



INTERNATIONAL FACTORING  
ASSOCIATION

# 2024 COMMERCIAL FACTOR MEDIA KIT

COMMERCIAL FACTOR IS THE OFFICIAL MEDIA CHANNEL ENDORSED BY THE INTERNATIONAL FACTORING ASSOCIATION, A TRADE ORGANIZATION FOCUSED ON THE FACTORING INDUSTRY. OUR NEWSLETTER AND E-MAGAZINE HAVE ESTABLISHED THEMSELVES AS INDISPENSABLE RESOURCES IN THIS FIELD. COMMERCIAL FACTOR PROVIDES THE MOST THOROUGH AND UP-TO-DATE COVERAGE OF THE FACTORING INDUSTRY, EMPHASIZING CRITICAL INDUSTRY-RELATED TOPICS.



# AUDIENCE: 8000+



OUR AUDIENCE, CONSISTING OF OVER 8,000 INDIVIDUALS, IS COMPRISED OF ALL IFA AFFILIATES AND NUMEROUS OTHER INDUSTRY EXECUTIVES, SUCH AS FACTORS, VENDORS, ATTORNEYS, CONFERENCE ATTENDEES AND EXHIBITORS. THIS DIVERSE AUDIENCE ENCOMPASSES A SPECTRUM OF BUSINESSES, FROM START-UPS TO LARGE BANKS PRIMARILY IN NORTH AMERICA ENGAGED IN EQUIPMENT FINANCE, FACTORING, AND ABL.

# OFFERINGS

Weekly E-Magazine, weekly Newsletter and Website reach all 8000+ IFA affiliates and provide the most direct way to share news and ideas with key players within the factoring industry.



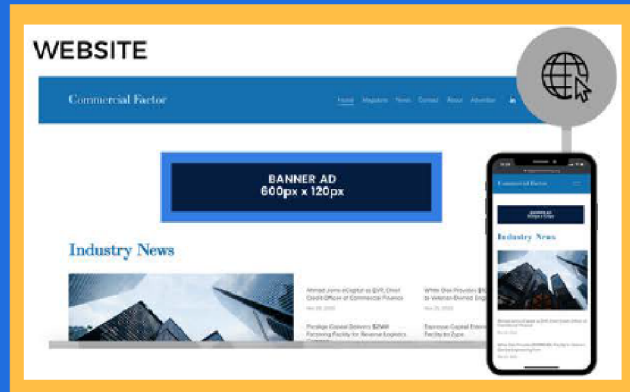
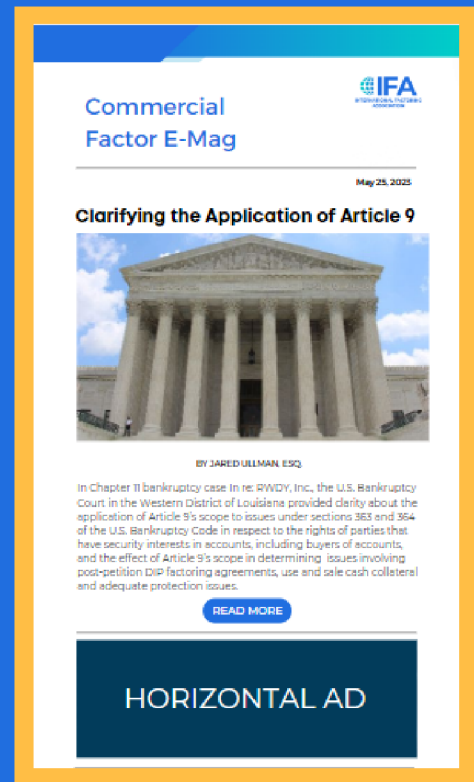
# PACKAGE OPTION

## \$9,000

(PACKAGE IS FOR ONE YEAR)

Our comprehensive advertising package ensures prominent visibility for your company among the IFA audience through all channels, maximizing frequency and impact.

- E-Magazine: 1x/wk
- IFA Newsletter: 1x/wk
- Website: Continuous
- Annual Conference Tote Bag Stuffer



# WEEKLY E-MAGAZINE & COMMERCIAL FACTOR WEBSITE

Our weekly E-magazine is delivered to the inboxes of over 8,000 IFA affiliates, offering up-to-the-minute industry updates and relevant articles. The banner ads featured in the E-magazine are slightly larger, offering increased message flexibility, and they rotate evenly throughout.

The Commercial Factor website continuously publishes a variety of content including pertinent news and unique industry articles. Banner ads rotate equally on every page of the site. Both channels work in tandem to provide maximum visibility and audience engagement.

## SPECS

### E-MAGAZINE

(SINGLE SIZE AD, ROTATES)

Banner Ad: 600px wide X 240px high

File Format: .jpg or .png (animation is not supported)

Please supply a URL to where your banner should link

### WEBSITE (SINGLE SIZE AD, ROTATES)

Banner Ad: 728px x 180px

File format: JPG & HTMLS (animation is not supported)

File size under 250KB

Please supply a URL to where your banner should link

## RATES -1X PER WEEK & WEBSITE

52 Weeks: \$5,300

26 Weeks: \$2,800



# WEEKLY IFA NEWSLETTER & COMMERCIAL FACTOR WEBSITE

Our Newsletter is an industry staple - sent directly to the inbox of every IFA affiliate with industry news, deals, IFA happenings and more! Your ad will reach roughly 8,000 factoring professionals each and every week.

The IFA Newsletter is budget friendly - a very efficient and economical way to reach thousands of individual factoring professionals. All banner ads rotate equally, so there is never an upcharge for a premium position.

Ads here provide a great opportunity to get your company's product and message to decision-makers every Monday morning.

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## SPECS

(SINGLE SIZE AD, ROTATES)

Banner Ad: 600px wide X 120px high

File Format: .jpg or .png (animation is not supported)

Please supply a URL to where your banner should link

## RATES -1X PER WEEK & WEBSITE

52 Weeks: \$5,300

26 Weeks: \$2,800

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TO ADVERTISE, PLEASE CONTACT:

Terri Baker

Office: 805-773-0011 x 303 Email: [terri@factoring.org](mailto:terri@factoring.org)

EDITORIAL INFORMATION, PLEASE CONTACT:

Email: [news@factoring.org](mailto:news@factoring.org)

Date: \_\_\_\_\_

## ADVERTISER INFORMATION

Company : \_\_\_\_\_  
 Contact : \_\_\_\_\_  
 Title : \_\_\_\_\_ E-Mail : \_\_\_\_\_  
 Address : \_\_\_\_\_  
 Phone Number : \_\_\_\_\_ Fax : \_\_\_\_\_

## BILLING INFORMATION

Company : \_\_\_\_\_  
 Contact : \_\_\_\_\_  
 Title : \_\_\_\_\_ E-Mail : \_\_\_\_\_  
 Address : \_\_\_\_\_  
 Phone Number : \_\_\_\_\_ Fax : \_\_\_\_\_

### TERMS AND CONDITIONS:

- All advertisement material is held at the owner's risk and the publisher reserves the right to dispose of any photos/artwork after 3 months unless otherwise agreed.
- All advertisements are subject to the approval of the editor who reserves the right to omit or decline any advertisement.
- The IFA is not responsible for errors in ad copy once the advertiser has approved a proof. Any ad that is submitted after the deadline is not guaranteed a proof prior to publication and Commercial Factor is not responsible for errors.
- The IFA will charge and you agree to pay a late charge of 1.5% per month if your payment is not received within 30 days of the invoice date.
- The IFA will charge and you agree to reimburse The IFA for any/all discounts provided, including but not limited to advertising agency discounts, if payment is not received within 30 days of the invoice date. You also agree to reimburse The IFA for all collection fees (including attorney's fees) it incurs in its efforts to collect any unpaid balance on your account.
- Advertisers and their agencies are jointly responsible for the cost of any advertising inserted.

### CANCELLATIONS:

- Advertisers and agencies not fulfilling their insertion contract as agreed due to cancellation (for any reason) must pay the full price of the ad after the advertising space deadline.

Package Option \$9,000	:	<input type="checkbox"/>	
			26 WEEKS \$2800    52 WEEKS \$5300
Weekly E-Magazine & Commercial Factor Website	:	<input type="checkbox"/>	<input type="checkbox"/>
			26 WEEKS \$2800    52 WEEKS \$5300
Weekly IFA Newsletter & Commercial Factor Website	:	<input type="checkbox"/>	<input type="checkbox"/>

I hereby accept the terms and conditions of the IFA advertising contract.

Signature \_\_\_\_\_ Date \_\_\_\_\_

\* All advertising rates are based on consecutive issue publishing schedules. Custom publishing schedules are available upon request, for an additional fee.

### Contract

Start : \_\_\_\_\_

End : \_\_\_\_\_

TOTAL : \_\_\_\_\_

### PAYMENT:

Please bill me for \$ \_\_\_\_\_

Enclosed is my check for \$ \_\_\_\_\_

Please charge \$ \_\_\_\_\_ to my credit card:

VISA    Mastercard    American Express    Discover

Name on Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature Date: \_\_\_\_\_