



2020
.....
INCREASE
.....
YOUR
.....
BRAND AWARENESS

DIGITAL, PRINT, AND PERSON-TO-PERSON



Advertise | Exhibit | Sponsor | Educate with Webinars

As a member-driven trade association, AFSA provides marketing opportunities to benefit its Business Partner members who provide products and services to AFSA's consumer and commercial finance industry. Combined participation in AFSA's expositions, conference sponsorships, and advertising options, provides you with components to develop a well-rounded marketing campaign to reach your current and future customers.

AFSA'S WIDE VARIETY OF MARKETING OPTIONS

AFSA's wide variety of marketing options ensures that your company's sales force can find a solution that meets their goals. Use this guide as a menu to build a variety of different advertising options that can help you meet your company's needs.

KEY EVENTS

MARK YOUR CALENDAR

Take note of these key AFSA events as you plan your advertising, exhibiting, and sponsorships:

- **VEHICLE FINANCE CONFERENCE & EXPOSITION**

<https://vehicle.afsaonline.org>

February 12 - 14, 2020 – Las Vegas, NV

- **INDEPENDENTS CONFERENCE & EXPOSITION**

<https://independents.afsaonline.org>

April 28 - 30, 2020 – La Quinta, CA

- **AFSA ANNUAL MEETING**

<https://annual.afsaonline.org>

October 4 - 7, 2020 – Salt Lake City, UT

For questions or comments, contact:

Jenny Bengtson, Membership & Marketing Director – Exhibits & Sponsorships | JBengtson@afsamail.org | (202) 776-7304

Marilyn McKinnis, Sr. Marketing Manager – Advertising | MMcKinnis@afsamail.org | (202) 776-7301

Marcy L. Berger, Member Services Coordinator - Webinar Program | MBerger@afsamail.org | (202) 776-7319

DIGITAL NEWS AND WEBINARS

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DAILY CONNECT

Daily Connect, launched in February 2018, delivers critical industry news to more than 8,000 industry professionals each weekday morning. It averages 27.82% total open rate!

In addition to a 250 x 250 pixel banner ad and its related URL, there is space to include additional text. There are only four "Showcase" ad spaces available per issue. Ad Weeks are scheduled on a first-come, first-serve basis.

There is no restriction on the number of ad blocks you can reserve; however, you cannot have two Showcases running in the same week.

See page 11 for a template and Daily Connect's 2020 Schedule.

See pages 14 and 15 for the complete list of ad specifications and deadlines. NOTE: Ad changes are allowed from one week to the next, but not within a weekly ad block.



2020 DAILY CONNECT ADVERTISING RATES AND POSITIONS

Daily Connect is emailed at approximately 10:15 a.m. ET, each business day.

Ads run consecutive (Monday through Friday) within the weekly-block.

The four ad positions available in each issue are:

- **Showcase Ad 1 – \$2,800 per week**
(Ad appears just above the INSIDE THE BELTWAY segment)
- **Showcase Ad 2 – \$2,600 per week**
(Ad appears after the INSIDE THE BELTWAY segment)
- **Showcase Ad 3 – \$2,300 per week**
(Ad floats among stories within the NATIONAL AND STATE NEWS segment)
- **Showcase Ad 4 – \$2,100 per week**
(Ad floats among stories within the NATIONAL AND STATE NEWS segment)

Four components of a *Daily Connect* ad:

- 1) Image - 250 x 250 pixels (100K max)
- 2) Related URL
- 3) Text - 100 word limit
- 4) Title to accompany text

To reserve ad space, submit ad files, update ad URLs, or for questions, contact:

Marilyn McKinnis, Sr. Marketing Manager – Advertising | MMcKinnis@afsamail.org | (202) 776-7301

AFSA NEWSBRIEFS

AFSA *Newsbriefs* is the premier weekly newsletter serving the consumer credit industry. It provides executive summaries with a special focus on what is happening in the industry, the association, and member companies with links to more in-depth information.

Newsbriefs is emailed to more than 8,000 industry professionals each Thursday at approximately 2:00 p.m. ET, 50-weeks a year. The weekly newsletter highlights AFSA's initiatives on behalf of its members. It averages a 19% total open rate!

There are no issues during the weeks of Thanksgiving and the Christmas holidays.

See pages 12 and 13 for a template and *Newsbriefs* 2020 Schedule.

See page 14 and 15 for a list of ad specifications and deadlines.



2020 NEWSBRIEFS ADVERTISING RATES AND POSITIONS

The four ad positions available in each issue are:

- **Premium Ad 1 – Square – \$3,000**
Six-week block appears same week each month.
- **Premium Ad 2 – Square – \$2,000**
Four-week block appears same week each month.
- **Premium Ad 3 – Banner – \$1,000**
Four consecutive-week block.
- **Content Ad 4 – Sponsored Content – \$2,000**
Four consecutive-week block. Stories may change from week-to-week. 100-word limit.

To reserve ad space, submit ad files, update ad URLs, or for questions, contact:

Marilyn McKinnis, Sr. Marketing Manager – Advertising | MMcKinnis@afsasmail.org | (202) 776-7301

WEBINARS

Educate AFSA members on timely, educational topics that affect the financial services industry and influence their business operations. Each webinar is marketed to executives and personnel at AFSA member companies – the key decision makers who design, develop, and implement strategies for their company's success.

\$4,000 PER WEBINAR

BENEFITS

- Post-program recordings and handouts for continued exposure to AFSA members
- Direct access to consumer finance industry decision makers
- Registration and attendee lists
- Content-rich survey feedback and lead generation resources

Average Registration: 85

Average Attendance: 70



CALL FOR PROPOSALS

If you are an industry thought leader, AFSA encourages you to submit a *Proposal to Present* – <https://afsaonline.org/webinars>

We are looking for participants who can:

- Present topics that are unique, engaging, and relevant to AFSA member companies.
- Share research, white papers, or studies, the results of which directly affect how AFSA member companies do business.

AFSA will review the proposal and consult with the appropriate subject matter experts at AFSA to determine if the selected topic is timely and of interest to AFSA members. If it is not, every effort will be made to refocus the content.

AFSA Premier Business Partner members receive priority on the webinar schedule.

For questions contact:

Marcy L. Berger, Member Services Coordinator – Webinar Program | MBerger@afsamail.org | (202) 776-7319

Jenny Bengtson Director, Membership & Marketing | jbengtson@afsamail.org | (202) 776-7304

ABOUT YOUR WEBINAR

- Must be educational, not promotional, in nature and must be vendor neutral.
- Must be narrowly focused and action oriented.
- Must be different from prior presentations at conference seminars or workshops. New information should be the focus.
- Each webinar should provide specific takeaways for the viewer.
- Webinars can be between 30-45 minutes and allow an additional ten minutes for questions and answers.

PREPARING YOUR WEBINAR

- Handouts and multimedia resources are encouraged! Be sure to send them, along with a completed PowerPoint presentation at least three weeks prior to the webinar date.
- AFSA may alter or modify titles and content to meet association or legal guidelines.
- A “dry-run” rehearsal of the webinar via a conference call is required at least three days prior to the webinar date.
- AFSA will provide marketing coverage for the webinar via its website, its weekly *Newsbriefs* newsletter, webinar alerts and its various social media accounts.
- Webinars will be moderated/produced by an AFSA staff person.
- Presenters may lead the webinar conversation to deliver content appropriately.
- Presenters will be introduced by an AFSA moderator, to include contact information and a short biography, at the beginning of the webinar.
- Contact information may be displayed at the end of the webinar as well.

WEBINAR TIMELINE

■ TODAY

Complete and submit the webinar *Proposal to Present* form – <https://afsaonline.org/webinars>

■ THREE WEEKS PRIOR TO WEBINAR

Submit completed presentation and any handouts/multimedia resources

■ UNTIL YOUR WEBINAR

AFSA will market your webinar to its members

■ THREE DAYS PRIOR TO WEBINAR

Perform a dry run of your webinar via conference call

■ WEBINAR DAY

■ AFTER YOUR WEBINAR

AFSA will provide a detailed evaluation survey completed by webinar attendees

AFTER YOUR WEBINAR

- AFSA retains the exclusive rights to the recording of the webinar. The presenting Business Partner may link to it on AFSA's site and in certain cases, with AFSA's express consent, embed it in their own website.
- Presenters will receive a detailed evaluation summary following their webinar completed by all attendees.

For questions contact:

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CONFERENCE and EXPOSITION OPPORTUNITIES

AFSA's meetings provide multiple opportunities for you to network with finance industry executives via onsite exhibits and a variety of sponsorships. As you network, you also have the opportunity to keep abreast of industry changes that may help you enhance the products and/or services you offer.

VEHICLE FINANCE CONFERENCE

This conference precedes NADA and draws C-Suite executives from captive auto finance companies; diversified financial services companies providing financing and leasing of all makes and models; finance companies specializing in prime, near prime, and subprime auto finance; and experts to the auto industry in these areas:

- Credit & Collections
- Compliance
- Marketing
- Operations
- Data Security
- E-Commerce
- Remarketing Risk Management
- Government Affairs

INDEPENDENTS CONFERENCE

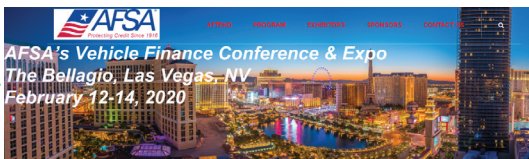
This is the main event for independent finance company owners and suppliers to this segment of the industry. Educational sessions offer new ideas in the areas of legal/compliance, legislative and regulatory, marketing, technology, funding, human resources, the economy, and new business opportunities. CEO's and senior management in traditional installment lending and subprime auto finance companies will attend from these areas:

- Banking
- Government Affairs
- Compliance
- Risk Management
- Sales/Marketing
- Industry Experts and Consultants

ANNUAL CONFERENCE

The Annual Meeting takes a broad view on the consumer credit industry. Emphasis will be placed on new and emerging business strategies, innovation in technology, global financial and political trending, and on how to thrive in a rapidly changing marketplace. Most attendees are C-suite executives and leadership from AFSA's membership:

- CEOs
- Senior Executives
- General Counsels
- Marketing Executives
- Compliance Officers



■ **Vehicle Finance Conference & Expo**
February 12-14, 2020
<https://vehicle.afsaonline.org>



■ **Independents Conference & Expo**
April 28-30, 2020
<https://independents.afsaonline.org>



■ **Annual Meeting**
October 4-7, 2020
<https://annual.afsaonline.org>

For questions contact:

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CONFERENCE and EXPOSITION OPPORTUNITIES (cont'd)

EXPOSITIONS

Do not miss these opportunities to build your brand's presence in front of key decision makers and industry influencers at AFSA's 2020 conferences and expositions.

Exhibiting companies receive an electronic version of the pre- and post-conference registration rosters, with email addresses. In addition, two complimentary conference registrations will provide your booth personnel admittance to all of the educational sessions, meal functions, and social events.

Exhibiting companies will be included on the conference's website and in the exhibitor listing in the printed program guide and conference mobile app.

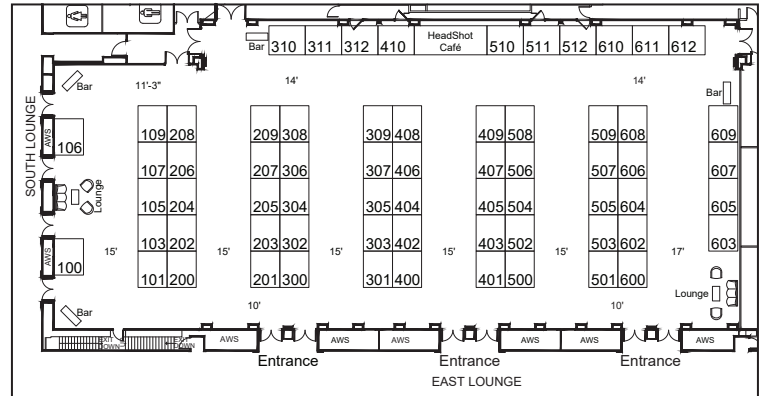


EXHIBIT BOOTH OPTIONS AND RATES

Single Booth

- Member Rate \$4,000
- Non-Member Rate \$8,000

Double Booth

- Member Rate \$5,500
- Non-Member Rate \$9,500

When both trade shows are contracted at the same time, a \$500 discount is applied.

AFSA CONFERENCE WEBSITES AND PRINTED PROGRAM GUIDES ADVERTISING RATES

ADVERTISING RATES

- Conference Website \$800
- Printed Program Guide \$2,500 each full-page (bleed or non-bleed)

PRE-CONFERENCE OPPORTUNITY

Make your company visible in advance to conference attendees via advertising with a 250 x 250 pixel image that links to your designated URL.

ON-SITE OPPORTUNITY

Make your company visible to conference attendees as they thumb through the conference program guide distributed to all.

See pages 14 and 15 for ad specifications and materials deadlines.

For questions contact:

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CONFERENCE and EXPOSITION OPPORTUNITIES (cont'd)

SPONSORSHIP OPPORTUNITIES

AFSA offers a sponsorship program for all of its conferences and forums.

AFSA Business Partner members receive an invitation to sponsor prior to each event.

All sponsor companies will receive the following benefits:

- Recognition in all promotional mailings
- Recognition onsite at Opening Session, on signage, and in the onsite program guide and conference app
- Pre/post-conference roster of attendees
- Right of "first refusal" to sponsor same event/item at future meetings
- AFSA website listing and company link

SPONSORSHIP LEVELS

Diamond – \$20,000+

- 4 complimentary registrations
- Full-page ad in final printed program
- Banner ad on conference website

Platinum – \$15,000 - \$19,000

- 3 complimentary registrations
- Banner ad on conference website

Gold – \$10,000 - \$14,999

- 2 complimentary registrations

Silver – \$5,000 - \$9,999

- 1 complimentary registration

Bronze – \$2,500 - \$4,999

- 50% off first registration

SAMPLE OPPORTUNITIES

Sponsorship options vary from event-to-event but here is a sample of opportunities you may find available. If you have something special in mind, contact Jenny Bengtson.

CONCIERGE SPONSORSHIPS

- Hotel Room Keys Cards
- Newspaper Drop Marketing Insert
- Turndown Service with Branding or Marketing Collateral

ATTENDEE SERVICE SPONSORSHIPS

- Charging Stations
- Conference App
- Conference WiFi Service
- Lanyards
- Tote Bags

PROGRAM SPONSORSHIPS

- General Sessions
- Keynote Speakers
- Roundtables and Breakouts
- Speaker Fund

EXHIBIT HALL SPONSORSHIPS

- Exhibit Hall Lounges
- Game Stations and Activities
- Headshot Lounge
- Meals, Refreshments and Receptions on the Expo Floor

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AFSA Daily Connect

News and Analysis for the Consumer Credit Industry

JULY 10, 2018

Consumer Credit in U.S. Jumps in May by Most in Six Months

Consumer borrowing picked up in May, according to the Federal Reserve. Total consumer credit increased \$24.6 billion to a seasonally adjusted \$3.9 trillion, an annual growth rate of 7.6 percent, which is the fastest pace of credit growth since November. Revolving credit surged for the month, rising by 11.4 percent after a 1.3 percent gain in April. This is the biggest increase since November. Meanwhile, non-revolving credit rose 6.3 percent in May, up from 3.9 percent in the prior month. The rise in non-revolving credit partly reflects steady motor-vehicle sales. The results signal a modest acceleration for second-quarter spending, though moderate wage gains may encourage households to be more cautious about taking on too much debt.

Bloomberg (07/09/18) Jeff Kearns

[Read More](#)

Advertisement

REGISTER TODAY

Registration for the AFSA Leadership Development Program closes June 15. Don't miss this important opportunity for your employees to participate in a 6-day intensive program focused on the development of your organization's future leaders. Online registration is available now!

This is Showcase Ad 1, 250 x 250 pixels. Ad appears just above the INSIDE THE BELTWAY segment.

SHOWCASE Ad 1

\$2,800

INSIDE THE BELTWAY

Mulvaney Appoints Brian Johnson as BCFP Deputy Director

Bureau of Consumer Financial Protection Acting Director Mick Mulvaney announced yesterday that he had appointed BCFP's principal policy director, Brian Johnson, as deputy acting director. "Brian Johnson is the first person I hired at the Bureau and has been an indispensable advisor," Mulvaney said in a statement. "His steady character, work ethic, and commitment to free markets and consumer choice make him exactly what our country needs at this agency." Johnson steps into the No. 2 spot vacated Monday by Leandra English, who had sued Trump and Mulvaney for control of the bureau. Last week, she said that she was dropping her legal battle for the leadership position following the nomination of Kathy Krainger as permanent BCFP director.

The Hill (07/09/18) Sylvan Lane

[Read More](#)

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Showcase Ad 2

250 x 250 pixels

Ad appears just after the first story under the INSIDE THE BELTWAY segment.

SHOWCASE Ad 2

\$2,600

NATIONAL AND STATE NEWS

NYC's New Used Car Dealer Rules Take Effect

New rules in New York City, effective as of late June, require used-car dealers to have consumers sign a Consumer Bill of Rights, which must be posted where consumers negotiate or execute sales contracts. They also must provide consumers who take out a loan for a used car with a Financing Disclosure Form, which includes the lowest annual percentage rate offered by the company for the type of transaction, and a Contract Cancellation Option, which allows borrowers to cancel within two weekdays. The notices must be in the language in which the contract was negotiated.

Lexology (07/06/18) Jeff Greenbaum

[Read More](#)

Advertisement

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Showcase Ad 3

250 x 250 pixels

Ad floats among stories within the NATIONAL AND STATE NEWS segments.

SHOWCASE Ad 3

\$2,300

Illinois Supreme Court Adopts New Requirements for Credit Card and Debt Buyer Collection Cases

New debt collection rules were adopted by Illinois' high court last month and are slated to take effect on Oct. 1. They apply to credit card debt held by the originating credit card company as well as charged-off or delinquent consumer debt purchased by debt buyers. "Consumer debt" includes defaulted or charged-off credit card debt, payday loans, retail installment contracts, second mortgage debt, unsecured notes, and any other type of debt incurred by the borrower primarily for personal, family, or household purposes. Any consumer debt that was charged off or became delinquent and was sold or assigned to a debt buyer is also subject to new rules governing collection practices. However, original debt owed to an original lender would not be subject to the new requirements as long as it was not credit card debt.

JDSupra (07/09/18) Paul Orwick

[Read More](#)

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Showcase Ad 4

250 x 250 pixels

Ad floats among stories within the NATIONAL AND STATE NEWS segments.

SHOWCASE Ad 4

\$2,100

2020 DAILY CONNECT SCHEDULE

<p>Week #1 Jan 2 - Jan 3 <i>no issues Dec 31 or Jan 1 due to New Year's Holiday</i></p> <p>Week #2 Jan 6 - 10</p> <p>Week #3 Jan 13 - 17</p> <p>Week #4 Jan 20 - 24 <i>no issue Jan 20 due to Martin Luther King Jr. Day</i></p> <p>Week #5 Jan 27 - 31</p> <p>Week #6 Feb 3 - 7</p> <p>Week #7 Feb 10 - 14</p> <p>Week #8 Feb 17 - 21 <i>no issue Feb 17 due to President's Day Holiday</i></p> <p>Week #9 Feb 24 - 28</p> <p>Week #10 Mar 2 - 6</p> <p>Week #11 Mar 9 - 13</p> <p>Week #12 Mar 16 - 20</p> <p>Week #13 Mar 23 - 27</p> <p>Week #14 Mar 30 - Apr 3</p> <p>Week #15 Apr 6 - 10</p> <p>Week #16 Apr 13 - 17</p> <p>Week #17 Apr 20 - 24</p> <p>Week #18 Apr 27 - May 1</p> <p>Week #19 May 4 - 8</p> <p>Week #20 May 11 - 15</p> <p>Week #21 May 18 - 22</p> <p>Week #22 May 25 - 29 <i>no issue May 25 due to Memorial Day</i></p> <p>Week #23 Jun 1 - 5</p> <p>Week #24 Jun 8 - 12</p> <p>Week #25 Jun 15 - 19</p> <p>Week #26 Jun 22 - 26</p>	<p>Week #27 Jun 29 - Jul 3 <i>no issue Jul 3 due to Independence Day observance</i></p> <p>Week #28 Jul 6 - 10</p> <p>Week #29 Jul 13 - 17</p> <p>Week #30 Jul 20 - 24</p> <p>Week #31 Jul 27 - 31</p> <p>Week #32 Aug 3 - 7</p> <p>Week #33 Aug 10 - 14</p> <p>Week #34 Aug 17 - 21</p> <p>Week #35 Aug 24 - 28</p> <p>Week #36 Aug 31 - Sep 4</p> <p>Week #37 Sep 7 - 11 <i>no issue Sep 7 due to Labor Day</i></p> <p>Week #38 Sep 14 - 18</p> <p>Week #39 Sep 21 - 25</p> <p>Week #40 Sep 28 - Oct 2</p> <p>Week #41 Oct 5 - 9</p> <p>Week #42 Oct 12 - 16</p> <p>Week #43 Oct 19 - 23</p> <p>Week #44 Oct 26 - 30</p> <p>Week #45 Nov 2 - 6</p> <p>Week #46 Nov 9 - 13</p> <p>Week #47 Nov 16 - 20</p> <p>Week #48 Nov 23 - 27 <i>no issue Nov 26 or 27 due to Thanksgiving Holiday</i></p> <p>Week #49 Nov 30 - Dec 4</p> <p>Week #50 Dec 7 - 11</p> <p>Week #51 Dec 14 - 18</p> <p>Week #52 Dec 21 - 25 <i>no issues Dec 25 due to Christmas Holiday</i></p>
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Ad changes are allowed from one week to another, but not within a weekly ad block.

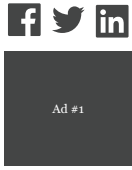


Treasury Report Calls for AFSA Supported Financial Regulatory Reforms

The U.S. Treasury Department released its first of four reports in response to President Trump's executive order requesting a comprehensive review of financial regulations. The report, which focuses mainly on the depository system, proposes many legislative and regulatory changes AFSA advocated for in its communications with the Treasury Department and Trump Administration. These include the following:

- Restructuring the Consumer Financial Protection Bureau (CFPB) by placing it under a bipartisan commission or make the Director removable at will by the president, as well as bringing it under the Congressional appropriations process and removing its supervisory authority;
- Limiting the CFPB's consumer complaint database to federal and state agencies, not the general public;
- Clearly defining the unfair, deceptive, and abusive acts or practices standard;
- Reforming the CFPB's civil money penalty fund;
- Mandating that the CFPB promulgate regularly review all its regulations;
- Coordinating regulatory tools and examinations across federal and state agencies;
- Requiring a rigorous cost-benefit analyses for financial regulations;
- Repealing section 1071 of Dodd-Frank;
- Modifying the CFPB's mortgage rules, delaying implementation of the HMDA reporting requirements, and placing a moratorium on an additional mortgage servicing rule; and
- Amending the SEC's Reg AB II as it applies to registered securitizations to reduce the number of required reporting fields.

According to Senate Banking Committee Chairman Crapo (R-ID), the report's recommendations will be used to craft legislation to bolster economic growth. AFSA previously submitted a proposal to Senate Banking Committee containing many of these suggestions.



PREMIUM AD 1
SQUARE
\$3,000



PREMIUM AD 2
SQUARE
\$2,000

While we cannot make any guarantee, with both *Daily Connect* and *Newsbriefs*, AFSA makes every effort not to have competitors appearing in the same issue.



PREMIUM AD 3
BANNER
\$1,000

House Passes CFPB Overhaul Legislation

Last Thursday, the U.S. House of Representatives passed H.R. 10, House Financial Services Committee Chairman Jeb Hensarling's (R-TX) Financial CHOICE Act, by a party-line vote of 233-186. The CHOICE Act would overhaul the Dodd-Frank Wall Street Reform and Consumer Protection Act (Dodd-Frank Act), providing...

[Read More Here](#)

House Energy & Commerce Subcommittee Holds Fintech Hearing

On June 8, the House Energy and Commerce Subcommittee on Digital Commerce and Consumer Protection held a hearing "Improving Consumer's Financial Options with Fintech." The hearing focused on consumer financial service has needs, whether the fintech industry is offering financial products and services that meet these...

[Read More Here](#)

TCPA Reform Key Issue in Congressional

On June 13, the House Judiciary Subcommittee on the Constitution and Civil Justice held a hearing entitled Lawsuit Abuse and the Telephone Consumer Protection Act (TCPA). The hearing focused on a growth in litigation related to communications from the businesses to consumers without their consent. The TCPA as currently written results in a very ambiguous compliance environment for businesses and allows trial lawyers to pursue class action lawsuits against companies.

AFSA has long pushed for TCPA reform, noting that the law as currently in place, makes it difficult for businesses to communicate legitimate messages to their consumers. Full Committee Chairman Bob Goodlatte (R-VA) echoed AFSA's argument and spoke strongly in favor of TCPA reform, saying that it "disturbs me that this law should be used to stop people trying to communicate for legitimate purpose." ...

AFSA submitted a letter to the committee in support of TCPA reform. The letter notes that the TCPA serves an important purpose, protecting consumers' privacy. However, the law is 26 years old, does

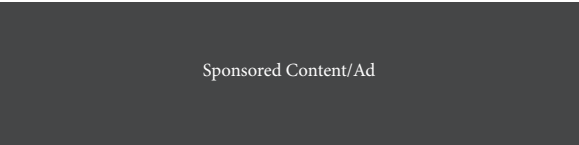
[Read More Here](#)

Sponsored Content Ads resemble the publication's editorial content but is paid for by an advertiser and is intended to promote the advertiser's product(s) or services. This means that the sponsored content area should be text based and follow a simple formula: Opening Sentence + Hook + Call to Action.

EXAMPLE

More than 85% of American consumers are using their mobile browsers to research and purchase a dishwasher. Is your website mobile-ready? Get strategies and best practices for your web presence with AFSA's new white paper [LINK]

SPONSORED CONTENT



CONTENT AD 4
SPONSORED CONTENT
\$2,000

2020 AFSA **NEWSBRIEFS** AD BLOCKS AND SCHEDULE

■ Premium Ad 1 Schedule (*square ad*)

Six-week run, same week each month; exceptions, November and December have alternate and/or bonus days due to holidays.

Between January - December 2020, there are 8 blocks available for purchase.

They are coded A thru H.

- Block A** - Jan 2, Feb 6, Mar 5, Apr 2, May 7, Jun 4
- Block B** - Jan 9, Feb 13, Mar 12, Apr 9, May 14, Jun 11
- Block C** - Jan 16, Feb 20, Mar 19, Apr 16, May 21, Jun 18
- Block D** - Jan 23, Feb 27, Mar 26, Apr 23, May 28, Jun 25
- Block E** - Jul 2, Aug 6, Sep 3, Oct 1, Nov 5, Dec 3
- Block F** - Jul 9, Aug 13, Sep 10, Oct 8, Nov 12, Dec 3
- Block G** - Jul 16, Aug 20, Sep 17, Oct 15, Nov 19, Dec 17, due to the Thanksgiving and Christmas holidays Aug 30
- Block H** - Jul 23, Aug 27, Sep 24, Oct 22, due to Thanksgiving and Christmas holidays Jan 30, Apr 30, and Oct 29

■ Premium Ad 2 Schedule (*square ad*)

Four-week run, same week each month; exceptions, November and December have alternate and/or bonus days due to holidays.

Between January - December 2020, there are 12 blocks available for purchase.

They are coded I thru T.

- Block I** - Jan 2, Feb 6, Mar 5, Apr 2
- Block J** - Jan 9, Feb 13, Mar 12, Apr 9
- Block K** - Jan 16, Feb 20, Mar 19, Apr 16
- Block L** - Jan 23, Feb 27, Mar 26, Apr 23
- Block M** - May 7, Jun 4, Jul 2, Aug 6
- Block N** - May 14, Jun 11, Jul 9, Aug 13
- Block O** - May 12, Jun 18, Jul 16, Aug 20
- Block P** - May 28, Jun 25, Jul 23, Aug 27
- Block Q** - Sep 3, Oct 1, Nov 5, Dec 3
- Block R** - Sep 10, Oct 8, Nov 12, Dec 10
- Block S** - Sep 17, Oct 15, Nov 19, Dec 17, due to Thanksgiving and Christmas holidays Jul 30
- Block T** - Sep 24, Oct 22, due to Thanksgiving and Christmas holidays Jan 30, Apr 30, and Oct 29

■ Premium Ad 3 Schedule (*banner ad*)

Four-week run, consecutive-weeks; exceptions, November and December have alternate and/or bonus days due to holidays.

Between January - December 2020, there are 12 blocks available for purchase.

They are coded 1 thru 12.

- Block 1** - Jan 2, 9, 16, 23
- Block 2** - Feb 6, 13, 20, 27
- Block 3** - Mar 5, 12, 19, 26
- Block 4** - Apr 2, 9, 16, 23
- Block 5** - May 7, 14, 21, 28
- Block 6** - Jun 4, 11, 18, 25
- Block 7** - Jul 2, 9, 16, 23
- Block 8** - Aug 6, 13, 20, 27
- Block 9** - Sep 3, 10, 17, 24
- Block 10** - Oct 1, 8, 15, 22
- Block 11** - Nov 5, 12, 19, due to the Thanksgiving and Christmas holidays Jul 30 and Oct 29
- Block 12** - Dec 3, 10, 17, due to Thanksgiving and Christmas holidays Jan 30 and Apr 30

■ Sponsored Content Ad 4

Four-week run, consecutive-weeks; exceptions, November and December have alternate and/or bonus days due to holidays.

Between January - December 2020, there are 12 blocks available for purchase.

They are coded SC1 thru SC12.

- Block SC1** - Jan 2, 9, 16, 23
- Block SC2** - Feb 6, 13, 20, 27
- Block SC3** - Mar 5, 12, 19, 26
- Block SC4** - Apr 2, 9, 16, 23
- Block SC5** - May 7, 14, 21, 28
- Block SC6** - Jun 4, 11, 18, 25
- Block SC7** - Jul 2, 9, 16, 23
- Block SC8** - Aug 6, 13, 20, 27
- Block SC9** - Sep 3, 10, 17, 24
- Block SC10** - Oct 1, 8, 15, 22
- Block SC11** - Nov 5, 12, 19, due to the Thanksgiving holiday Jul 30 and Oct 29
- Block SC12** - Dec 3, 10, 17, due to Christmas holiday Jan 30 and Apr 30

To reserve ad space, submit ad files, update ad URLs, or for questions, contact:

Marilyn McKinnis, Sr. Marketing Manager – Advertising | MMcKinnis@afsamail.org | (202) 776-7301

IMAGES

For Daily Connect's Showcase Ads; Newsbriefs' Premium 1 and 2 - Square Ads; and AFSA's conference websites:

- Image size/format - 250 x 250 pixels - max image file size requirement - 100K

For Newsbriefs' Premium 3 - Banner Ad

- Image size/format - 728 x 90 pixels - max image file size requirement - 100K

For all News and Website Ads:

- PNG preferred format, JPG or GIF accepted.
Screenshots and animated ads will NOT be accepted.
- Include the corresponding URL with ad file - Tracking code should be inserted into your URL if you wish to obtain and track your metrics. AFSA supplies only broad email open rates.
- File must meet dimension and file size requirements.
- Company name should appear in the image or in the text if the ad is a Sponsored Content Newsbriefs or Daily Connect ad. If left out of the Daily Connect ad, then the ad title will be "A Message from company name."
- If your ad does not have clearly defined borders, then it will be dropped into a thin border frame to clearly separate it from newsletter content.
- The ad file and its related URL must be submitted by 5:00 p.m. EST the Monday prior to the week your ad block begins to run (1-week prior).
- AFSA reserves the right to request the editing of image and/or text-based advertising for either length or content.

URL NOTICE - All links *must* be **https://** secure to ensure our viewers are not exposed to potentially dangerous websites.

For Newsbriefs Premium 3 and Sponsored Content 4 ads, if an advertiser wants to submit multiple ads within a Block (*these are both four consecutive week ads*), they must be submitted at one time.

TEXT

For Daily Connect ads:

- Text size that appears to the right of the image - 100-word limit

For Newsbriefs Sponsored Content ads:

- Text size - 100-word limit

PRINTED PROGRAM

Full-Page (non-bleed) 3½" W x 8¼" H

Full-Page (bleed) -

- **Trim Area: 4"x9"**
- **Live Area: 3-3/4" x 8-3/4"**
- **Bleed Area: 4-1/4" x 9-1/4"**

(Please note the "live area" is 3-¾" W x 8-¾" H - Be sure to keep all of your ad copy within these dimensions - your background color or pictures should bleed outside the 4"x9" trim area dimensions by at least 1/8" on all sides.)

Material Requirements:

- **File Format** - Press-Ready PDF with crop marks or InDesign (Packaged with all fonts and graphics). We prefer not to receive other formats like Illustrator or Photoshop as they often require extra processing time. Absolutely NO DOC or EXCEL files accepted.
- **Color** - Images must be CMYK or Grayscale, not RGB. Any image printing Black only should only contain Black ink, do not use any rich black or Registration Black.
- **Resolution** - minimum of 300 dpi. Images designed for the web are usually at a low screen resolution of 72 dpi and result in a substantial drop in the image quality so are not suitable.

For questions, contact:

Marilyn McKinnis, Sr. Marketing Manager - Advertising | MMcKinnis@afsamail.org | (202) 776-7301

AD MATERIALS DEADLINES

2020 - Daily Connect and Newsbriefs Ad Deadlines

The ad file and its related copy and/or URL must be submitted by 5:00 p.m. EST the Monday prior to the week your ad block begins to run (1-week prior).

2020 - Conference Website Ad Deadlines

Based on a go-live approximately 4-1/2 months prior to first day of meeting.

- Vehicle Finance ad deadline - October 2, 2019
- Independents ad deadline - December 28, 2019
- Annual Meeting ad deadline - May 25

2020 - Conference Printed Program Deadlines

Ad files are due **approximately six weeks** prior to the first official day of the conference.

- **Vehicle Finance Conference & Exposition**
February 12-14, 2020
DEADLINE: JANUARY 2
- **Independents Conference & Exposition**
April 28-30, 2020
DEADLINE: MARCH 17
- **AFSA Annual Meeting**
October 4-7, 2020
DEADLINE: AUGUST 24

ADVERTISING INSERTION ORDERS

AFSA will prepare insertion orders for signature for ad placements that are not included in a Premier Business Partnership agreement. Signing an insertion agreement with AFSA is a legally binding contract and is subject to the terms and penalties stated on the insertion agreement.

General Policy: All copy is subject to approval. Publisher reserves the right to reject or cancel any advertisement for any reason at any time. Advertisers and advertising agencies assume liability for all content of advertisements printed and assume responsibility for any claims that may arise against publisher for their advertising. Advertising space is available to AFSA members only.

LOGO REQUIREMENTS

Because exhibitor company logos display on conference websites, in printed programs, and in various other promotional materials, it is important that high-resolution graphics files be uploaded in your electronic exhibit contract application. **Files accepted for websites:** 300 DPI. Image files less than 500KB and greater than 20KB for best results. **Files accepted for print:** Four-color images (must be 300 dpi or higher) in TIFF, JPEG, PDF, or EPS format. However, EPS format artwork must be converted to outline or required fonts/additional art must be provided. Convert PMS colors to CMYK. NO DOC or EXCEL files can be accepted.

For questions contact:

Jenny Bengtson, Membership & Marketing Director – Exhibits & Sponsorships | JBengtson@afsamail.org | (202) 776-7304
Marilyn McKinnis, Sr. Marketing Manager – Advertising | MMcKinnis@afsamail.org | (202) 776-7301

ABOUT AFSA

Formed in 1916, the American Financial Services Association (AFSA) is the primary trade association for the consumer credit industry, protecting access to credit and consumer choice. AFSA corporate members provide consumers with many kinds of credit, including traditional installment loans, direct and indirect vehicle financing, mortgages, payment cards and non-vehicle retail sales finance.



American Financial Services Association
919 18th St., NW, Suite 300
Washington, D.C. 20006
202.296.5544
info@afsamail.org
www.afsaonline.org