



MARKETING
OPPORTUNITIES
2022

marketing opportunities

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what we do and who we do it for

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attention grabbing quarterly publication

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our stats

- 190** members
- 130** years established
- 650** member email contacts
- 1,385+** monthly home page views
- 2,300+** monthly website sessions
- 50%** advertising member discount
- 4** physical events each year

get in touch

To discuss any of the opportunities detailed in this brochure, please email marketing@ccta.co.uk. We will be happy to answer any queries you may have.



an eye on the horizon

ABOUT THE CCTA

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.



a strong network

ABOUT OUR MEMBERS

LENDING	HIGH COST
asset finance	guarantor
commercial finance	high-cost short-term
leasing/hire	home collected
motor finance	logbook
retail credit	pawnbroking
running accounts	rent-to-own
secured & unsecured	sub-prime - unsecured

BROKERS	
lead generation	retail
motor	secondary
personal	

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



a splash of lime

USING THE CCTA LOGO

Belonging to CCTA brings with it the benefit of our long standing reputation in the credit industry. Our brand indicates an integrity worth shouting about.

If you would like to use the CCTA logo on your stationery and website, you can download them in pdf, jpeg and eps format.



a target audience

WAYS TO WORK WITH US

CCTA MAGAZINE
Issues of our quarterly publication are available to sponsor. There are also advertising opportunities available, which are discounted for associate members.

CCTA EVENTS
Associate members are able to sponsor our quarterly Summits. These events are exclusively for CCTA members.

CCTA WEBSITE
Banner advertising is built into the footer of our website, ensuring your logo is seen regardless of which page is viewed.

CCTA MEMBERSHIP
The following are available free of charge to associate members:

- Supplier Database listing (in Member Hub)
- CCTA Magazine associate directory listing
- access to the member database (in Member Hub)
- list your event in the events diary on our website *
- list your event in the 'weekly news' email *

* events must be approved and not clash with CCTA events



CCTA magazine

- leading industry publication
- published each quarter
- optimised for screen viewing
- prominent website presence
- sent to 190 companies
- over 650 member contacts
- posted on our blog and socials

PACKAGE

PRICES

REQUIREMENTS



ISSUE SPONSOR WITH HALF SCREEN ADVERT

- logo and 150 word profile on contents page
- logo and 150 word profile on magazine email to members
- ENHANCED:** half screen advert (1280 px wide, 1440 px high)
- NEW:** your logo and advert linked to a URL of your choice
- NEW:** sponsor logo is included on the front cover
- NEW:** sponsorship is exclusively available to members

MEMBERS **£700 + VAT**
NON MEMBERS unavailable

- high resolution logo
- 150 word company profile
- URL link
- advert artwork: 1280 px wide, 1440 px high • 300 PPI
RGB • no crop or bleed marks • JPEG or PDF (fonts
embedded or converted to outlines)



ISSUE SPONSOR WITH FULL SCREEN ADVERT

- logo and 150 word profile on contents page
- logo and 150 word profile on magazine email to members
- ENHANCED:** full screen advert (2560 px wide, 1440 px high)
- NEW:** your logo and advert linked to a URL of your choice
- NEW:** sponsor logo is included on the front cover
- NEW:** sponsorship is exclusively available to members

MEMBERS **£850 + VAT**
NON MEMBERS unavailable

- high resolution logo
- 150 word company profile
- URL link
- advert artwork: 2560 px wide, 1440 px high • 300 PPI
RGB • no crop or bleed marks • JPEG or PDF (fonts
embedded or converted to ourlines)



HALF SCREEN ADVERT

- ENHANCED:** half screen advert (1280 px wide, 1440 px high)
- NEW:** your advert linked to a URL of your choice

MEMBERS **£300 + VAT**
NON MEMBERS **£600 + VAT**

- URL link
- advert artwork: 1280 px wide, 1440 px high • 300 PPI
RGB • no crop or bleed marks • JPEG or PDF (fonts
embedded or converted to ourlines)

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REQUIREMENTS



ASSOCIATE DIRECTORY ENHANCED LISTING

amend your listing at any point during your membership

logo and 50 - 100 word company profile

contact telephone number

ENHANCED: maximum four listing per screen

NEW: URL link to your website

MEMBERS **FREE**
NON MEMBERS unavailable

- URL link
- telephone number
- high resolution logo
- 50 -100 word company profile



MEMBER ONLY ARTICLE SUBMISSION

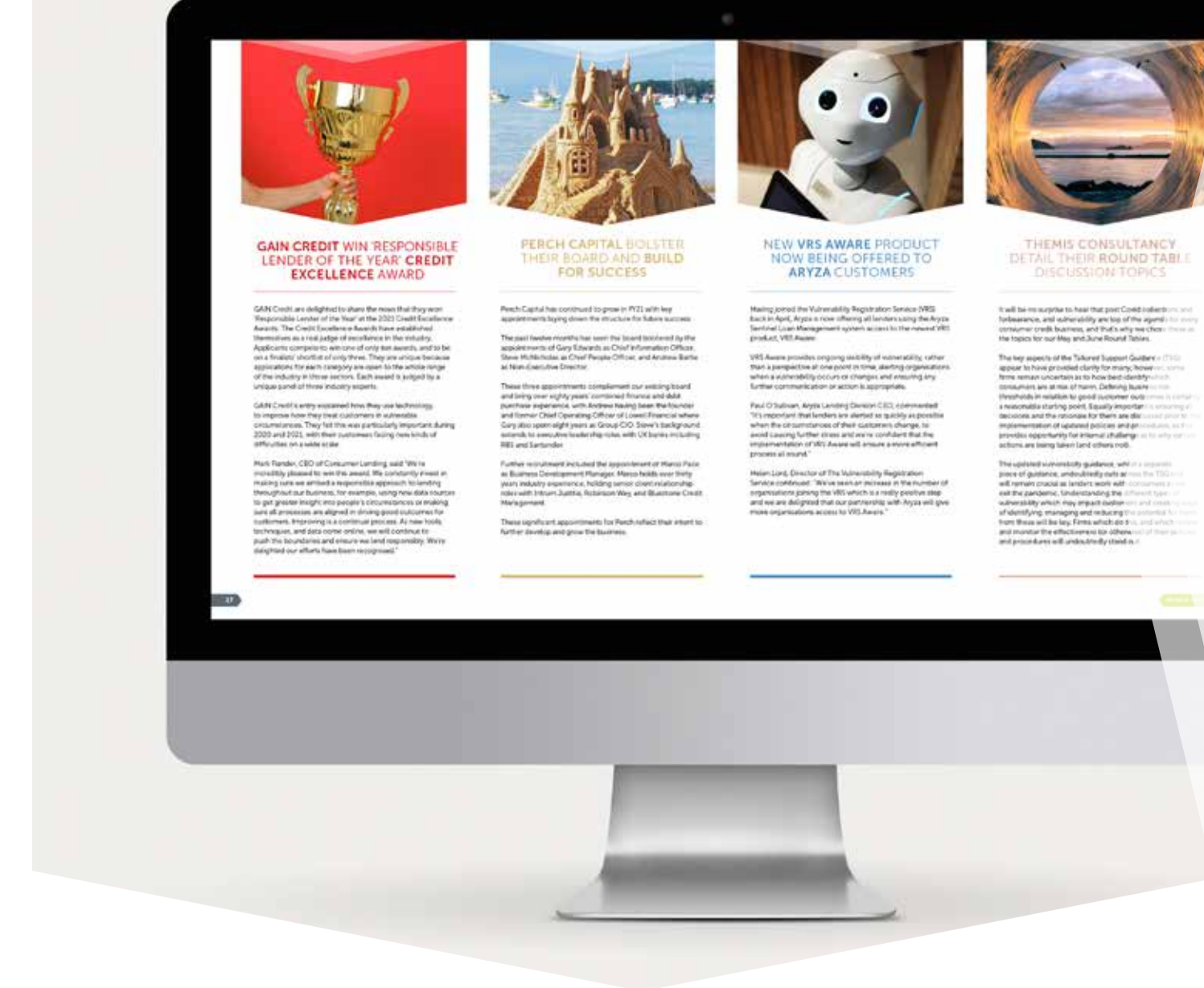
members are welcome to submit an article for consideration

articles must be information based and not advertorial

ENHANCED: purchase a half screen advert to cover full screen

MEMBERS **FREE**
NON MEMBERS unavailable

- high resolution logo
- contributor name and position
- contributor headshot image
- 450 - 550 word article



MEMBER NEWS ARTICLE SUBMISSION

members are welcome to submit an article for consideration

articles must be information based and not advertorial

potential subjects include: business developments, acquisitions, recruitment, product launches, awards and certifications

MEMBERS **FREE**
NON MEMBERS unavailable

- 100 - 160 word article

CCTA events

- member exclusive events
- formal presentations with Q&A
- legal, regulatory and ccta updates
- three physical summits per year
- pre-event promotion
- panel speaker slots available
- conference packages available

PACKAGE

PRICES

REQUIREMENTS



VIRTUAL EVENTS ROUNDTABLE / SEMINAR SPONSOR

logo (with link) on a minimum of four promotional emails
opportunity to present on relevant issues
NEW: sponsorship is exclusively available to members

MEMBERS	£525 + VAT
NON MEMBERS	unavailable

- high resolution logo
- presentation or panel seat to be agreed with CCTA
- NOTE:** only select virtual events are available for sponsorship - please get in touch to discuss

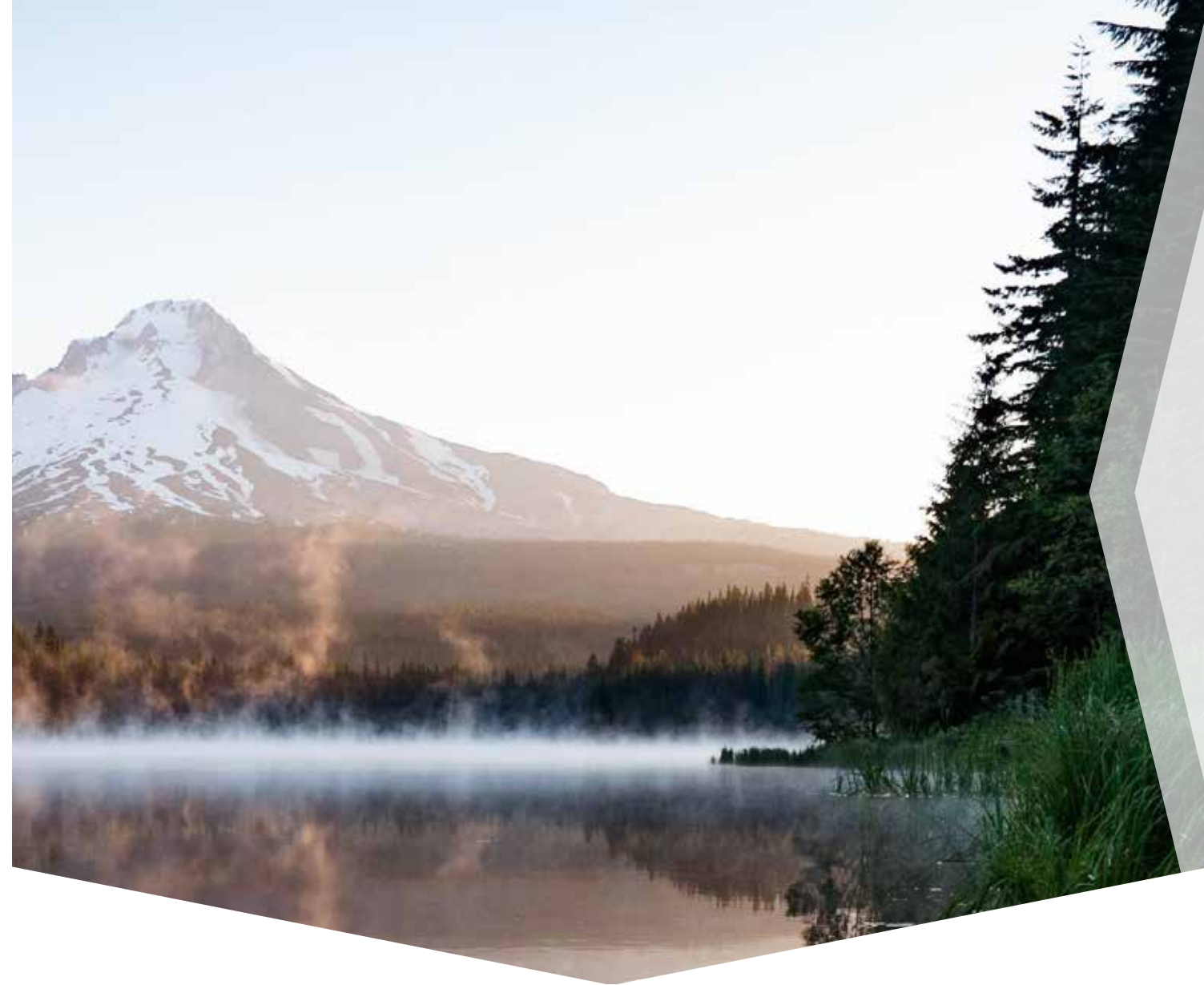


CCTA SUMMIT EVENT SPONSOR

option to display two roller panels at the event
option to distribute a leaflet at the event
ENHANCED: sponsor details in delegate confirmation brochure
ENHANCED: sponsor details in event promotional emails (includes logo, URL link and 150 word company profile)
NEW: sponsorship is exclusively available to members

MEMBERS	£350 + VAT
NON MEMBERS	unavailable

- high resolution logo
- 150 word company profile
- URL link



CCTA SUMMIT EVENT SPONSOR & SPEAKER

option to display two roller panels at the event
option to distribute a leaflet at the event
ENHANCED: sponsor details in delegate confirmation brochure
ENHANCED: sponsor details in event promotional emails (includes logo, URL link and 150 word company profile)
NEW: sponsorship includes a panel speaker slot
NEW: sponsorship is exclusively available to members

MEMBERS	£650 + VAT
NON MEMBERS	unavailable

- high resolution logo
- 150 word company profile
- URL link
- panel seat to be agreed with CCTA

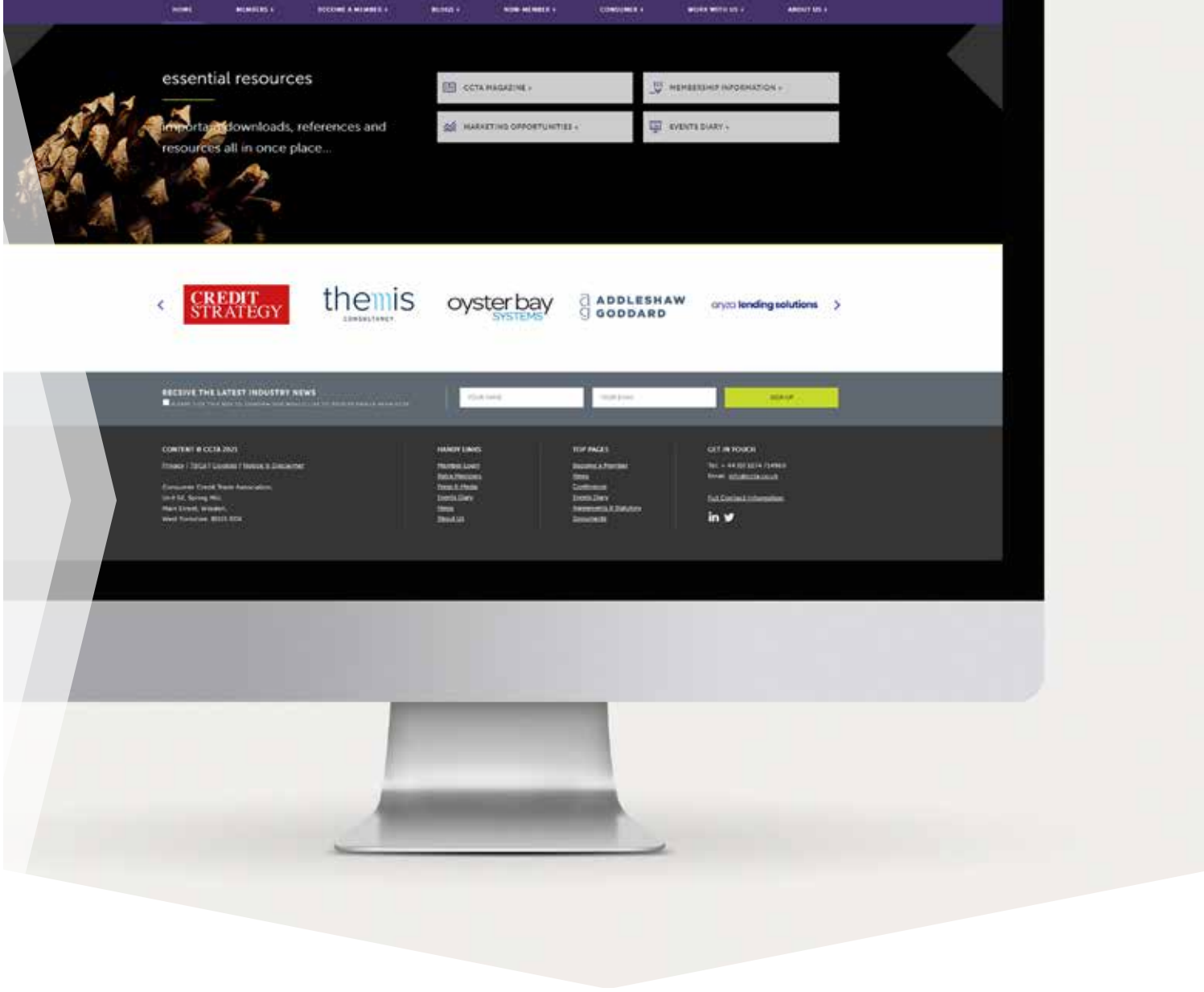
CCTA website

- visit www.ccta.co.uk
- site statistics Jan 1 - Sep 15 2021:
- 43,000+ page views
- 20,300+ sessions
- 16,400+ users
- 2.12 average page depth
- 79% desktop • 19% mobile • 1% tablet

PACKAGE

PRICES

REQUIREMENTS

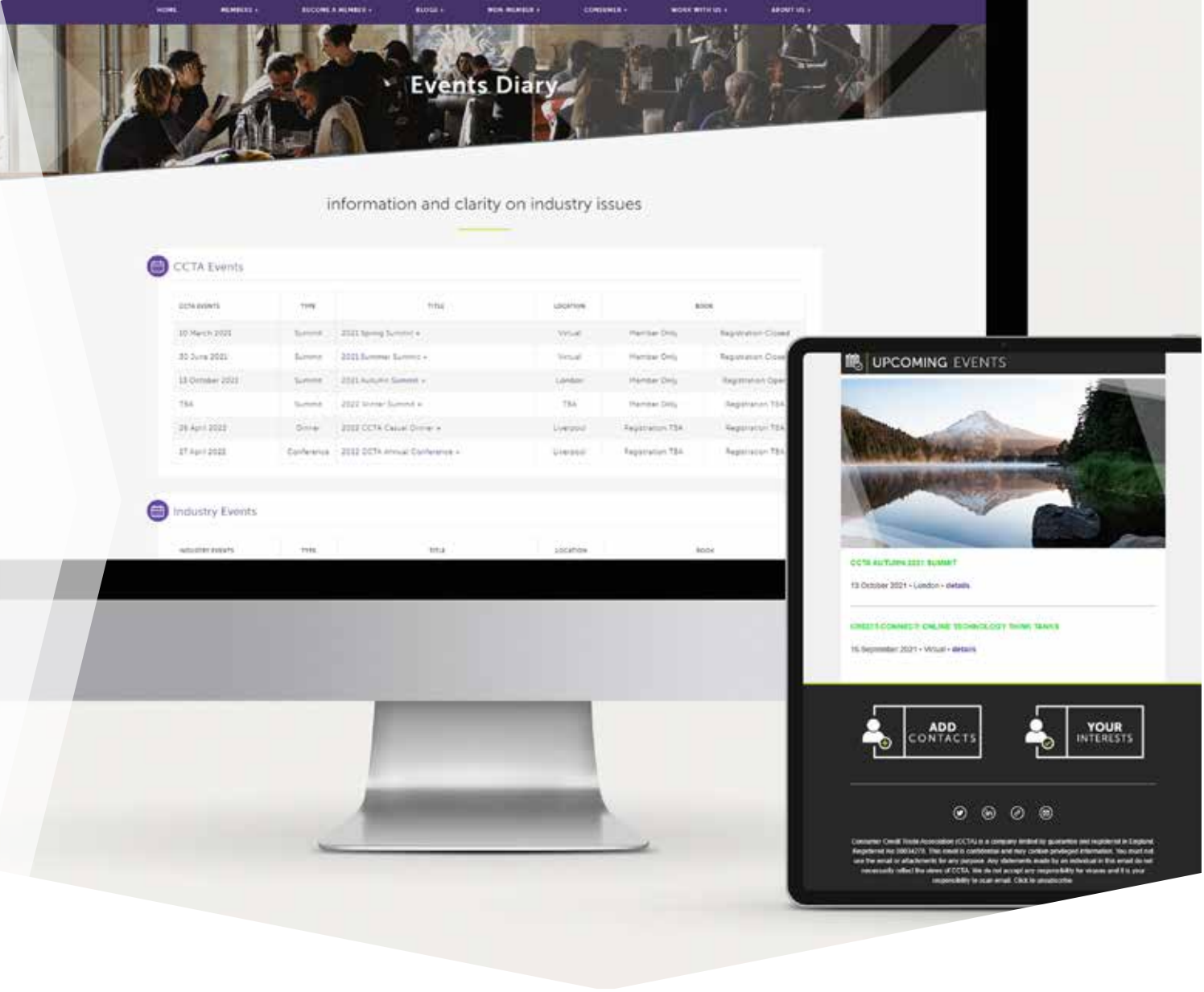


WEBSITE FOOTER LINKED ASSOCIATE LOGOS

- place your linked logo in our website footer for twelve months
- image and link can be amended at any point
- ENHANCED:** logos now appear on every website page
- ENHANCED:** section automatically scrolls to improve visibility
- ENHANCED:** logo order randomly generates each time
- ENHANCED:** reduced to a maximum of eight supplier logos
- NEW:** exclusively available to ccta members

MEMBERS	£500 + VAT
NON MEMBERS	unavailable

- RGB image - 284 px wide, 126 px high (96dpi)
- URL link

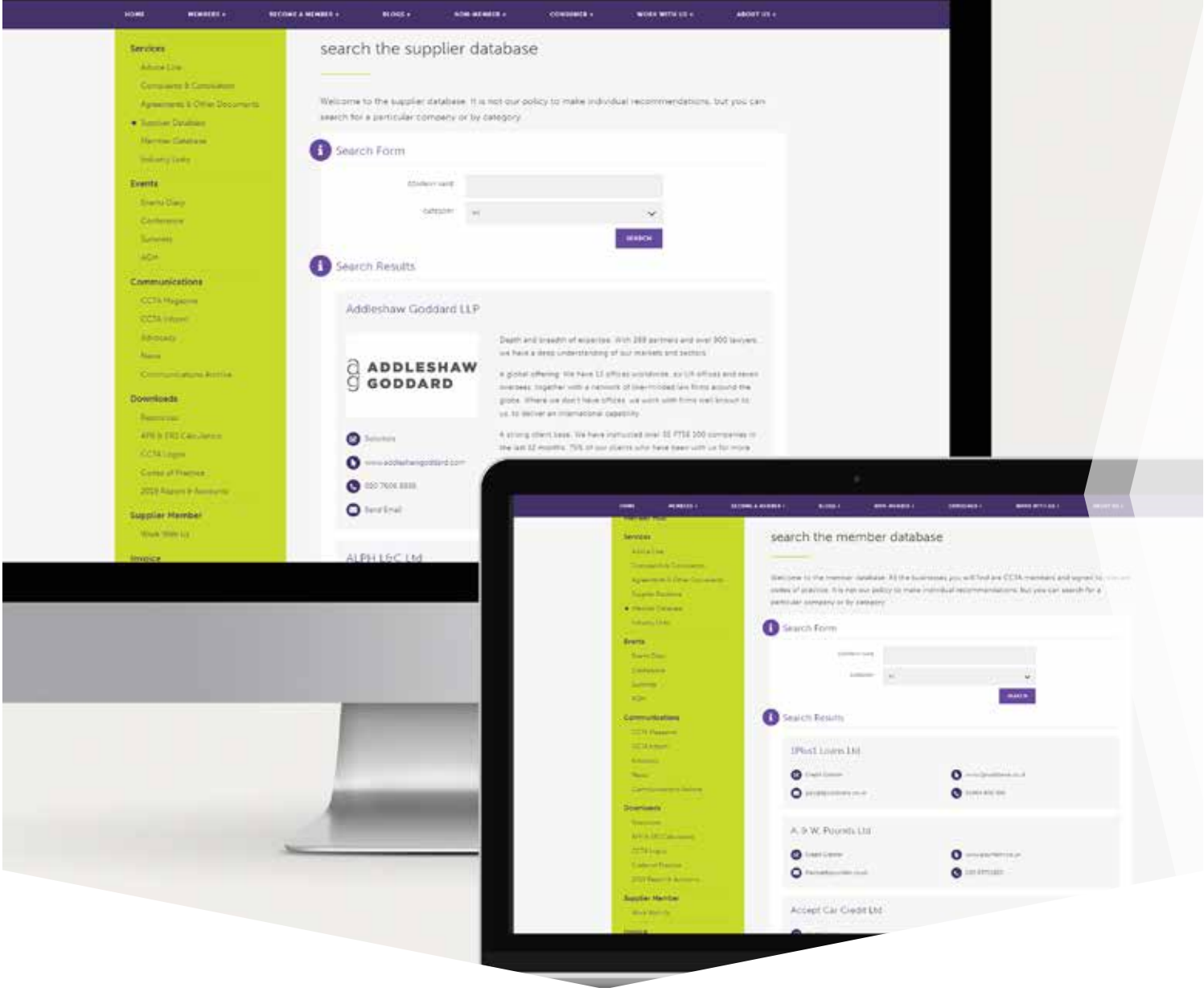


EVENTS DIARY FREE LISTING

- list your event for free on the events diary page of our website
- listing includes a link to your event page and booking page
- NEW:** events diary added to 'member' and 'non-member' hubs
- NEW:** events added to our 'weekly news' member email, which is sent to 190 companies - 650 member contacts

MEMBERS	FREE
NON MEMBERS	unavailable

- event details: name, venue and date
- event page URL link
- booking page URL link
- NOTE:** events will only be listed if they are relevant to our members and do not clash with ccta events



CCTA DATABASES SUPPLIERS & MEMBERS

- SUPPLIER DATABASE**
- located in the Member Hub of our website
- includes: logo, company profile, URL link, email and telephone
- MEMBER DATABASE**
- located in the Member Hub of our website
- includes: name, URL link, business type, email and telephone

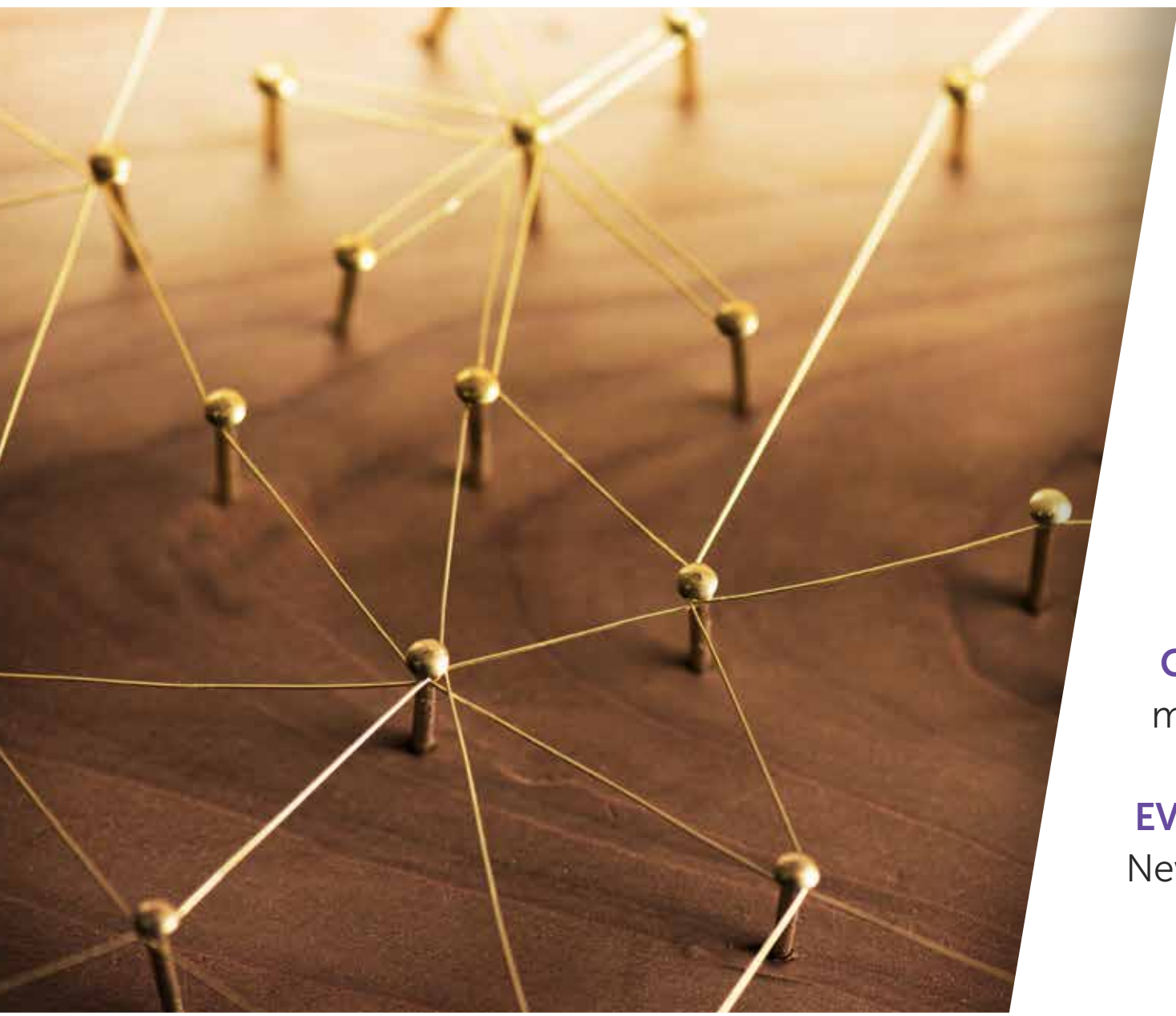
MEMBERS	FREE
NON MEMBERS	unavailable

- high resolution logo
- 150 word company profile
- URL link
- email address
- telephon number



CCTA membership

Belonging to CCTA brings with it a host of benefits. Future event involvement and CCTA contact is based on your instruction. Subscriptions start from £1,700 + VAT but your firm's size and place in the market will determine the subscription fee. Please complete our [enquiry form](#) to receive your fee quote.



NETWORK PINPOINT POTENTIAL CLIENTS

MEMBER DATABASE | The Member Database contains company information and contact details for our members. Results can be filtered to help you pinpoint members.

SUPPLIER DATABASE | Membership includes a free listing in our Supplier Database, which contains: company name, logo, profile, URL link, email and telephone details

CCTA MAGAZINE DIRECTORY | Your membership also includes a free listing in our member magazine, which members receive four copies of per year.

EVENTS DIARY | Submit your events to be considered for our Events Diary and Weekly News email to members. Each listing includes a link to your event page and booking form.



ADVOCACY BE PART OF AN AMPLIFIED VOICE

STAKEHOLDER ENGAGEMENT | We work with policymakers, regulators, government, and stakeholders to engage on issues relevant to members. We work with the media, to speak on behalf of the alternative lending sector and challenge misconceptions. There are also opportunities to engage in policy debates such as regulatory compliance and the customer journey with other members, allowing you to share your knowledge and expertise.

INSIGHT | CCTA aims to be a source of useful insight for members, providing information needed to move forward. We are both a central hub of knowledge and a sounding board. This insight helps ensure members have the information they need to plan, innovate, grow and make better decisions.



PUBLICATIONS REACH YOUR TARGET AUDIENCE

MEMBER DATABASE | Associate members receive a 50% discount on magazine advertising. Our widescreen format maximises screen space on desktops and laptops. Advertisers are also welcome to place a website link within the advert. Each advert covers half of the layout, with the option to include an article on the remaining half.

ISSUE SPONSOR | Sponsorship of CCTA Magazine is only available to associate members. Each issue is sent to over 650 member contacts, in addition to being placed on the homepage of our website (which receives around 1,385 visitors each month).

COMMUNICATIONS IN THE LOOP ON INDUSTRY MATTERS

CEO UPDATE | Weekly updates on recent CCTA activities.

ALERTS | Breaking news or important information.

EVENTS | Details of upcoming member events.

INFO | Information your team should be aware of.

RESPONSE | Share information or views with CCTA.

NEWS | A weekly roundup of important industry news.



EVENTS DON'T MISS THE BOAT

CONFERENCE | Members receive discounted prices on sponsorship and exhibition opportunities for the annual conference. CCTA members are also given first consideration before opening up to the wider industry. It is worth noting that certain sponsorship packages include speaker slots.

SUMMITS | Summit sponsorship is only available to associate members. Your brand is featured during the promotion of each event and including in the marketing material sent to members. Certain packages also include a speaker slot or panel seat, where appropriate.



contact us

✉ marketing@ccta.co.uk

☎ 01274 714 959

🌐 ccta.co.uk

in [linkedin](#)

🐦 [twitter](#)