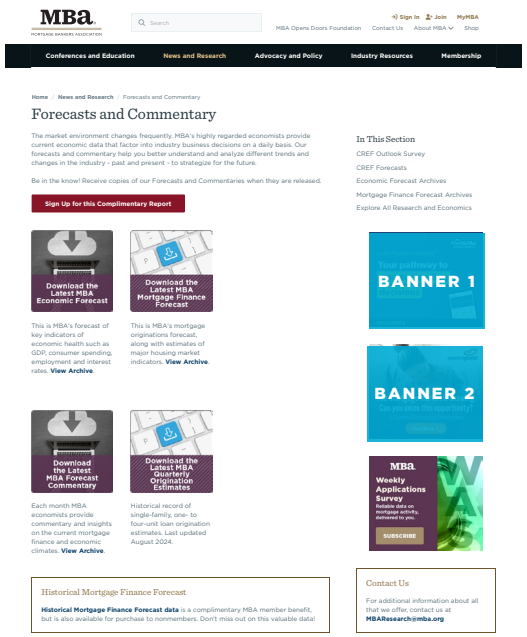
2. We offer several high traffic advertising opportunities, including Run of Site and Retargeting.[1]

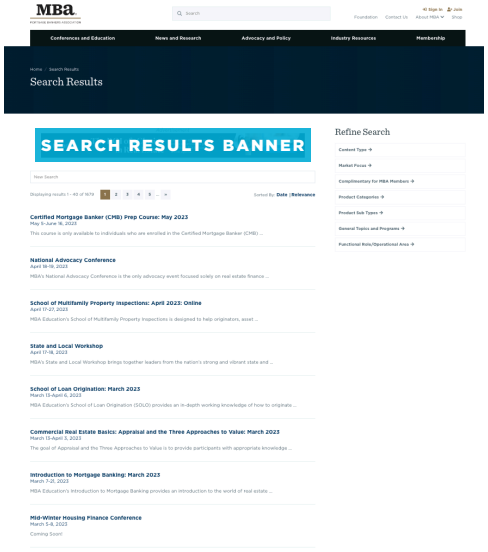
3. Ads are responsive to display on a variety of devices.

1. Retargeting allows you to place your ads in front of people who have visited MBA.org long after they have left our site.

FIND YOUR SALES CONTACT AND LEARN MORE ABOUT MULTIMEDIA, BUDGET-FRIENDLY PACKAGES ON PAGE 26

# MBA.org CONTINUED




## RUN-OF-SITE AD PLACEMENTS

- Conferences and Meetings
- MBA Newsroom
- Education and Courses
- All Research and Economics
- Forecasts and Commentary
- Search Results (Banner 1 only)

## MBA.ORG RATES

| | | | |
|---|---|---|---|
| Run of site, Banner #1 | 300w × 250h pixels | Max 100 KB | $1,500 |
| Run of site, Banner #2 | 300w × 250h pixels | Max 100 KB | $1,400 |
| Search Results Banner (included with Run of site, Banner #1) | 970w × 90h pixels | Max 100 KB | |

Rates are net and priced per month. Materials are due nine business days prior to your contracted run date. Three ads may rotate in each banner position.

FIND YOUR SALES CONTACT AND LEARN MORE ABOUT MULTIMEDIA, BUDGET-FRIENDLY PACKAGES ON PAGE 26

# MBA.org: Retargeting

REACH

DISPLAYED ACROSS

85+

AD EXCHANGES, INCLUDING GOOGLE DISPLAY NETWORK AND YAHOO ADS

FORMAT

**Online**

**This popular advertising opportunity follows users who visit select pages on our website (via a tracking pixel). Your ads are served to this audience long after they have left our site.**

1. Retargeting gets your brand front and center and guarantees your reach.
2. Your ads stay in front of your audience long after they have left MBA.org.
3. Unparalleled access to an audience visiting the premier resource for professionals in the real estate finance industry.

## MBA BANNER AD RETARGETING PACKAGE RATES

| | | |
|---|---|---|
| 50,000 Impressions | Max 200 MB | $1,500 |
| 100,000 Impressions | Max 200 MB | $2,700 |
| 200,000 Impressions | Max 200 MB | $5,000 |
| 300,000 impressions | Max 200 MB | $7,500 |
| 500,000 impressions | Max 200 MB | $12,000 |

All impressions packages are spread out over the course of 30 days or longer customized period.
Recommended sizes for all retargeting packages include: 300 × 250, 728 × 90, 160 × 600, 180 × 150

FIND YOUR SALES CONTACT AND LEARN MORE ABOUT MULTIMEDIA, BUDGET-FRIENDLY PACKAGES ON PAGE 26

# 2025 Mortgage Banking Show Guide/eShow Guide

REACH

DISTRIBUTED TO

**2,500+**

CONVENTION ATTENDEES

FORMATS

**Print**

**Email Newsletter**

**Online**

**Written and published by MBA, the printed *Mortgage Banking Show Guide* is distributed to more than 2,500 attendees at the largest gathering for real estate finance professionals: MBA's Annual Convention & Expo, and mailed annually.**

1. A must-read for attendees, the *Mortgage Banking Show Guide* provides advertisers with special access to the full convention audience.

2. Distributed to attendees prior to the convention via mail and distributed during registration onsite. Also, sent out on *MBA NewsLink* and available on mba.org as a PDF.

3. Showcases interviews and commentary from MBA leadership, market analysis, and timely updates on key MBA initiatives.

4. Advertisers may also purchase a digital banner ad in the *Mortgage Banking eShow Guide* published a week prior to the Convention, at reduced rates.

FIND YOUR SALES CONTACT AND LEARN MORE ABOUT MULTIMEDIA, BUDGET-FRIENDLY PACKAGES ON PAGE 26

# 2025 Mortgage Banking Show Guide/eShow Guide

CONTINUED

**NEW: Ask your sales contact about insert pricing and specs for the MBA Annual Show Guide.**

## MBA ANNUAL SHOW GUIDE RATES

| | | |
|---|---|---|
| Standard Full Page | 8″ × 10.5″ | $4,600 |
| Faux Cover Sticker (round) | 2″ × 2″ | $5,200 |
| Inside Front Cover | 8″ × 10.5″ | $5,500 |
| Inside Back Cover | 8″ × 10.5″ | $5,500 |
| Back Cover Half Page | 8″ × 7.5″ | $3,300 |
| Run of Paper Half Page | 8″ × 7.5″ | $2,600 |
| Far Forward (limited) | 8″ × 10.5″ | + 15% |
| All Other Guaranteed Positions | 8″ × 10.5″ | + 15% |

## MBA ANNUAL eSHOW GUIDE RATES

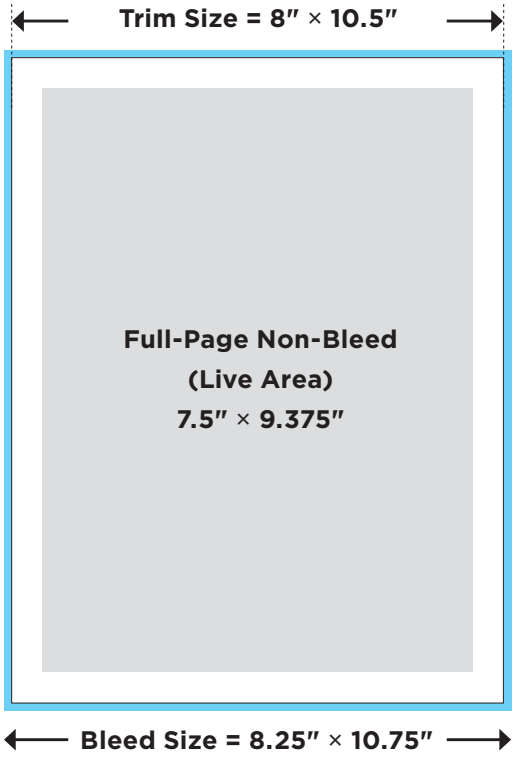
| | Size | With Show Guide Ad | Without Show Guide Ad |
|---|---|---|---|
| Masthead | 728w × 90h pixels | $1,500 | $2,000 |
| Premium Banner #1 | 300w × 250h pixels | $1,200 | $1,700 |
| Premium Banner#2 | 300w × 250h pixels | $1,000 | $1,500 |
| Lede | 300w × 250h pixels | $900 | $1,400 |
| Sponsored Content (Includes Sidebar #1) | 800–1,200 words[a] | $1,500 | $2,000 |
| Sidebar #2 | 180w × 150h pixels | $700 | $1,200 |
| Left Banner | 300w × 250h pixels | $800 | $1,300 |
| Right Banner | 300w × 250h pixels | $800 | $1,300 |

a. Ask your rep for detailed specs.

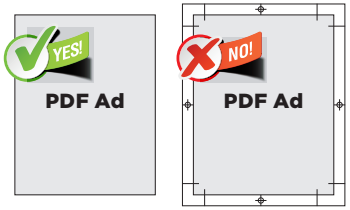
FIND YOUR SALES CONTACT AND LEARN MORE ABOUT BUDGET-FRIENDLY, EXTENDED REACH PACKAGES ON PAGE 25

# 2025 Mortgage Banking Show Guide/eShow Guide

CONTINUED




**IMPORTANT**
**DO NOT include crop/registration marks in final PDFs.**




## DEADLINES

**Print ad space deadline:** July 25, 2025

**Print ad material deadline:** August 1, 2025[1]

## MATERIAL REQUIREMENTS

Build full-page ad layout files to trim size (8” × 10.5”) and include 1/8” bleed all around. Export to Adobe PDF Preset: PDF/X-1A and include 1/8” bleed for a final full page size of 8.25” × 10.75”. **Do not include marks of any kind in the PDF file.**

Ad should contain CMYK colors only with no spot (PMS) or RGB colors.

## SEND ALL AD MATERIAL FILES TO

**Emani Curry**

MBA Senior Editorial & Advertising Specialist

Phone: (202) 557-2774

Email: ecurry@mba.org

1. A $150 late fee may apply for ad materials received after the printed material deadline.

FIND YOUR SALES CONTACT AND LEARN MORE ABOUT MULTIMEDIA, BUDGET-FRIENDLY PACKAGES ON PAGE 26

# Policies

MBA Digital Publications Terms and Conditions Terms governing "Ad Placement," "Rates," "Ad Specifications," "Deadlines" and "Billing Procedures" pages of this Media Kit are incorporated herein by reference. Publisher will not be bound by any terms, conditions or restrictions other than those set forth herein and in any other applicable section of the MBA Media Kit. Only signed Publisher Insertion Orders will be considered for acceptance. Publisher reserves the right to add the word "advertisement" at the top of each digital ad at Publisher's discretion.

- If Publisher does not receive complete ad materials by the Material Deadline, Publisher may do any of the following in its sole discretion:
- Cancel the ad and charge Advertiser the full contract rate;
- Run a previous ad using materials provided by Advertiser; or

Charge a $150 late fee for ad materials received after the Material Deadline, with the timing of posting at Publisher's discretion.

These terms shall be construed and interpreted according to the substantive law of the District of Columbia, excluding the law of conflicts. Any action to enforce the terms herein or for the breach thereof shall be brought and tried in the District of Columbia.

## BILLING PROCEDURES

Invoices are mailed monthly and emailed upon request. Invoice totals are due and payable within 30 days of the invoice date. Publisher reserves the right to refuse ad placements on accounts with balances that are more than three (3) months overdue. New advertisers may be subject to a credit application. Prepayment may be required.

## METRICS PROVIDED TO ADVERTISERS

On a monthly basis, MBA will provide advertisers with impressions and clicks for electronic publication and mba.org web banner ads. Retargeting metrics link will be provided to advertiser at beginning of campaign for self-tracking. Due to the nature of internet advertising, our reported metrics may vary.

## CANCELLATION POLICY

Publisher will not refund any prepaid advertising fees, and all fees shall remain due and payable unless:

- Publisher receives a cancellation order signed by an authorized representative of Advertiser within 30 days of Insertion Order receipt but no closer than 60 days prior to the start date of the first ad in the contract; or
- The unused issue(s) are assumed by another advertiser.

Publisher shall be obligated to use only commercially reasonable efforts to secure replacement advertising. Publisher reserves the right to cancel or reject any advertising at any time with or without cause and without notice.

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# Policies

## LIMITATION OF LIABILITY

In no event shall Publisher be liable for indirect, incidental, consequential, special or exemplary damages such as, but not limited to, loss of revenue or lost business, even if Publisher has been advised of the possibility of such damages. Publisher's liability for damages of any nature arising in connection with an Insertion Order or the publication or failure to publish an advertisement shall be limited to the amount actually paid by Advertiser to Publisher with respect to such Insertion Order or Advertisement.

## MBA WEBINARS

All topics and speakers must be approved by the MBA. Speakers must be from MBA member companies. The MBA requires completed submission forms and webinar details at least five weeks prior to the scheduled webinar date or the webinar will be forfeited. Eight weeks prior is preferred to allow more exposure to promotional opportunities. The MBA will not refund any pre-paid webinar fees. All contracted rates shall remain due and payable even in the event of a webinar forfeiture, unless the MBA receives a cancel order signed by an authorized representative of the advertiser no closer than 90 days prior to the scheduled date for the webinar. A $500 date change fee will apply if the contracted webinar date is switched. The MBA does not guarantee any specific number of registrants to the webinar.

## MBA VIDEOS

Video orders are non-cancellable within 60 days prior to the video run date. All videos must run within a 12-month period of the signed contract. It is the client's responsibility to schedule or re-schedule all interviews with the MBA video personnel and to request revised paperwork from the J.L. Farmakis, Inc. sales staff if it is needed for payment. Failure to appear at scheduled interview will result in invoice being billed and video shoot re-scheduled during MBA Annual convention or at the discretion of the MBA, thus delaying the video run dates until later. There is a $250 date-change fee applied to movement from originally scheduled run date.

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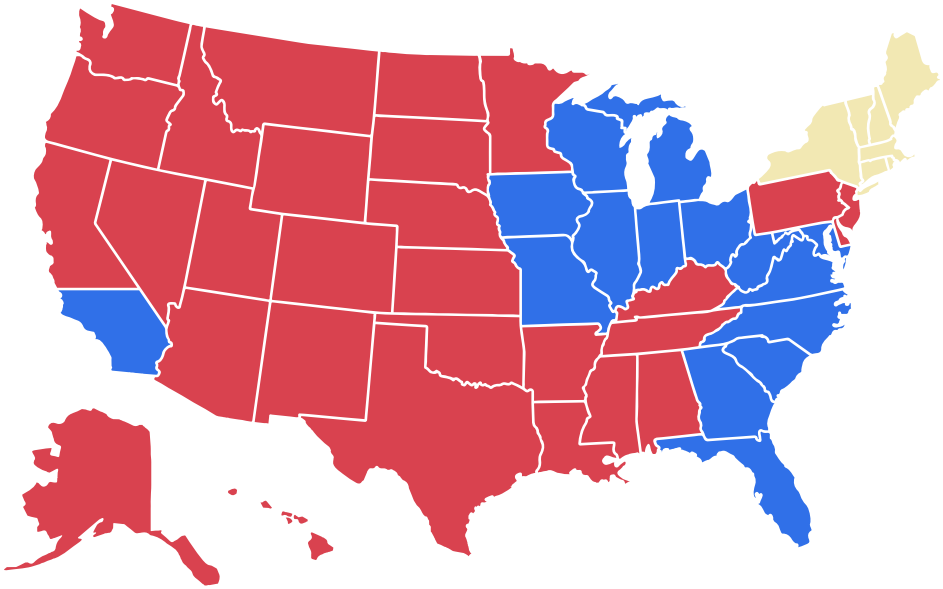
# Sales

**We are pleased to offer ad packages to extend your reach and fit your budget. Please contact your sales representative to learn more.**



**William Farmakis**
(203) 834-8832

**Jeanne Miller Mansk**
(651) 308-2808

**Robin Pierick**
(952) 222-4961

**CT, MA, ME, NH, NY, RI, VT**
William Farmakis
bill@jlfarmakis.com
(203) 834-8832
J.L. Farmakis, Inc., 24 East Avenue, #1350
New Canaan, CT 06840

**SOUTHERN CA, FL, GA, IA, IL, IN, MD, MI, MO, NC, OH, SC, VA, WI, WV, CANADA**
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**AK, AL, AR, AZ, NORTHERN CA, CO, DC, DE, ID, HI, KS, KY, LA, MN, MS, MT, ND, NE, NJ, NM, NV, OK, OR, PA, SD, TN, TX, UT, WA, WY**
Robin Pierick
robin@jlfarmakis.com
(952) 222-4961

## SIGNED ORDERS AND COPY OF MATERIAL FILES

**Luann Pisarik**

Phone: (319) 624-2263 or Email: luann@jlfarmakis.com

## SEND ALL AD MATERIAL FILES TO

**Emani Curry**

Phone: (202) 557-2774 or Email: ecurry@mba.org

In your email, please include advertiser name, publication and issue date contracted.