

MARKETING

ccta 
FLOATING
OPPORTUNITIES
2020



full details online...

Visit our website and find out more.

www.ccta.co.uk

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Consumer Credit Trade Association
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becoming a member
the who, what, when, where, how and how much!

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our community
reaching the members

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conference, sponsorship, training seminars
up close and personal - the face to face option

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ccta consumer credit online magazine
getting your message out there

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www.ccta.co.uk +
online and Inform opportunities

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the brand
a modern, dynamic and forward thinking association

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opportunities

established
1891

125 years +
shaping the industry

230+
members

exceptional
training seminars

annual conference
& exhibition

CCTA
THE BRAND

what we do

At CCTA we enjoy a reputation for integrity and brand strength. Our members offer credit in a high profile, dynamic market, and rely on us to provide a yard stick for best practice. We work to guide them through stringent industry regulation, offering uncompromising practical help to ensure their companies run effectively and ethically in this competitive arena.

We are their go to information source for current, and new to market, products and services. The best way to understand the needs and wants of our members, is to join them. Communication is key, and we offer opportunities, best experienced from the inside, looking out.

If you share our philosophy, we welcome like-minded businesses.

cutting edge

our members

GRANTORS

secured loans 1st & 2nd charge
high cost short term credit loans
logbook loans
home credit collected loans
guarantor loans
motor finance
other asset finance
hire leasing finance
retail finance
banks
charities

BROKERS

all forms of consumer finance

SUPPLIERS

solicitors
consultants
legal advisors
debt collection/tracing services
credit reference
scoring agencies
software developers
system suppliers
other professional services

our logo



our colours

violet

CMYK 72 / 84 / 0 / 0
RGB 102 / 74 / 158
pantone266 C
web #664a9e

lime

CMYK 26 / 0 / 100 / 0
RGB 200 / 218 / 43
pantone389 C
web #c8da2b

grey

CMYK 65 / 51 / 44 / 16
RGB 96 / 105 / 114
pantone431 C
web #606972

ways to work with us

- WEBSITE: banner advertising
- PUBLICATIONS: magazine sponsorship and advertising, inform sponsorship
- EMAIL: mail shot drop
- EVENT SPONSORSHIP: conference, training seminars
- DATABASES: member and supplier (password protected)

full details online...

Visit our website and find out more.

www.ccta.co.uk

THE BIG
PICTURE



if you are interested in these opportunities...

contact us to check availability...

by email: marketing@ccta.co.uk

by phone: +44 (0) 1274 714 959

we look forward to working with you

ONLINE & INFORMED

home page advertising banner

Our website has been designed to make life as easy as possible, including access to our dynamic home page advertising banner.

The site services the needs of our members and all regular visitors involved in the industry.

Credit related web searches will generally find CCTA in the top ten listings, ensuring a satisfying hit rate from businesses outside the membership.

regulatory inform sponsorship

To keep our members in the picture regarding the barrage of regulatory information and change, our legal expert searches each day for judgements and guidance that may be of interest.

We send the collated details out via e-publication on a quarterly basis to 230+ businesses and 1000+ individuals.

Exclusive downloadable copies are available in the member only area of the website

The sponsorship package includes your logo and 100 word synopsis on the first page of the publication, along with an additional logo and web link on all the internal pages, of the quarterly e-shots.

2020 DATES

issue one

editorial deadline: Fri 14 February
drop date (est): Wed 26 February

issue two

editorial deadline: Fri 9 April
drop date (est): Wed 22 April

issue three

editorial deadline: Fri 5 June
drop date (est): Wed 17 June

issue four

editorial deadline: Fri 14 August
drop date (est): Wed 26 August

potential unlocked



the maximum number of links we will run at any given time is 16

you can renew and update the link at any time during your years subscription

RGB image - 96dpi
200 x 85 pixels

fonts embedded
jpeg; eps; pdf; tif

link to your website



distributed to 230+ businesses and 1000+ individuals

industry specific audience

logo:
300dpi, CMYK
min. width 7cm
jpeg; eps; pdf; tif

100 word company synopsis

website link address

IN 2019...

- 26,500 visitors
- on average 2,200 per month
- 50,000 page views per year
- 36% found us on google



KEEP IN TOUCH

CONSUMER CREDIT MAGAZINE

if you are interested in these opportunities...

contact us to check availability...

by email:
marketing@ccta.co.uk

by phone:
+44 (0) 1274 714 959

we look forward to working with you

online magazine advertising link

If you are looking to introduce yourself to CCTA members and associates, our online magazine link option is the perfect first step. With a new issue each quarter hosted prominently on our website, and distributed via email to 1,000+ consumer credit database, our logo links get your name out there.

- logo and web link on the on footer of the magazine email
- logo and web link on the magazine web page
- 1,000+ industry specific email distribution

online magazine sponsorship

We like to think of the distribution for our quarterly magazine as small but perfectly formed. We know from the constant flow of positive feedback, that it is considered a leading online publication by CEOs and managing directors alike. If you are looking to get your message onto the right desktop, look no further.

- logo and 100 word sponsor synopsis with web link, on the header of the magazine email distribution
- logo and 100 word sponsor synopsis on the CCTA magazine web page - linked from the home page
- 1500 word non-advertorial feature opportunity
- 1,000+ industry specific email distribution

the right place and time

FROM £500 exc. VAT

PRICES EXC VAT. WE WILL NEED

<p>single issue advertising link £500</p> <p>full year advertising link 20% discount £1,600</p>	<p>images: 300dpi, CMYK min. width 7cm logo and author jpeg; eps; pdf; tif</p> <p>text: word document</p>
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FROM £950 exc. VAT

PRICES EXC VAT. WE WILL NEED

<p>single issue sponsorship £950</p> <p>full year sponsorship 20% discount £3,040</p>	<p>hi res logo 300dpi x 7cm width min</p> <p>web address & 100 synopsis</p> <p>1500 word editorial with author head shot & job title</p>
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2020 DATES

issue one

editorial deadline: Friday 13 March
live online (est): Friday 27 March

issue two

editorial deadline: Friday 15 May
live online (est): Friday 29 May

issue three

editorial deadline: Friday 17 July
live online (est): Friday 31 July

issue four

editorial deadline: Friday 18 September
live online (est): Friday 2 October

Terms & Conditions

CCTA may decline your application without a reason.

CCTA reserves the right to edit any article in line with association policy. You will have 24 hours (Monday to Friday) to agree any amendments, before final sign off.

CCTA reserves the right to cancel the distribution of any publication in the event of any occurrence, act or omission outside its control.

CCTA accepts no liability for any damage or loss, direct or indirect, which may be suffered as a result of the publication of a sponsored article.



HOT OF THE PRESS

if you are interested in these opportunities...

contact us to check availability...

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we look forward to working with you

CCTA CONFERENCE 2020

NEW DAWN

Nottingham Belfry Hotel - Thursday 5 November

sponsors and exhibitors

FROM £1,560 exc. VAT

delegate pack sponsored article

Our conference delegate packs contain an exhibitor magazine which provides an opportunity for all our supporters to advertise across the event as part of their package.

To add further depth to the publication, and to maximise delegate reach, we have an additional sponsored article feature.

If you have something you would like to shout about, here's your chance. Note: for relevant terms and conditions, see page eight of this brochure.

Our annual conference is a recognised industry date for your diary. In a relaxed and friendly atmosphere, this event delivers an impressive line-up of regulatory and industry speakers and a comprehensive mix of delegates and exhibitors. A 'Question Time' forum encourages active involvement, whilst the presentation pack and attendee list, ensure guests have the full picture. We aim to offer not only a complete overview of the industry's current standing, but a platform for delegates to gather information and contacts, with a view to the growth of their business.

The CCTA Protect Access to Responsible Credit (PARC) campaign has been embedded in the fabric of our messaging for over four years. Our overarching goal is to safeguard access to legitimate, regulated responsible sources of credit, provided by a healthy mix of both social and commercial lenders. We are, and have long been, the only industry trade association willing to recognise and embrace the fact that taking this argument to the media and politicians is a necessity, not a luxury.

Following over three years of political flux, the 2020 general election provided a welcome stable UK government. However, whilst we were in the eye of the Brexit storm, the credit arena came under siege from over-zealous FCA regulation and over confident FOS dispute resolution management.

An entrenched lack of sympathy for high cost lenders has been exacerbated by under-supervised campaign groups and now, more than ever, the industry needs to take advantage of a 'NEW DAWN' and a unique opportunity to push back detractors and create room for commercial manoeuvre.

Should we expect business as usual, or work with renewed vigour for a change in attitude towards our maligned industry, and increased opportunities for the essential services we offer?

Grasp the nettle and join us to find out how the year has gone. Where we came from, where we are, and where we are going. Embrace the NEW DAWN.

OUR 2020 PACKAGES

main sponsor
five available £3,350

panel sponsor
three available £2,520

main hall exhibitor
twelve available £1,950

breakout exhibitor
five available £1,830

networking lunch sponsor
one available £1,560

360° vision



single page £840
1,000 words max.

double page £1,680
1,750 words max.

215+
delegate bags (est)

images:
300dpi, CMYK
min. width 7cm
logo and author
jpeg; eps; pdf; tif

text:
word document

IN 2019...

- 186 day delegates from...
- 95 companies. Visiting...
- 14 exhibition stands.



FACE TO FACE

if you are interested in these opportunities...

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by phone: +44 (0) 1274 714 959

we look forward to working with you

TRAINING SEMINAR DAYS

training seminar sponsorship

Over the last few years, the training needs of the consumer credit arena have changed drastically. Following feedback from last year's courses, we have decided to combine our training and briefing seminar offers. Our delegates include credit or lending: owners, directors, company secretaries, legal practitioners, IT personnel, credit management, debt collectors and internal training teams.

The new format includes:

10.00 a.m. until 1.00 p.m.

1.00 p.m. until 4.00 p.m.

Industry Update Seminar

SM&CR/Culture Training

£3,000 PER YEAR
exc. VAT

HOW IT WORKS

WE WILL NEED

Terms & Conditions
CCTA may decline your application without stating a reason.
CCTA reserves the right to cancel the distribution of any publication or mail shot it deems to be economically unviable.
CCTA reserves the right to cancel any training seminar where there are an insufficient number of attendees to make the event economically viable, or in the event of any occurrence, act or omission outside the control of CCTA. etc.

CCTA partnership with online brochure and website presence, regular mail shot distribution to full membership

Confirming your application indicates consent to the t's & c's

logo:
300dpi, CMYK
min. width 7cm
jpeg; eps; pdf; tif

company leaflet:
maximum size A4

100 word company synopsis

4 events, 2 venues

THE PACKAGE:

- digital programme - logo on front cover
- digital programme - 100 word synopsis in intro page
- delegate confirmations - option to attach pdf
- one free delegate place at each event
- website page - 100 word synopsis + web link
- website scrolling banner - logo/web link for the year
- option to include a leaflet in seminar delegate packs
- mail shots x 10 - supporter logo

LONDON

event	date
Industry Update Seminar	8 April - a.m.
SM&CR and Culture Training	8 April - p.m.
Industry Update Seminar	15 July - a.m.
SM&CR and Culture Training	15 July - p.m.

London Venue
Locke Lord LLP
201 Bishopsgate, 2nd Floor
London
EC2M 3AV
t: +44 (0) 207 861 9000

LEEDS

event	date
Industry Update Seminar	9 April - a.m.
SM&CR and Culture Training	9 April - p.m.
Industry Update Seminar	22 July - a.m.
SM&CR and Culture Training	22 July - p.m.

Leeds Venue
Walker Morris LLP
33 Wellington Street
Leeds
LS1 4DL
t: +44 (0) 113 283 250



IN THE KNOW!

a guiding light MEMBERSHIP

WWW.CCTA
CO.UK

MEMBER | COMMUNICATION

CCTA E-MAIL UPDATES

WEEKLY NEWS UPDATE **member only**

Our weekly news email provide a synopsis of the latest events, with easy to use links taking the reader directly to a chosen feature.

REGULAR PUBLIC AFFAIRS UPDATES **member only**

Reporting on CCTA political commentary, and industry relevant governmental and regulatory issues.

CEO LETTER **member only**

Issued in response to immediate issues facing our industry, and highlighting the CCTA viewpoint.

BULLETINS **member only**

Extraordinary industry events, need immediate action. Our bulletin mail-shots are designed to highlight issues that may need your urgent attention.

PUBLIC AFFAIRS FACE TO FACE

MAKING YOUR VOICE HEARD **member only**

Lobbying is at the heart of our association. Our vision is to be 'the' credible, valued and trusted representative of consumer finance. Our mission is to translate the interest of our members to UK regulators. To help us in our aim, we run:

PODCASTS **available on our website**

Lively debate surrounding current news and issues with specialist invited guests.

ROUNDTABLES **reported on our website**

Hosted opportunities for open face to face discussions, including legislators and government representatives.

MEMBER | COMMUNITY

ONLINE NEWS & PUBLIC AFFAIRS

NEWS, EVENTS, BLOGS, REGULATORY **open to all**

Supporting all of the above regular emails, our website offers a 'one stop information shop', listing everything from CCTA commentary and blogs, government releases and requirements, to articles of interest.

CONSUMER CREDIT MAGAZINE

WEBSITE DISTRIBUTION **open to all**

Our quarterly magazine evolves in response to the industry around it. We seek out experts with a strong voice to write for us, and we know from the flow of positive feedback, that it is considered a leading publication in the arena.

REGULATORY INFORM

E-MAGAZINE AND LIBRARY **member only**

Each week our legal expert searches for details of industry related judgements, guidance and announcements. Each quarter we send this e-magazine update exclusively to our members.

ANNUAL CONFERENCE

DATES AND DETAILS ON WEBSITE **open to all**

This event delivers an impressive line-up of speakers and a comprehensive mix of delegates and exhibitors. We aim to offer a platform for delegates to gather information and contacts, with a view to the growth of their business.

MEMBER | SUPPORT

TRAINING SEMINAR DAYS

DATES AND DETAILS ON WEBSITE **open to all**

Our training seminars include a morning 'Industry Update Seminar' providing open discussion around current credit issues, followed by an afternoon of SM&CR and Culture Training. We welcome everyone involved in credit or lending under any discipline.

EXTRAORDINARY MEETINGS

DATES AND DETAILS as required **member only**

Our extraordinary meetings aim to provide in depth information and clarity around current major issues facing our industry. They offer Q & A sessions, and include legal and regulatory updates.

DATABASE SEARCH

INDUSTRY NEWS & EVENTS UPDATE **member only**

You can search our member and supplier databases for a particular company, or by category. It is not our policy to make individual recommendations. Businesses listed are all CCTA members.

COMPLAINTS & CONCILIATION

TRADING WITH INTEGRITY **member only**

We offer a full conciliation service should any complaint be made against a member. Acting as a third party and working to resolve problematic situations, before the involvement of the Financial Ombudsman.

MEMBER | GUIDANCE

LEGAL ADVICE

INVALUABLE CREDIT GUIDANCE **member only**

Our in house specialist is one of the most respected legal minds in the industry, and is on hand to answer any credit related queries members may have.

OUR CODES & COUNCIL

GENERAL AND BUSINESS SPECIFIC **member only**

Our codes underpin our reputation in the industry and the consumer arena, they offer reassurance to the public and regulators alike, that all companies allied to CCTA trade with integrity. Our council is made up of representatives from the membership. They bring realistic understanding to our lobbying activity and voice.

CREDIT AGREEMENTS

ELECTRONIC **member only** HARD COPY **open to all**

We offer a wide range of generic, ready to use, fully compliant credit agreements. These documents are all covered by CCTA liability insurance, and can be bought in hard copy or electronic formats.

APR AND ERS CALCULATORS

WORKING IT OUT **member only**

In association with Oyster Bay Systems we offer members Flex_Master and ERS (EuroSet Reference Standard) free of charge.



<p>CONSULTANTS</p> <p>£1,040</p> <p>BAND 19</p> <p>£1,248.00 INCLUDING VAT</p>	<p>SOLICITORS</p> <p>£1,682.00</p> <p>BAND 20</p> <p>£2,018.40 INCLUDING VAT</p>	<p>LEGAL ADVISORS</p> <p>£1,682.00</p> <p>BAND 21</p> <p>£2,018.40 INCLUDING VAT</p>	<p>C R E D I T R E F E R E N C E</p> <p>£3,818.00</p> <p>BAND 22</p> <p>£4,581.60 INCLUDING VAT</p>	<p>C R E D I T S C O R I N G</p> <p>£3,629.00</p> <p>BAND 23</p> <p>£4,354.80 INCLUDING VAT</p>	<p>SOFTWARE D E V E L O P E R S</p> <p>£1,682.00</p> <p>BAND 24</p> <p>£2,018.40 INCLUDING VAT</p>	<p>S Y S T E M S U P P L I E R S</p> <p>£1,682.00</p> <p>BAND 24</p> <p>£2,018.40 INCLUDING VAT</p>	<p>SPECIALIST</p> <p>£1,682.00</p> <p>BAND 25</p> <p>£2,018.40 INCLUDING VAT</p>
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join anytime

At CCTA, we don't have just one annual subscription date. Your membership starts at whatever time of year you're ready for it.

applying is easy

You can apply for membership from the home page of our website: www.ccta.co.uk and pay by credit card or BACS.

what happens next

Your application is processed upon receipt of your completed online form and subscription fee. Email confirmation of receipt will be sent.

keep on track

The process takes seven to fourteen days. To keep things on track, please respond quickly to our emails.

welcome

Once your application has been processed and authorised, we will forward your membership pack and CCTA membership certificate.

need help?

If you need help, or would like to request a hard copy application, speak to us on: **+44 (0) 1274 714959**

member only benefits...

just some of the advantages of supplier membership...

- MAGAZINE | EDITORIAL
- PRIORITY | SPONSORSHIP
- ONLINE NEWS | EDITORIAL
- LEGAL | ADVICE
- SUPPLIER | DATABASE
- MEMBER | DISCOUNTS
- EVENT DIARY | LISTINGS
- LOBBYING | VOICE

apply online...

Visit our website and complete the application form at

www.ccta.co.uk

need help?

email membership@ccta.co.uk

call + 44 (0) 1274 714959



CONTACT

t: +44 (0) 1274 714959

e: marketing@ccta.co.uk

www.ccta.co.uk

@cctavoice