

It is time to grow your brand awareness!

print

person-to-person

digital



# 2023 Marketing Kit

Exhibit | Educate | Sponsor | Advertise



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*Be a part of an association that every day enhances the lives of millions of consumers  
and helps drive the American economy in communities across our nation.*

## AFSA's Wide Variety of Marketing Opportunities

Use this guide as a menu to build different marketing messages to meet your company's needs and to keep your name in front of your customers all year long.

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# OUR MEMBERS DO BUSINESS WITH AFSA BUSINESS PARTNERS!

*"There is no better approach in a highly competitive market to expand business, meet customer needs, or address a challenge, than a partnership. It might be internal among colleagues or external between businesses; either way, harnessing strength to strength creates a strategic advantage to serve customers and grow."*

Bill Himpler, President and CEO  
American Financial Services Association

## Business Partners

### Increase Your Reach

[www.afsaonline.org/businesspartners](http://www.afsaonline.org/businesspartners)

Connect with the consumer credit marketplace that provides consumers with many kinds of credit, including traditional installment loans, direct and indirect vehicle financing, mortgages, payment cards, and credit for non-vehicle retail customers. (AFSA members do not provide payday or vehicle title loans.) Receive benefits that increase your market share and enhance your bottom line through networking:

- ✓ Access contact information for all AFSA members, including principal officers (the primary contact for each member company), committees, and boards.
- ✓ Receive a complimentary listing in our exclusive industry Business Partner Resource Guide, which is accessible to anyone from the AFSA website homepage. <https://my.afsaonline.org/Get-Involved/Business-Partner-Resource-Guide>.
- ✓ Participate in committees of professional interest and networking groups.
- ✓ Receive a subscription to AFSA\*Track, the association's comprehensive state legislative tracking system.
- ✓ Receive substantial discounts on conference registration fees, advertising, sponsoring and exhibit fees at AFSA's conferences.
- ✓ Showcase your company and maintain visibility by advertising in our primary member communications: *AFSA News You Need*, *AFSA Capital Notes*, and other AFSA communication avenues – open to AFSA Business Partners only.
- ✓ Provide thought leadership to our members by sponsoring a webinar – open to AFSA Business Partners only.
- ✓ Promote your membership affiliation on your website and in your materials with AFSA member logo.

## Premier Business Partner Program

### Maximize Your Reach

[www.afsaonline.org/businesspartners/premier-business-partnership-program](http://www.afsaonline.org/businesspartners/premier-business-partnership-program)

AFSA's Premier Business Partner Program provides Business Partner members with an opportunity to plan their marketing programs in advance by bundling their participation from a list of association opportunities, such as but not limited to, membership, exhibits, sponsorships, advertising, webinars, and donated services. This enables the company to receive valuable bonuses, discounts and complimentary conference registrations.

### Receive More Benefits & More Recognition

Benefits in addition to the ones received as a standard Business Partner:

- ✓ AFSA online Business Partner Resource Guide listing with your premier level logo: <https://my.afsaonline.org/Get-Involved/Business-Partner-Resource-Guide>.
- ✓ Premier Partners *only* Business Partner Resource Guide search option.
- ✓ Customized membership lists and conference attendee lists with emails (Excel format).
- ✓ Premier Partner logo for use in corporate marketing materials.
- ✓ Special recognition at AFSA conferences and in AFSA publications.
- ✓ Exclusive direct marketing opportunities.
- ✓ Seat on the AFSA Business Partner Board.
- ✓ Early selection opportunities for exhibits at select AFSA conferences.
- ✓ And more, depending on participation level.

There are eight Premier Business Partnership levels ranging from \$7,500 to \$120,000+. Each level has an individual star-level logo that can be used on company marketing materials. Badge ribbons and exhibitor plaques have been developed to showcase Premier Partners at our conferences.

# AFSA MEETING OPPORTUNITIES

*AFSA's meetings provide multiple opportunities for you to network with finance industry executives via on-site exhibits and a variety of sponsorships. And as you network, you can keep abreast of industry changes that may help you enhance the products and/or services you offer.*



## Vehicle Finance Conference & Expo

January 24-26, 2023 | Hilton Anatole Hotel, Dallas, Texas

<https://vehicle.afsaonline.org>

This, the largest of AFSA's conferences, is hosted by the Vehicle Finance Division representing both prime and specialty finance providers for direct and indirect auto financing. It is an educational and networking forum for industry leaders and top executives to meet and discuss important business and regulatory issues affecting vehicle finance. An extensive exposition of products and services is offered by industry suppliers and AFSA Business Partners.

The conference is held in conjunction with several other AFSA committees and boards.

The conference historically is held in conjunction with the National Automobile Dealers Association (NADA) Show.

Discounted registration fees are offered to AFSA members, exhibitors/sponsors, and auto dealers.

Attendees include CEOs and senior executives, attorneys, marketing, operations, public policy, remarketing, risk management, state and federal government affairs executives, vehicle commercial credit executives, auto dealers, and industry suppliers and business partners.

For questions or comments, contact:

Jenny Bengtson, Director, Business Partner Memberships — Premier Partner Program, Exhibits, Sponsorships & Webinar Sales | [JBengtson@afsamail.org](mailto:JBengtson@afsamail.org) | (202) 776-7304  
Marilyn McKinnis, Sr. Marketing Manager — Advertising | [MMcKinnis@afsamail.org](mailto:MMcKinnis@afsamail.org) | (202) 776-7301

# AFSA MEETING OPPORTUNITIES (cont'd.)

## Independents Conference & Expo

April 18-20, 2023 | ARIA Resort and Casino, Las Vegas, Nevada

<https://independents.afsaonline.org>

Hosted by the AFSA Independents Section, this conference is the main event for owners/operators of independent finance companies providing traditional installment/personal loans, auto financing through independent auto dealers, mortgages, and other types of sales financing. The conference offers new ideas in compliance, legal and regulatory issues, technology, funding, human capital management, and new business opportunities. This program is enhanced by an exposition of products and services offered by industry suppliers and AFSA Business Partners. Many networking special events are also planned, including an AFSAPAC fundraising event.

This conference is held in conjunction with the AFSA Board of Directors Meeting and several other AFSA committees and boards. Special group discounts are offered for large company group attendance.

Attendees are CEOs and senior executives from independently owned finance companies, and industry suppliers and representatives from major financial services companies who are interested in networking with independent operators. This includes professionals in accounting, compliance, funding, human resources, legal/legislative, marketing and operations. Spouse/companions and families are encouraged to attend.

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## Annual Meeting

October 3-5, 2023 | The Grand America Hotel, Salt Lake City, Utah

<https://annual.afsaonline.org>

This is the association's Annual Meeting for corporate CEOs, senior executives, and other professionals in the financial services industry. Educational sessions feature prominent industry executives and well-known speakers. Education sessions focus on compliance, legislative and operational issues/trends and topics relevant to specific market niches.

The AFSA Board of Directors meets along with other boards: AFSA Education Foundation Board, Business Partner Board, Independents Auto Finance Executive Group, Vehicle Finance Division Board, and Women's Leadership Council (WLC). Many of the association's Committees of Professional Interest meet, including: Human Resources, Law, Marketing, Operations (for COOs, consumer finance companies), Operations

& Regulatory Compliance, State Government Affairs, Vehicle Commercial Credit, and Vehicle Risk Management.

AFSA's highest honor, the Distinguished Service Award (DSA), is presented. The new AFSA Chair-Elect and Vice-Chair are installed.

Attendees are all levels of industry management, including CEOs, COOs, CFOs, senior management from the financial services industry and professionals in the areas of compliance, legal, human resources, marketing, operations, risk management, state/federal government affairs, vehicle commercial credit and industry suppliers, and spouse/companions.

# EXPOSITIONS & CONFERENCE ADVERTISING

Do not miss these opportunities to build your brand's presence with key decision makers and industry influencers at AFSA's 2023 conferences and expositions.

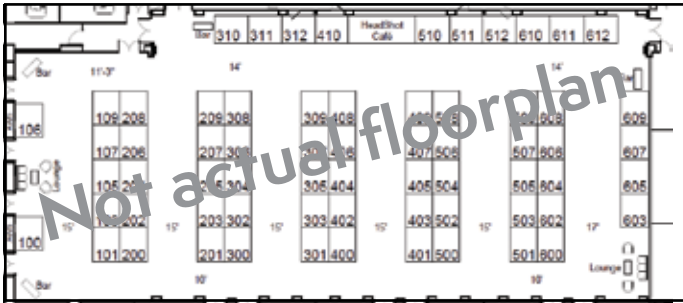
## Expositions

### Booth/Kiosk Options & Rates

Options subject to change with floorplan finalization.

	Member Rates	Non-member Rates
Single Booth	\$5,000	\$6,500
Double Booth	\$10,000	\$13,000
Kiosk	\$4,500	\$6,000
Kiosk w/ Monitor	\$5,500	\$7,500

When both tradeshow are contracted at the same time, \$500 discount is applied to the booths and \$400 is applied.



### Exhibiting Companies Receive:

- ✓ **Pre-Conference:** Exhibiting companies will be included on the conference's website, in the exhibitor listing of the program guide, and on the conference mobile app.
- ✓ **Pre/Post-Conference:** Registration rosters – electronic version with email addresses – sent approximately six weeks prior to the event.
- ✓ **On-site:** Two complimentary conference registrations. Each registration will provide your booth personnel admittance to all of the educational sessions, meal and social events.

Contact Jenny Bengtson (JBengtson@afsamail.org) for specific floorplans and an exhibit contract.

## Advertising

### Conference Websites & Program Guides

Open to AFSA Members only.

#### ADVERTISING RATES

##### Conference Website **\$1,000**

- Pre-conference opportunity.
- Make your company visible to conference attendees in advance via advertising with a 1350w x 650h pixel image (100K max) that links to your designated URL.

##### Program Guide **\$2,500 each full-page** **\$3,500 two-page spread** *(bleed or non-bleed)*

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

See pages 15 and 16 for ad specifications, materials deadlines, etc.

For questions or comments, contact:

Jenny Bengtson, Director, Business Partner Memberships – Premier Partner Program, Exhibits, Sponsorships & Webinar Sales | JBengtson@afsamail.org | (202) 776-7304  
Marilyn McKinnis, Sr. Marketing Manager – Advertising | MMcKinnis@afsamail.org | (202) 776-7301



# EXPOSITIONS & CONFERENCE ADVERTISING (cont'd.)

As never before, value-aligned partnerships are crucial to successfully growing a business. We welcome Premier Partnership collaboration and contributions.



## Sponsorships

### Exclusive for AFSA Business Partners

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 at Opening Session, on signage, and in the program guide and conference app
- ✓ Pre/post-conference roster of attendees
- ✓ Right of "first refusal" to sponsor same event/item at future meetings. *Right of first refusal = 1 year or the following year's conference; after which sponsorship can be sold to another partner.*
- ✓ AFSA website listing and company link

To learn about specific opportunities, contact Jenny Bengtson at [JBengtson@afsamail.org](mailto:JBengtson@afsamail.org).

## Sponsorship Levels & Additional Benefits

### Diamond – \$20,000+

- 4 complimentary registrations
- Full-page ad in final Program Guide
- 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

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For questions or comments, contact:

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# AFSA BUSINESS PARTNER WEBINARS

Average Registration: 92 Average Attendance: 52

## About the Webinar Program\*

### Purpose

Educate AFSA members on timely topics that affect the financial services industry and impact their business operations.

### Audience

Each webinar will be marketed to executives and personnel at AFSA Member Companies - the key decision makers who design, develop, and implement strategies for their company's success.

### Benefits

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

**\$5,000 per Webinar\*    Limit 2 per year**

*\*Available to AFSA Business Partners only.  
For information on Business Partnerships visit  
[afsaonline.org/about-afsa/afsa-membership](http://afsaonline.org/about-afsa/afsa-membership).*

## Promoting Your Webinar

- Two complimentary blog posts are included with your webinar; blog posts should be between 300-500 words, be educative in nature and can include tangential information about the webinar you are presenting.
- AFSA will provide marketing coverage for the webinar via its website, its weekly *Capital Notes* newsletter, webinar alerts and social media accounts.
- Contact information may be displayed at the conclusion of the program.
- AFSA will post a PDF of the slides on its website and are recorded on AFSA's YouTube page with 30 days of access exclusivity for its members; afterward, the presenting company may use the video in any way it likes with appropriate attribution.
- AFSA will provide one registration list for your post-webinar marketing outreach.

## Submit Your Topic

If you are a subject matter expert, AFSA encourages you to submit proposed topics to present. Premier Partner members will have priority on the webinar schedule.

We are looking for presenters 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 expert at AFSA to determine if the selected subject is timely and of interest to AFSA members. If it is not, every effort will be made to re-focus the topic.

## Webinar FAQ

- The price to present a webinar is \$5,000 and includes a variety of benefits.
- Must be educational, not promotional, in nature.
- 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 10 minutes for questions.
- A company may present two webinars per 12-month period.
- Webinars must be presented within the calendar year booked.
- Due to the popularity of AFSA's webinars, no refunds or credits will be issued. Requests to reschedule will be made on a space available basis and if request is received 60 days in advance of the original scheduled date.

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For questions or comments, contact:

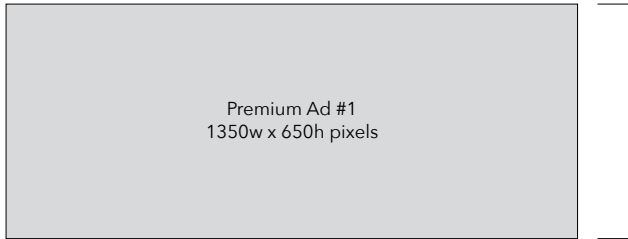
Jenny Bengtson, Director, Business Partner Memberships — Premier Partner Program, Exhibits, Sponsorships & Webinar Sales | [JBengtson@afsamail.org](mailto:JBengtson@afsamail.org) | (202) 776-7304  
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# DIGITAL NEWS ADVERTISING OPPORTUNITIES (cont'd.)



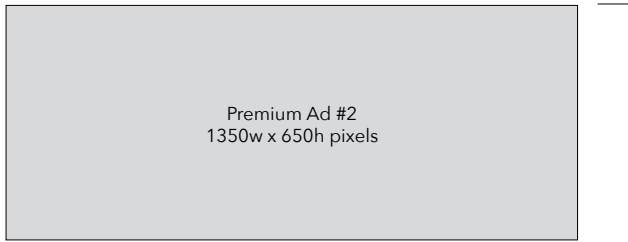
Welcome to a refreshed **Capital Notes**, our weekly rundown of what you need to know in the consumer credit industry. We know you are busy and we want to give you quick, efficient reporting and easy access to key documents. **Let's dive in.**



Premium Ad #1  
1350w x 650h pixels

## 1 Big Thing: Financial/Military Readiness

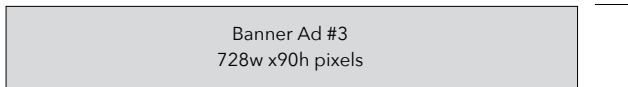
Last week, the Consumer Financial Protection Bureau (CFPB) noted in a [blog post](#) that "financial readiness is military readiness."...



Premium Ad #2  
1350w x 650h pixels

## 2. AZ or Your Office, Your Call

We really want you to join us in the desert for AFSA's special winter committee meetings at the JW Marriott Desert Ridge in Phoenix, Arizona from February 2nd to 3rd, 2022....



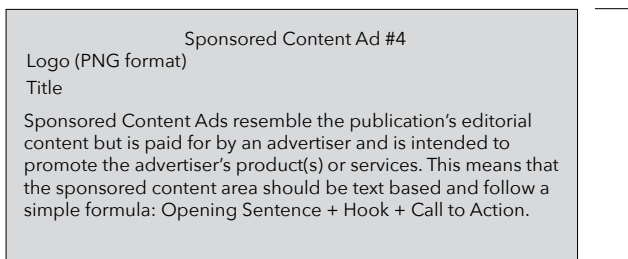
Banner Ad #3  
728w x 90h pixels

## 3. Bad Data, Bad Analysis, Bad Results

Late last week, the CFPB released its Annual Report of Credit and Consumer Reporting Complaints...

## 4. Looking Back & Planning Ahead

AFSA's State Government Affairs team publishes a new and fresh white paper every month. The goal is to go deep on an issue that is top-of-mind for the consumer credit industry...



Sponsored Content Ad #4  
Logo (PNG format)  
Title

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.

## Capital Notes

### Advertising Rates & Positions

Ad Blocks are scheduled on a first-come, first-serve basis. There is no restriction on the number of Blocks you can reserve; however, you can have only one running in the same week, with the exception of Sponsored Content ads, which can run simultaneously with another *Capital Notes* ad position.

See page 13 for a *Capital Notes* 2023 Publishing Schedule.

#### Premium Ad #1

**\$3,000**

Six-week block appears same week each month.

Only 8 blocks available for the year.

#### Premium Ad #2

**\$2,000**

Four-week block appears same week each month.

Only 12 blocks available for the year.

#### Banner Ad #3

**\$1,000**

Four consecutive-week block.

Only 12 blocks available for the year.

#### Content Ad #4

**\$2,000**

Four consecutive-week block. Stories may change from week-to-week

Title - 8-word limit

80-word limit.

Only 12 blocks available for the year.

*Capital Notes* is the association's weekly e-letter highlighting must-know news and notes for the consumer credit industry, including ongoing advocacy efforts, upcoming events and more. It highlights AFSA's initiatives on behalf of its members.

*Capital Notes* is emailed to more than 7,000 industry professionals each Thursday at approximately 2:00 p.m. ET, 50-weeks a year. It averages a 29% total open rate.

While we cannot make any guarantee, AFSA makes every effort not to have competitors appearing in the same *Capital Notes* issue.

Advertising open to AFSA Members only.

See pages 15-16 for a list of ad specifications and deadlines.

# DIGITAL NEWS ADVERTISING OPPORTUNITIES



## THE TOP LINE

Must-reads in today's edition...

- [Democrats worry Biden could pay the political price for rising inflation](#)
- [After a 'horrendous' 2021, the I.R.S. will start the tax season with a major backlog](#)
- [Despite higher wages, inflation gave the average worker a 2.4% pay cut last year](#)
- [Buy Now, Pay Later Puts a New Twist on Consumer Debt](#)

Advertisement

**EXTRA CREDIT PODCAST**

The AFSA Extra Credit Podcast is a quick take on the consumer credit industry from the professionals who work in it every day.

## News You Need

### Advertising Rates & Positions

Ad Weeks are scheduled on a first-come, first-serve basis. There is no restriction on the number of Weeks you can reserve; however, you can have only one Showcase running in the same week. *NOTE: Ad changes are allowed from one week to the next, but not within a week.*

See page 14 for a News You Need publishing schedule.

#### Showcase Ad #1 \$2,800 per week

(Ad appears just above the INSIDE THE BELTWAY segment.)

## INSIDE THE BELTWAY

### [After a 'horrendous' 2021, the I.R.S. will start the tax season with a major backlog](#)

By Tara Siegel Bernard for The New York Times on January 12, 2022

The Internal Revenue Service will kick off the approaching tax season with a backlog of at least 10 million unprocessed returns from last year, according to a new report by the national taxpayer advocate...

Advertisement

Showcase Ad #2  
1350w x 650h pixels

**THIS IS THE AD TITLE**

This is ad copy that you submit to AFSA. This is ad copy that you submit to AFSA.  
This is ad copy that you submit to AFSA. This is ad copy that you submit to AFSA.

#### Showcase Ad #2 \$2,600 per week

(Ad appears after the INSIDE THE BELTWAY segment.)

## NATIONAL AND STATE NEWS

### [Buy Now, Pay Later Puts a New Twist on Consumer Debt](#)

By Jennifer Surane and Claire Ballentine for Bloomberg on January 13, 2022

They're popular among the credit-card-wary, especially younger consumers. In the U.S., the number of people who've tried them has climbed 300% every year since 2018...

Advertisement

Showcase Ad #3  
1350w x 650h pixels

**THIS IS THE AD TITLE**

This is ad copy that you submit to AFSA. This is ad copy that you submit to AFSA.  
This is ad copy that you submit to AFSA. This is ad copy that you submit to AFSA.

#### Showcase Ad #3 \$2,300 per week

(Ad floats among stories within the NATIONAL AND STATE NEWS segment.)

## SOCIAL MEDIA HIGHLIGHTS

Twitter

Peter Schiff @PeterSchiff 01/12/2022

Actually there is a third possibility for the stocks market. The #Fed backs away from its planned interest rate hikes to prevent it from crashing. In which case the dollar crashes instead, taking the bond market down with it. This is actually the most bullish scenario for #gold.

Advertisement

Showcase Ad #4  
1350w x 650h pixels

**THIS IS THE AD TITLE**

This is ad copy that you submit to AFSA. This is ad copy that you submit to AFSA.  
This is ad copy that you submit to AFSA. This is ad copy that you submit to AFSA.

#### Showcase Ad #4 \$2,100 per week

(Ad floats among stories within the SOCIAL MEDIA HIGHLIGHTS segment.)

News You Need delivers key industry headlines with links to more in-depth information, as well as social influencer tracking for additional on line engagement. The e-letter is sent each weekday morning to more than 7,000 industry professionals and provides an above average 24% open rate.

News You Need "Showcase" ad positions run consecutive (Monday through Friday) and are reserved by the "Week." With only four "Showcase" ads per issue, you receive excellent exposure.

In addition to a 1350 W x 650 H-pixel image and its related URL, there is space to include up to 80 words of text plus up to an 8-word title. This provides an ideal format for promoting white papers, studies, webinars, new programs, etc.

Advertising open to AFSA Members only.

See pages 15-16 for a list of ad specifications and deadlines.

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For questions or comments, contact:

Jenny Bengtson, Director, Business Partner Memberships — Premier Partner Program, Exhibits, Sponsorships & Webinar Sales | JBengtson@afsamail.org | (202) 776-7304  
Marilyn McKinnis, Sr. Marketing Manager — Advertising | MMcKinnis@afsamail.org | (202) 776-7301

# ADDITIONAL ADVERTISING OPPORTUNITIES

## Powering AFSA\*Track & Powering Legislative Advocacy

Members trust AFSA to provide key intelligence at the state and federal level. Make your presence felt as they access that intel by advertising on AFSA's Federal or State pages. Your ad will appear at [afsaonline.org/afsatrack](https://afsaonline.org/afsatrack), which garners more than 6,000 unique visitors per month and at [afsaonline.org/legislative-advocacy](https://afsaonline.org/legislative-advocacy), the digital home of AFSA's Beltway advocacy. The recognition will

appear as *Powered by* followed by your company logo, which will link to the website of your choice. This will appear in the space between the website header and the first entry on the site and appear for a full quarter. There are only four available times for this ad opportunity.

**Powering both AFSA\*Track and the AFSA Legislative Advocacy site - \$1,000 per quarter.**

*No restriction on the number of quarters purchased. Available to AFSA Members only.*

### AFSA\*TRACK



**AFSA\*Track's** comprehensive system tracks legislative and regulatory developments on hundreds of member issues in all 50 states, and allows AFSA members to create legislative maps, custom watch lists, personal folders, and alerts. It is used by lobbyists, legal departments, and compliance professionals across AFSA's membership, and is accessible every day of the year from anywhere in the world.

### Legislative Advocacy



**Legislative Advocacy** allows member access to AFSA's Federal Government Affairs department's communications on the industry's point of view with Members of Congress and their staff, regulators, and other key administration officials through in-person meetings and correspondence. A comprehensive list of AFSA's latest comment letters, joint trade letters, testimony, and requests for information may be found in the Comment Letters section.

## Powering AFSA Blog

**Powering the AFSA Blog - \$ 1,500 per quarter.**

*No restriction on the number of quarters purchased. Available to AFSA Members only.*



**AFSA's Blog** posts, published at various times throughout the business week, address a wide variety of public policy and business issues related to the consumer credit industries. From January to July of 2022, the front page of [afsaonline.org](https://afsaonline.org) and associated blog pages garnered more than 140,000 unique pageviews. The blog and individual posts are linked constantly in email communications and on social media, providing plenty of exposure.

The recognition will appear as *Powered by* followed by your company logo, which will link to the website of your choice. This will appear in the space between the BLOG website header and the first blog entry, for a full quarter. There are only four available times for this ad opportunity and there is no restriction on the number of quarters you can purchase.

For questions or comments, contact:

Jenny Bengtson, Director, Business Partner Memberships — Premier Partner Program, Exhibits, Sponsorships & Webinar Sales | [JBengtson@afsamail.org](mailto:JBengtson@afsamail.org) | (202) 776-7304  
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# ADDITIONAL ADVERTISING OPPORTUNITIES (cont'd.)

## News From Our Members

### For Immediate Release

*News from Our Members* is a press release posting opportunity. Have a white paper, staff announcement, new product or service to promote? Let AFSA readers know! Your press release will be posted on the AFSA *BLOG* (more than 15,000 unique readers per month) and in *AFSA Capital Notes* (delivered to more than 7,000 mailboxes weekly).

**\$1,000 for two press releases per quarter.**

**Releases must run in the purchased quarter.**

*No restriction on the number of quarters purchased.*

*Available to AFSA Members only.*

## Sample of how releases may appear:

### For Immediate Release:

insert company name (date of release)

Insert Release title followed by the first line or two of your release . . . *read more*

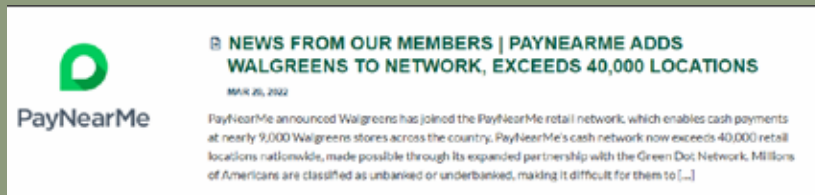
## New Advertising Opportunities Ad Schedule

1st Quarter - January - March

2nd Quarter - April - June

3rd Quarter - July - September

4th Quarter - October - December



For questions or comments, contact:

Jenny Bengtson, Director, Business Partner Memberships — Premier Partner Program, Exhibits, Sponsorships & Webinar Sales | JBengtson@afsamail.org | (202) 776-7304  
 Marilyn McKinnis, Sr. Marketing Manager — Advertising | MMcKinnis@afsamail.org | (202) 776-7301



# DIGITAL NEWS PUBLISHING SCHEDULES (cont'd.)



## Capital Notes

### 2023 Ad Blocks & Publishing Schedule

Some blocks include extra weeks due to November and December holidays. The calendar each year determines which blocks receive the extra weeks.

#### Premium Ad 1 Schedule (rectangular image)

##### Six-week run

Same week each month; exceptions, November and December have alternate and/or bonus days due to holidays.

Between January - December 2023, there are 8 blocks available for purchase. They are coded A thru H.

- Block A** - Jan 5, Feb 2, Mar 2, Apr 6, May 4, Jun 1
- Block B** - Jan 12, Feb 9, Mar 9, Apr 13, May 11, Jun 8
- Block C** - Jan 19, Feb 16, Mar 16, Apr 20, May 18, Jun 15
- Block D** - Jan 26, Feb 23, Mar 23, Apr 27, May 25, Jun 22
- Block E** - Jul 6, Aug 3, Sep 7, Oct 5, Nov 2, Dec 7
- Block F** - Jul 13, Aug 10, Sep 14, Oct 12, Nov 9, Dec 14
- Block G** - Jul 20, Aug 17, Sep 21, Oct 19, Nov 16, Dec 21, plus Mar 30 due to holidays
- Block H** - Jul 27, Aug 24, Sep 28, Oct 26, Nov 30, plus Jun 29 and Aug 31 due to holidays

#### Premium Ad 2 Schedule (rectangular image)

##### Four-week run

Same week each month; exceptions, November and December have alternate and/or bonus days due to holidays.

Between January - December 2023, there are 12 blocks available for purchase. They are coded I thru T.

- Block I** - Jan 5, Feb 2, Mar 2, Apr 6
- Block J** - Jan 12, Feb 9, Mar 9, Apr 13
- Block K** - Jan 19, Feb 16, Mar 16, Apr 20
- Block L** - Jan 26, Feb 23, Mar 23, Apr 27
- Block M** - May 4, Jun 1, Jul 6, Aug 3
- Block N** - May 11, Jun 8, Jul 13, Aug 10
- Block O** - May 18, Jun 15, Jul 20, Aug 17
- Block P** - May 25, Jun 22, Jul 27, Aug 24
- Block Q** - Sep 7, Oct 5, Nov 2, Dec 7
- Block R** - Sep 14, Oct 12, Nov 9, Dec 14
- Block S** - Sep 21, Oct 19, Nov 16, Dec 21, plus Mar 30 due to holidays
- Block T** - Sep 28, Oct 26, Nov 30, plus Jun 29 and Aug 31 due to holidays

**NOTE: Our ads are interchangeable.** Images for all *Capital Notes*, *News You Need* and the conference website ads are 1350 (w) x 650 (h) pixels with the exception of two positions in *Capital Notes*, the Banner Ad #3 image is 728 (w) x 90 (h) pixels and the Sponsored Content ad uses the company logo in place of an image which can save production time and money when needed.

Also, *News You Need* Showcase ad titles and text are interchangeable with the *Capital Notes* Sponsored Content ad, Title (8-word limit), and Text (80-word limit).

#### Premium Ad 3 Schedule (banner image)

##### Four-week run

Consecutive-weeks; exceptions, November and December have alternate and/or bonus days due to holidays.

Between January - December 2023, there are 12 blocks available for purchase. They are coded 1 thru 12.

- Block 1** - Jan 5, 12, 19, 26
- Block 2** - Feb 2, 9, 16, 23
- Block 3** - Mar 2, 9, 16, 23
- Block 4** - Apr 6, 13, 20, 27
- Block 5** - May 4, 11, 18, 25
- Block 6** - Jun 1, 8, 15, 22
- Block 7** - Jul 6, 13, 20, 27
- Block 8** - Aug 3, 10, 17, 24
- Block 9** - Sep 7, 14, 21, 28
- Block 10** - Oct 5, 12, 19, 26
- Block 11** - Nov 2, 9, 16, 30
- Block 12** - Dec 7, 14, 21, plus Mar 30, Jun 29, Aug 31 due to holidays

#### Sponsored Content Ad 4 (company logo used for image)

##### Four-week run

Consecutive-weeks; exceptions, November and December have alternate and/or bonus days due to holidays.

Between January - December 2023, there are 12 blocks available for purchase. They are coded C1 thru C12.

- Block C1** - Jan 5, 12, 19, 26
- Block C2** - Feb 2, 9, 16, 23
- Block C3** - Mar 2, 9, 16, 23
- Block C4** - Apr 6, 13, 20, 27
- Block C5** - May 4, 11, 18, 25
- Block C6** - Jun 1, 8, 15, 22
- Block C7** - Jul 6, 13, 20, 27
- Block C8** - Aug 3, 10, 17, 24
- Block C9** - Sep 7, 14, 21, 28
- Block C10** - Oct 5, 12, 19, 26
- Block C11** - Nov 2, 9, 16, 30
- Block C12** - Dec 7, 14, 21, plus Mar 30, Jun 29, Aug 31 due to holidays

For questions or comments, contact:

Jenny Bengtson, Director, Business Partner Memberships — Premier Partner Program, Exhibits, Sponsorships & Webinar Sales | JBengtson@afsamail.org | (202) 776-7304  
Marilyn McKinnis, Sr. Marketing Manager — Advertising | MMcKinnis@afsamail.org | (202) 776-7301



# DIGITAL NEWS PUBLISHING SCHEDULES



## News You Need

### 2023 Publishing Schedule

While we cannot make any guarantee, AFSA makes every effort not to have competitors appearing in the same *News You Need* issue.

*No issue (Mon) Jan 2 due to New Year's Day observed*

Week #1 – Jan 2 – 6

Week #2 – Jan 9 – 13

*No issue (Mon) Jan 16 due to MLK Day*

Week #3 – Jan 16 – 20

Week #4 – Jan 23 – 27

Week #5 – Jan 30 – Feb 3

Week #6 – Feb 6 – 10

Week #7 – Feb 13 – 17

*No issue (Mon) Feb 20 due to President's Day*

Week #8 – Feb 20 – 24

Week #9 – Feb 27 – Mar 3

Week #10 – Mar 6 – 10

Week #11 – Mar 13 – 17

Week #12 – Mar 20 – 24

Week #13 – Mar 27 – 31

Week #14 – Apr 3 – 7

Week #15 – Apr 10 – 14

Week #16 – Apr 17 – 21

Week #17 – Apr 24 – 28

Week #18 – May 1 – 5

Week #19 – May 8 – 12

Week #20 – May 15 – 19

Week #21 – May 22 – 26

*No issue (Mon) May 29 due to Memorial Day observed*

Week #22 – May 29 – Jun 2

Week #23 – Jun 5 – 9

Week #24 – Jun 12 – 16

*No issue (Mon) June 19 due to Juneteenth observed*

Week #25 – Jun 19 – 23

Week #26 – Jun 26 – 30

*No issue (Tues) Jul 4 due to Independence Day*

Week #27 – Jul 3 – 7

Week #28 – Jul 10 – 14

Week #29 – Jul 17 – 21

Week #30 – Jul 24 – 28

Week #31 – Jul 31 – Aug 4

Week #32 – Aug 7 – 11

Week #33 – Aug 14 – 18

Week #34 – Aug 21 – 25

Week #35 – Aug 28 – Sep 1

*No issue (Mon) Sep 4 due to Labor Day*

Week #36 – Sep 4 – 8

Week #37 – Sep 11 – 15

Week #38 – Sep 18 – 22

Week #39 – Sep 25 – 29

Week #40 – Oct 2 – 6

*No issue (Mon) Oct 9 due to Columbus Day*

Week #41 – Oct 9 – 13

Week #42 – Oct 16 – 20

Week #43 – Oct 23 – 27

Week #44 – Oct 30 – Nov 3

*No issue (Fri) Nov 10 due to Veterans Day*

Week #45 – Nov 6 – 10

Week #46 – Nov 13 – 17

*No issue (Wed - Fri) Nov 22, 23 or 24 due to Thanksgiving Holiday*

Week #47 – Nov 20 – 24

Week #48 – Nov 27 – Dec 1

Week #49 – Dec 4 – 8

Week #50 – Dec 11 – 15

Week #51 – Dec 18 – 22

*No adv this week due to holidays*

Week #52 – Dec 25 – 29

*Ad changes are allowed from one week to another, but not within a weekly ad block.*

**NOTE: Our ads are interchangeable.** Images for all *Capital Notes*, *News You Need* and the conference website ads are 1350 (w) x 650 (h) pixels with the exception of two positions in *Capital Notes*, the Banner Ad #3 image is 728 (w) x 90 (h) pixels and the Sponsored Content ad uses the company logo in place of an image which can save production time and money when needed.

Also, *News You Need* Showcase ad titles and text are interchangeable with the *Capital Notes* Sponsored Content ad, Title (8-word limit), and Text (80-word limit).

# ADVERTISING MATERIALS SPECIFICATIONS & DEADLINES

## General Advertisement 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 (digital and print) and assume responsibility for any claims that may arise against publisher for their advertising.

*Advertising space is available to AFSA Members only.*

## Ad Specifications

When submitting files, identify which publication(s), issues, and position the ad is for. If a third-party ad agency, be sure to identify the AFSA member the ad is for.

URL notice: Web browsers now warn visitors before visiting sites that are not secured. When sending a URL link, be sure it begins with <https://>. AFSA cannot accept links that are not secured.

### Notes concerning images:

If you use extremely pixel dense ads, with lots of color, and have difficulty saving it under 100Kb in PNG, then save it as a larger JPG file – we will reach out if there is an issue.

## Capital Notes

### Premium #1 and #2 (square) Ad

- **Image** - 1350w x 650 h pixel (300 dpi - 100K max file size - PNG preferred format)
- **URL** related link

### Banner #3 Ads

- **Image** - 728 W x 90 H-pixel
- **URL** related link

### Sponsored Content #4 (text) Ad

- **Title** - 8-word limit
- **Text** - 80-word limit - Sponsored content ad text should resemble the publication's editorial content but is intended to promote 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
- **URL** related link
- **Company Logo**

## 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.

## News You Need

### Showcase #1, #2, #3, #4 Ads

- **Image** - 1350w x 650 h pixel (300 dpi - 100K max file size - PNG preferred format)
- **URL** related link
- **Text** - 80-word limit
- **Title** - 8-word limit

## Powered by Website Recognition

### AFSA★Track and Legislative Advocacy (2 websites /1 ad booking)

#### AFSA BLOG

- **Logo**
- **URL** related link

## News From Our Members – For Immediate Release

- **Press Release**
- **Logo**
- **URL** related link

*You are welcome to provide us with these two lead-ins:*

### For the BLOG listing:

**Title:** News From Our Members | Insert Your Release Title (8-word limit)

**Text:** 60-word limit

**URL:** Read more on the AFSA newsroom [LINK].

### For the Capital Notes listing:

**Title:** News From Our Members | Insert Your Release Title (8-word limit)

**Text Intro:** 45-word limit

**Why it Matters:** 45-word limit

**Go Deeper:** Read more [URL].

# ADVERTISING MATERIALS SPECIFICATIONS & DEADLINES (cont'd.)

## Conference Website Ads

- Image - 1350 x 650-pixels (300 dpi - 100K max file size - PNG preferred format)
- URL related link

## 2023 Conference Program Guide Ad Specs

- Full-Page (non-bleed) 3½" W x 8¼" H **OR**
- Full-Page (bleed)
  - Trim Area: 4"x9"
  - Live Area: 3-¾" x 8-¾"
  - Bleed Area: 4-1/4" x 9-1/4"

NOTE for bleeds: the "Live Area" is 3-¾" W x 8-¾" H – Be sure to keep all of your ad copy within these dimensions. "Bleed Area" is 4-¼" W x 9 ¼" H – Your background color or pictures should bleed outside the 4"x9" trim area dimensions by at least 1/8" on all sides.)

### General Guide Requirements

- **File Format:** Press-Ready PDF with crop marks or InDesign (Packaged with all fonts and graphics, with crop marks). 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.

### Files Accepted for Print:

Four-color images (must be 300 dpi or higher), JPEG, or EPS format. However, EPS format artwork must be converted to outline or required fonts/ additional art must be provided.

Convert PMS colors to CYMK.

NO DOC or EXCEL files can be accepted.

## Ad Materials Deadlines

### Capital Notes & News You Need

Unless otherwise specified, all ad materials are due on the Monday one-week prior to the week the ad is to run. For example, if your NYN ad is running the week of July 24, or in CN Thursday, July 27, then your materials are due Monday, July 17

July						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## Conference Websites

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

- Vehicle Finance ad deadline - Sept. 20, 2022
- Independents ad deadline - Dec. 20, 2022
- Annual Meeting ad deadline - June 6, 2023

Ads can be accepted up to the first day of a conference but your best exposure comes when your ad is posted to the site early.

## Conference Program Guides

All files are due approximately 8 weeks prior to the first official day of the conference.

- Vehicle Finance ad deadline - Nov. 29, 2023
- Independents ad deadline - Feb. 7, 2023
- Annual Meeting ad deadline - August 8, 2023

For your convenience,

### 2023 Conference & Expo Dates and Locations

#### Vehicle Finance Conference & Expo

Hilton Anatole Hotel, Dallas, Texas  
January 24-26, 2023

#### Independents Conference & Expo

ARIA Resort and Casino, Las Vegas, Nevada  
April 18-20, 2023

#### Annual Meeting

The Grand America Hotel, Salt Lake City, Utah  
October 3-5, 2023

For questions or comments, contact:

# LOGO REQUIREMENTS

Because company logos may be displayed 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.

Logos and wordmarks come in various shapes and sizes. For best results, your submitted logo should be a standard rectangle or square. Logos that are particularly wide or tall, or feature small print, may not appear as intended.

In all cases, keep the white space around the logo to a minimum of 1/8". Excessive white space can cause your ad to appear smaller in some programs. We prefer not to crop white space around a logo file but reserve the right to do so if necessary.

## **Files Accepted for Print:**

Four-color images (must be 300 dpi or higher) in PNG (preferred), JPEG, or ESP format. However, ESP 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.

## **Files Accepted for Websites:**


300 DPI. Image files less than 1000KB and greater than 50K for best results.

PNG preferred format: JPEG accepted.

## 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.



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