

MARKETING

ccta 
OPPORTUNITIES
PLAIN SAILING
2021

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, and how

16



working together
the benefits of a supplier membership

11



www.ccta.co.uk +
home page advertising banner

10



quarterly summits
keeping in touch - moving forward

8



ccta consumer credit online magazine
getting your message out there

6



the brand
a modern, dynamic and forward thinking association

4

opportunities

established
1891

130 years +
shaping the industry

195+
members

comprehensive
summits

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.

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

our members

LENDERS

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

BROKERS

all forms of consumer finance

ASSOCIATES

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

ways to work with us

- WEBSITE: banner advertising
- PUBLICATIONS: magazine sponsorship and advertising
- EVENT SPONSORSHIP: seminars
- EVENT SPONSORSHIP: conference
- DATABASES: member and supplier (password protected)

full details online...

Visit our website and find out more.

www.ccta.co.uk

unlocking doors



THE BIG
PICTURE

on the record...

MAGAZINE

THE WORD

facts and figures...

- leading industry publication
- prominent website presence with dedicated internal pages
- 850+ mail shot member and industry associate distribution
- responsive schedule - proposed quarterly exposure
- double page pdf online format

VIEW THE LATEST ISSUE
ccta.co.uk

We like to think of the distribution for our quarterly publication as small but perfectly formed. We pride ourselves on a magazine that doesn't follow a script but evolves in response to the industry around it. We seek out experts with a strong voice to contribute content geared to the needs of our members.

The double page, colour, pdf format is hosted on our website and supported by a fully linked mail shot, which goes out to our complete member list and industry associates. We aim to produce four publications a year, but as we are led by current issues, our schedule is responsive.

SPONSORSHIP

£1,000

MEMBER
SINGLE ISSUE

SPONSORSHIP

£1,575

NON-MEMBER
SINGLE ISSUE

ADVERTISEMENT

£700

1/2 SCREEN
WITH HYPERLINK

ADVERTISEMENT

£1,300

FULL SCREEN
WITH HYPERLINK

FEATURE ARTICLE

£575

1/2 SCREEN
500 WORD LIMIT

FEATURE ARTICLE

£1,050

FULL SCREEN
1000 WORD LIMIT

the magazine sponsorship package includes:

- logo & 150 word synopsis on the opening page of the magazine
- logo & 150 word synopsis on the magazine mail shot (inc. links)
- half screen advertisement
- half-screen non-advertorial feature opportunity, 500 word limit.

we will need:

- hi res company logo
- 150 word company synopsis and web address
- 400 - 500 word non-advertorial article - editable word document
- half screen advert (1440 px high x 1280 px wide)
- hi res head shot and full job title of author

we will need:

- 1440 px high x 1280 px wide
- 300 PPI, RGB colour mode
- fonts embedded
- jpeg, pdf, eps or tif

what next...

we will need:

- 1440 px high x 2560 px wide
- 300 PPI, RGB colour mode
- fonts embedded
- jpeg, pdf, eps or tif

we will need:

- single page -500 max. word article - editable word document
- double page - 1000 max. word article - editable word document
- hi res company logo
- hi res head shot and full job title of author

...to be added to our contact list: email marketing@ccta.co.uk or call +44 (0) 1274 714959

Terms & Conditions

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 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.

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

CCTA SUMMITS

summit sponsorship

Our summits provide members with insight on specific topics, often from external organisations. They are an opportunity for the CCTA team to provide an update on the work of the association.

They offer an open debate forum with formal presentations, Q & A sessions, and include legal and regulatory updates. The events are promoted through a series of direct mail shots.

We aim to produce four summits each year, but we are led by current issues and consequently, our schedule is responsive. The 2021 Summit format will depend on COVID restrictions. Information regarding testing requirements and vaccination passports, will be distributed when/if it is confirmed.

what next...

to be added to our contacts
[email marketing@ccta.co.uk](mailto:marketing@ccta.co.uk)

we will be in touch
when the next summit is in the pipeline

any questions, anytime, call us
+44 (0) 1274 714959

PLAN A - virtually speaking

The current climate means that, at least for the first half of 2021, our summit meetings will be online. The advantages to this option include unlimited numbers, reduced running times and costs.

ONLINE MEETING

£525

SPONSOR
SINGLE EVENT

THE PACKAGE:

- ☛ timing - one and a half hours approx
- ☛ content and dates announced for each event, as they are available
- ☛ company logo/link on a minimum of four promotional event emails
- ☛ opportunity to present on relevant issues
- ☛ meet and greet chat facility

PLAN B - face to face

In an ideal world, by the end of 2021, we will be back to face-to-face events. The plan for this format will include a networking lunch so we can enjoy a long overdue catch-up with industry friends and colleagues.

FACE - TO - FACE

£700

SPONSOR
SINGLE EVENT

THE PACKAGE:

- ☛ timing - 10.00a.m. to 1.00p.m.
- ☛ content, venue and dates announced for each event, as they are available
- ☛ company logo/link on a minimum of four promotional event emails
- ☛ logo and company pdf attached to all delegate confirmations
- ☛ option to display two roller panels at the summit
- ☛ option to distribute a leaflet at the summit.

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 'Event' 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.



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

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.

WEBSITE BANNER

£1,500

HOME PAGE
PRICE PER ANNUM

working with supplier members

At CCTA we understand that, for our supplier members, building relationships is essential. Whilst it is not our policy to make individual recommendations we are always happy to highlight that the businesses who are part of the association, are backed by the CCTA codes.

We actively look for ways to open the general membership to different options and experiences and welcome conversations around making life easier and better for our colleagues.

Becoming a supplier member of CCTA opens up many opportunities for working together.

- for more details on membership benefits **go to pages twelve to fifteen**
- to find out how to join **go to pages sixteen and seventeen**
- to be added to our contact list **email marketing@ccta.co.uk**

the details:

- the maximum number of links we will run at any given time is 16
- you can renew the link at any time during your subscription
- in 2020: 15,350 website visitors, 1,280 average per month
- in 2020: 21% of visits originated on a mobile phone or tablet
- in 2020: 42% of visitors found us on google

we will need:

- RGB image - 96dpi 200x85 pixels, fonts embedded jpeg;eps;pdf;tif
- full link to your website

any questions, anytime, call us
+44 (0) 1274 714959

KEEP IN TOUCH

VISIT THE WEBSITE
ccta.co.uk



the sky's the limit MEMBERSHIP

BENEFITS

CCTA | WEBSITE

ONLINE@www

Our website is much used by the membership, and a great starting point for getting in touch. There are many ways supplier members can make the most of the mouse.

ONLINE SUPPLIER DATABASE **member only**

The CCTA database (GDPR compliant) is accessed via the 'member only hub' on our website, and is split into Member and Supplier Member sections. This enables us to offer an easy to read independent supplier directory. Each listing contains a logo, unlimited company synopsis and full contact details, with links. The information can be amended at any point in the year.

HOME PAGE BANNER **open to all**

The home page of our website carries a dynamic advertising banner which offers space for up to sixteen image links. The spaces are available annually, and can be changed at any point during the year. Full details on page ten.

EVENTS DIARY **member only - by invitation**

Our comprehensive Event Diary not only lists upcoming CCTA events, but also industry conferences, webinars etc, which may be of interest to our general membership. Supplier members are welcome to put forward non-conflicting events for listing approval.

NEWS PAGE AND WEEKLY EMAIL **member only**

Our weekly news mail shot goes out to members and industry associates alike. It has the facility to list, not only regulatory updates, but also 'worth a read' articles and blogs, upcoming events, white papers, statistics, videos etc. Supplier members are welcome to put forward their own relevant news for consideration. Many email articles are also hosted on the website news page.

TWITTER AND LINKEDIN **open to all**

Our company twitter feed @CCTA_voice focuses on industry news but for all things CCTA, catch up with our CEO @CctaCeo. Search Consumer Credit Trade Association on LinkedIn to find us there.

CCTA | PUBLICATIONS

MAGAZINE

The CCTA magazine is hosted on our website and supported by a fully linked mail shot, which goes out to our complete member list and industry associates. We aim to produce four publications a year. Members are encouraged to get involved and feedback shows the magazine is held in high regard as an informative, enjoyable read. Our website hub contains a back library dating from 2010, should members need to catch up.

SPONSORSHIP **open to all - member discount**

The magazine sponsorship includes an A4 advertisement and 700 word non-advertorial single page feature article. Full details can be found on pages six and seven. The member rate offers a saving of £575 exc VAT.

ADVERTISING **open to all**

We offer single and double page advertising options, full details and costs can be found on pages six and seven. Wherever a member takes out an advertisement, and runs an article, we endeavour to paginate the two together, ensuring a double page presentation.

ARTICLE CONTRIBUTION **member only - by invitation**

At the beginning of the magazine production period, we contact our supplier members to see whether they have non-advertorial content to put forward for consideration. These single page features appear in the 'member only' section and run from 500 to 600 words.

MEMBER NEWS CONTRIBUTION **member only - by invitation**

All members are welcome to put forward snippets for the 'member news' section of the magazine. New appointments, products, partnerships, all within 130 to 180 words. A mail shot is sent to members regarding dates etc, at the beginning of each issue.

SUPPLIER DIRECTORY **member only**

Each issue of the magazine carries a directory of our supplier members. Each listing contains a 90 word company synopsis, logo, and full contact details.

the sky's the limit MEMBERSHIP

BENEFITS

OUR | EVENTS

EVENTS: ONLINE AND FACE-TO-FACE

Whenever the opportunity arises to get together with our members and see how things are going, we take it. There are a series of events which make that possible, many of which attract sponsorship opportunities. Through 2020/21, it has been necessary to cancel some of our plans, but sponsorship and exhibition options are slowly making their way back into the marketing opportunities portfolio.

CCTA SUMMIT SPONSORSHIP **open to all**

Our quarterly summits provide members with insight on specific topics, often from external organisations. The sponsorship opportunities they offer are outlined on pages eight and nine.

ROUNDTABLES **by invitation**

The bespoke remit of CCTA membership extends to all aspects of our work. We have regular meetings with individual groups to exchange views and experiences. Just as these meetings inform CCTA policy and regulatory/political engagement, involvement for supplier members offers insight into potential customer issues, and how they can be best served.

WORKSHOPS - FUTURE SPONSORSHIP **by invitation**

Workshops offer a more informative forum, and are likely to contain guest experts and Q & A sessions alongside open discussion. Future sponsorship and speaking opportunities around these events are under consideration.

CONFERENCE 2022 - SPONSOR & EXHIBITOR OPPORTUNITIES **open to all**

Our conference is a recognised industry 'date for the diary'. Although we have been unable to 'open our doors' for the last two years, we aim to redress the situation in 2022. In a relaxed and friendly atmosphere, this event delivers highly involved sponsorship and exhibitor opportunities. Watch this space!

TRAINING SPONSORSHIP **open to all**

We recognise the need to respond to changes in regulation and requirements of the credit industry. Wherever there is a threat to our members of a potential specialist knowledge gap, we seek to fill it. Our training is organised and advertised in response to immediate need. Supplier members receive full information regarding sponsorship of relevant events, as they are available.

A STRONG NETWORK OF LENDERS **member only**

CCTA aims to create a vibrant network of lenders, for the benefit of members. This allows businesses to learn from each other and share experiences under the umbrella of the trade association. CCTA is also able to aggregate information from firms, in a way that is appropriate in terms of competition rules.

OUR | BENEFITS

GENERAL MEMBER BENEFITS

Listed below are the member benefits which do not offer opportunities to work together, but may be of interest and/or use.

ADVOCACY - MAKING YOUR VOICE HEARD **member only**

Our modern-day objective is to support and develop an effectively regulated alternative lending market. We work with policymakers, regulators, and government to shape a single voice representing our industry.

DELIVERING INSIGHT - A SOUNDING BOARD **member only**

CCTA aims to be a source of useful insight for members, providing them with information from stakeholder engagement. Providing a source of knowledge and a sounding board. This insight helps ensure members have the information they need to plan, innovate, grow and make better decisions.

STAKEHOLDER ENGAGEMENT - ON YOUR BEHALF **member only**

Developing relationships with political external stakeholders is an essential part of our work. We strive to make sure different organisations have a good understanding of our members and their customers.

INVALUABLE CREDIT GUIDANCE **member only**

We are on hand to answer any credit related queries members may have. By completing the advice line request form in the member only area of the website, invaluable guidance is never far away.

CREDIT/STATUTORY DOCUMENTS **member only**

We offer a members wide range of generic, ready to use, fully compliant credit agreements to suit their business

APR & ERS CALCULATORS - WORKING IT OUT **member only**

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

OUR CODES **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.

CCTA COUNCIL - A GOVERNING BODY **member only**

As a leading trade association, ensuring that new legislation works in the real world is vital. Our council offers a broad working arena collective.

established
1891

130 years +
shaping the industry

195+
members

comprehensive
summits

conference
& exhibition

JOIN

how to join

Belonging to CCTA brings with it a host of benefits, some mentioned here, and others listed on the pages of this brochure.

In order to get the most from your membership, our application process is geared to understanding the needs and interest of your company. You can opt in and out of our communications, however best suits you.

When you share with us your products, services and interests, we take note. Future event involvement and CCTA contact will be based around your instruction.

We operate a tiered structure with a base fee, recognising a firm's size and the place they hold in their particular market.

This structure also allows those who want to be more engaged, to 'upgrade' their membership to a higher tier. Firms may wish to play a more significant role in some of our advocacy work and be willing to contribute more to our campaign funds.

There is no 'one size fits all', and our team will work alongside you to make sure you have best CCTA fit possible.

JOIN ANYTIME:
membership starts whatever time of year you're ready

APPLYING IS EASY:
simply follow our 'easy to complete' three step process

KEEP ON TRACK:
respond quickly to our emails - the process should take 7 to 14 days

3 simple steps

ENQUIRY FORM

1

COMPLETE
WWW.CCTA.CO.UK

PROPOSAL

2

ACCEPT/PAY
RETURN CO. DETAILS

MEMBER PACK

3

CONFIRMED
LOGIN & BEGIN

fill in our online
membership enquiry form

TO ENQUIRE YOU WILL NEED:

- basic company details
- membership type required
- all trading names & websites
- all company registrations
- any association memberships
- all products & services

we will send a membership
proposal & application link

TO APPLY YOU WILL NEED:

- company & contact details
- code compliance confirmation
- terms & conditions agreement
- membership preferences
- fee (based on size & engagement)
- payment details

membership
confirmation pack

TO BEGIN YOU WILL RECEIVE:

- welcome letter
- member benefit information
- website login details
- membership certificate
- confirmation brochure
- payment confirmation

WEBSITE | DATABASE | HOME PAGE BANNER | NEWS

PUBLICATIONS | ARTICLE | DIRECTORY | SPONSORSHIP

EVENTS | SUMMITS | ROUNDTABLES | WORKSHOPS

BENEFITS | ADVOCACY | INSIGHT | GUIDANCE

WELCOME



+44 (0) 1274 714959

BUILT
BY YOU
FOR YOU

working together





ccta 

CONTACT

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www.ccta.co.uk

@CCTA_voice

@CctaCeo