Commercial Factor is the official media outlet of the International Factoring Association, a trade organization dedicated to the factoring industry.

**Audience:** The 8000 person audience includes all IFA affiliates as well as many others in the industry including factors, vendors, attorneys as well as conference attendees, exhibitors and industry execs. Included in this audience are start-ups to large banks from all over the US who deal in equipment finance, factoring, and ABL.

**Offerings:** The IFA Conference magazine, 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.

Our Newsletter & E-Magazine have become industry staples and reach this unique audience twice a week, all year long. Commercial Factor maintains its reach and important presence at the annual IFA Factoring Conference with our Magazine that is distributed to all attendees plus is distributed digitally.

Through all of its channels, Commercial Factor delivers the most comprehensive coverage of the factoring industry with timely content focused on critical industry-related topics.

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PACKAGE OPTIONS

(ALL PACKAGES ARE FOR 1 YEAR)

Money-saving packages that combine our various channels to provide exactly the coverage you want.

PACKAGE A - $11,800
Our most valuable package gets your company in front of the IFA audience via all channels at the maximum frequency. Twice a week digital reach with big IFA Conference presence plus a special marketing tool.

INCLUSIONS
E-Magazine: 1x/wk
IFA Newsletter: 1x/wk
Website: Continuous
Full-Page Print Ad:
IFA Conference Issue
Thought Leadership Ad

PACKAGE B - $9,600
Twice a week digital coverage all year plus print ad in Annual IFA Conference Issue.

INCLUSIONS
E-Magazine: 1x/wk
IFA Newsletter: 1x/wk
Website: Continuous
Half-Page Print Ad:
IFA Conference Issue

PACKAGE C - $6,600
Once-a-week coverage all year, print ad in Annual IFA Conference issue and a special marketing tool.

INCLUSIONS
E-Magazine: 1x/wk
Website: Continuous
Full-Page Print Ad:
IFA Conference Issue
Thought Leadership Ad

PACKAGE D - $6,000
Our budget-friendly option with consistent weekly visibility for a year plus print ad in Annual IFA Conference issue.

INCLUSIONS
IFA Newsletter: 1x/wk
Full-Page Print Ad:
IFA Conference Issue

TO ADVERTISE,
PLEASE CONTACT
Laura Backe
Cell: 484.253.2511
Email: laura.backe@rw-assoc.com
WEEKLY E-MAGAZINE & WEBSITE

Our timely once-a-week E-magazine is sent directly to the in-boxes of all 8,000+ IFA affiliates, offering the latest industry news as well as the articles and features you love from Commercial Factor. Banner ads here are slightly larger, allowing for greater flexibility of message and all rotate equally 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.

RATES - 1X PER WEEK & WEBSITE
52 Weeks: $5,300
26 Weeks: $2,800

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

TO ADVERTISE, PLEASE CONTACT:
Laura Backe
Cell: 484.253.2611
Email: laura.backe@rw-assoc.com

EDITORIAL INFORMATION, PLEASE CONTACT:
Phil Neuffer
Email: phil.neuffer@rw-assoc.com
WEEKLY IFA NEWSLETTER

Our Newsletter is an industry staple - sent directly to the in-box 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.

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
52 Weeks: $5,300 | 26 Weeks: $2,800

SAMPLE

TO ADVERTISE, PLEASE CONTACT:
Laura Backe
Cell: 484.253.2511
Email: laura.backe@rw-assoc.com

EDITORIAL INFORMATION, PLEASE CONTACT:
Phil Neuffer
Email: phil.neuffer@rw-assoc.com
ANNUAL IFA CONFERENCE PRINT ISSUE

(MAY 2023)

A Conference standard, the big print and digital issue of Commercial Factor is packed with features and profiles highlighting the very best in factoring as well as the most recent trends across the industry. This once-a-year print edition is distributed at the IFA Annual Conference and across all digital platforms.

RATES
FULL PAGE $1,400
HALF PAGE $800
INSIDE COVERS & BACK COVER (+10%) $1,540

ARTWORK
We can accept files in the following programs:
Adobe InDesign (preferred): Please include all art & fonts, as well as the layout document. All art files need to be at 100% at 300DPI. Color art needs to be saved as CMYK.
Adobe Photoshop:
Please include all fonts. All art files need to be at 100% at 300DPI. Color art needs to be saved as CMYK. Adobe Illustrator Please include all fonts.
Adobe Acrobat PDF:
Please include all fonts & save PDF for PRINT.

SPECS
FULL PAGE Dimensions: 8.125" W x 10.875" H
Trim Size: 8.125" W x 10.875" H
Bleed: Extend bleed 1/8" past trim
Keep live matter 1/2" from trim edge

Materials may be emailed to:
laura.backe@rw-assoc.com

HALF ISLAND DIMENSIONS 4.6875" W x 7.375" H
HALF HORIZONTAL DIMENSIONS 7.125" W x 4.875" H

TO ADVERTISE, PLEASE CONTACT:
Laura Backe
Cell: 484.253.2511
Email: laura.backe@rw-assoc.com

EDITORIAL INFORMATION, PLEASE CONTACT:
Phil Neuffer
Email: phil.neuffer@rw-assoc.com
THOUGHT LEADERSHIP

Demonstrate your expert commentary with our thought leadership opportunity! Showcase your expertise and start a dialogue to establish brand trust. Advertisers provide a logo or headshot and a link to a thought leadership video or article/blog and we share and promote it via our weekly e-magazine, website & social media.

RATE
$1,200/month
- Your content to be featured in Commercial Factor E-Magazine for 1 month.
- Your content to be on Commercial Factor website for 1 month.
- Your content posted on Commercial Factor LinkedIn

DURATION:
Your content to be featured in Commercial Factor E Magazine, on the Commercial Factor homepage and LinkedIn for 1 month.

SPECDS
Approx. 5 word title, 20 word blurb + link to content
Company Logo
Headshot
Accepted Formats: .JPG or .PNG
Company logo should be high res, 300 dpi, in CMYK or RGB color format. We will place the provided content into our Thought Leadership format

SAMPLE

TO ADVERTISE,
PLEASE CONTACT:
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Email: laura.backe@rw-assoc.com

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Phil Neuffer
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