



# **DIGITAL ADVERTISING**

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## THE WEEKLY REPORT

**The Weekly Report** is TMA's e-newsletter providing TMA members with up to the minute industry news, event/education information, recent deals, transactions, and other news. More than 8,300 turnaround and corporate restructuring professionals from all TMA chapters depend on this piece for valuable, timely information.

If your organization is trying to create greater visibility in an area where TMA members go for information, then sponsoring The Weekly Report is the perfect fit. E-newsletter sponsorship includes the ability for your company to post a link in each e-newsletter connecting readers to a press release, website, or any other pertinent company news link.

### THERE IS ROOM IN EACH NEWSLETTER FOR MULTIPLE BANNER ADS.

Deadline for submission is the 25th of the previous month

Submit as JPEG. Ads should be compliant with the ad standards established by the Interactive Advertising Bureau.

## TMA WEBSITE

Advertising on [turnaround.org](http://turnaround.org) can brand and directly connect your business as a valued entity to thousands of visitors to the premier website dedicated to the turnaround and corporate restructuring industry.

Your ad will be highly visible on almost all of TMA's web pages and the most visited pages. The website has more than 26,000 unique views each month and 312,000 unique views a year. The site is the go-to resource for looking up colleagues and referral sources, registering for conferences, participating in online education programs, renewing membership, learning about chapter events, and much more.

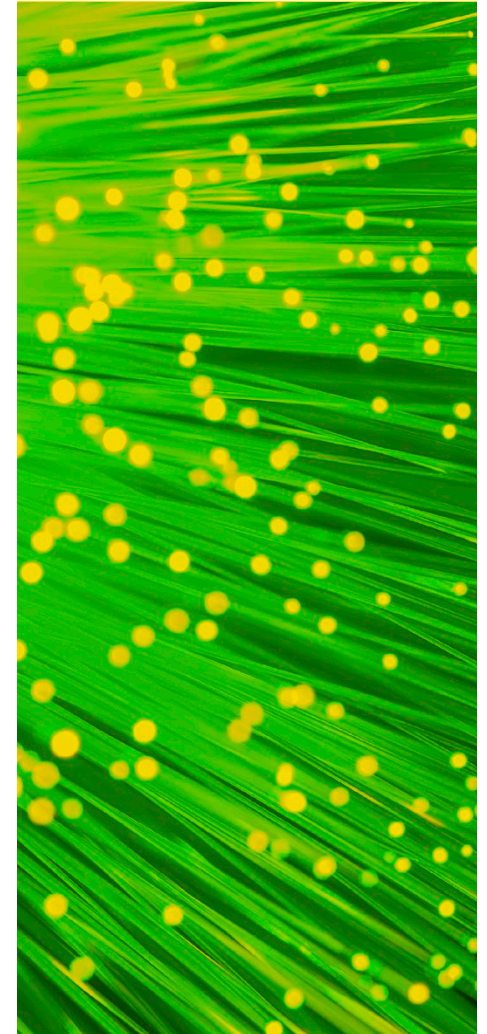
Prospective members also visit the site frequently for information about TMA events, applying for membership, and to learn more about the industry and TMA. In addition, the site is a great resource for companies who may be in need of turnaround or restructuring services and are exploring the potential assistance a company such as yours may provide.

## 2018 ADVERTISING RATES

\$4,000	Three months
\$7,000	Six months
\$10,000	Year

## AD SIZES

	WIDTH	X	HEIGHT
Website (JPEG or GIF)	300 pixels	x	250 pixels
The Weekly Report (JPEG)	600 pixels	x	200 pixels
90 kb maximum file size			



TURNAROUND.ORG



### 2018 TMA PARTNERSHIP PROSPECTUS

If interested in becoming a TMA partner, please contact **Kris Wolcott** at 312-578-2047 or [kwolcott@turnaround.org](mailto:kwolcott@turnaround.org).



## SAMPLE ADVERTISING BUNDLED PACKAGES

### 12-MONTH EXPOSURE

\$22,275	Full-page in (9) issues of <i>Journal of Corporate Renewal</i>
\$10,000	12-month ad banner in The Weekly Report e-newsletter 12-month ad banner on TMA website
<b>INVESTMENT</b>	
\$44,525	A la carte Investment
\$40,000	Bundled Investment

### 6-MONTH EXPOSURE

\$9,000	½ page in (6) issues of <i>Journal of Corporate Renewal</i>
\$7,000	6-month ad banner in The Weekly Report e-newsletter 6-month ad banner on TMA website
<b>INVESTMENT</b>	
\$24,500	A la carte Investment
\$22,000	Bundled Investment

### 3-MONTH EXPOSURE

\$3,870	⅓ vertical page in (3) issues of <i>Journal of Corporate Renewal</i>
\$4,000	3-month ad banner in The Weekly Report e-newsletter 3-month ad banner on TMA website
<b>INVESTMENT</b>	
\$15,220	A la carte Investment
\$13,500	Bundled Investment

