

## About the CCTA

At the 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 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.

## Our network of members

<b>LENDING</b>	<b>HIGH COST</b>
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
<b>ASSOCIATES</b>	<b>BROKERS</b>
solicitors/legal	lead generation
debt collection	motor
credit reference	personal
credit scoring	retail
software/systems	secondary
consultants	
tracing services	
professional services	

## 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.



## Ways to work with us

- CCTA MAGAZINE**

Our tri-annual publication has advertising and sponsorship options, which are discounted for members. Associates can also submit articles.
- EVENT SPONSORSHIP**

Certain Summit events are open to sponsorship, as is our annual conference. CCTA members receive a discount on all supporter packages.
- CCTA WEBSITE**

List your event on our website or have your linked logo added to our footer.
- FREE OF CHARGE TO MEMBERS**
  - supplier database listing (in Member Hub)
  - CCTA Magazine directory listing
  - access to the member database
  - promote your event on our website
  - promote your event in our member emails



- leading industry publication
- published tri-annually
- optimised for screen viewing
- prominent website presence
- sent to 600+ member contacts
- articles also made into blog posts
- posted on our LinkedIn pages

## 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  
half screen advert (1280 px wide, 1440 px high)  
your logo and advert linked to a URL of your choice  
sponsor logo is included on the front cover  
sponsorship is exclusively available to members

MEMBERS	£350+ VAT
NON MEMBERS	unavailable

- high resolution logo
- 150 word company profile
- URL
- 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  
full screen advert (2560 px wide, 1440 px high)  
your logo and advert linked to a URL of your choice  
sponsor logo is included on the front cover  
sponsorship is exclusively available to members

MEMBERS	£395+ VAT
NON MEMBERS	unavailable

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



### HALF SCREEN ADVERT

half screen advert (1280 px wide, 1440 px high)  
your advert linked to a URL of your choice

MEMBERS	£150+ VAT
NON MEMBERS	£300+ VAT

- URL
- 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)

- leading industry publication
- published tri-annually
- optimised for screen viewing
- prominent website presence
- sent to 170 companies
- over 650 member contacts
- posted on our blog and socials

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### ASSOCIATE DIRECTORY ENHANCED LISTING

amend your listing at any point during your membership

logo and 50 - 100 word company profile

contact telephone number

maximum four listings per screen

URL to your website

MEMBERS  
NON MEMBERS

**FREE**  
unavailable

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



### MEMBER ONLY ARTICLE SUBMISSION

members may submit articles for consideration

articles must be information based and not advertorial

purchase a half screen advert to cover full screen

MEMBERS  
NON MEMBERS

**FREE**  
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 etc.

MEMBERS  
NON MEMBERS

**FREE**  
unavailable

- 100 - 160 word article



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

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### VIRTUAL EVENTS ROUNDTABLE / SEMINAR SPONSOR

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

MEMBERS	<b>£525 + VAT</b>
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 SOLE SPONSOR & SPEAKER

option to display roller panels at the event  
 option to distribute a leaflet at the event  
 sponsor details in delegate confirmation digital brochure  
 sponsor details in event promotional emails (includes logo, URL link and 150 word company profile)  
 10-20 minute speaking slot (dependent on content)  
 only one sponsorship package is sold for this event

MEMBERS	<b>£1,200 + VAT</b>
NON MEMBERS	unavailable

- high resolution logo
- 150 word company profile
- URL



### CCTA CONFERENCE EXHIBITORS & SPONSORSHIPS

maximum 2 headline sponsors  
 maximum 3 panel sponsors  
 maximum 10 exhibitors  
 certain packages include speaker slots or panel seats  
 2023 figures: 124 delegates • 69 dinner guests • 11 sponsors & exhibitors • 2 keynotes • 4 panels • 4 presentations  
 view our conference opportunities brochure package details

EXHIBITION	from <b>£1,500 + VAT</b>
SPONSORSHIP	from <b>£3,750 + VAT</b>

- requirements vary dependent on supporter package
- for full details, view our conference opportunities brochure

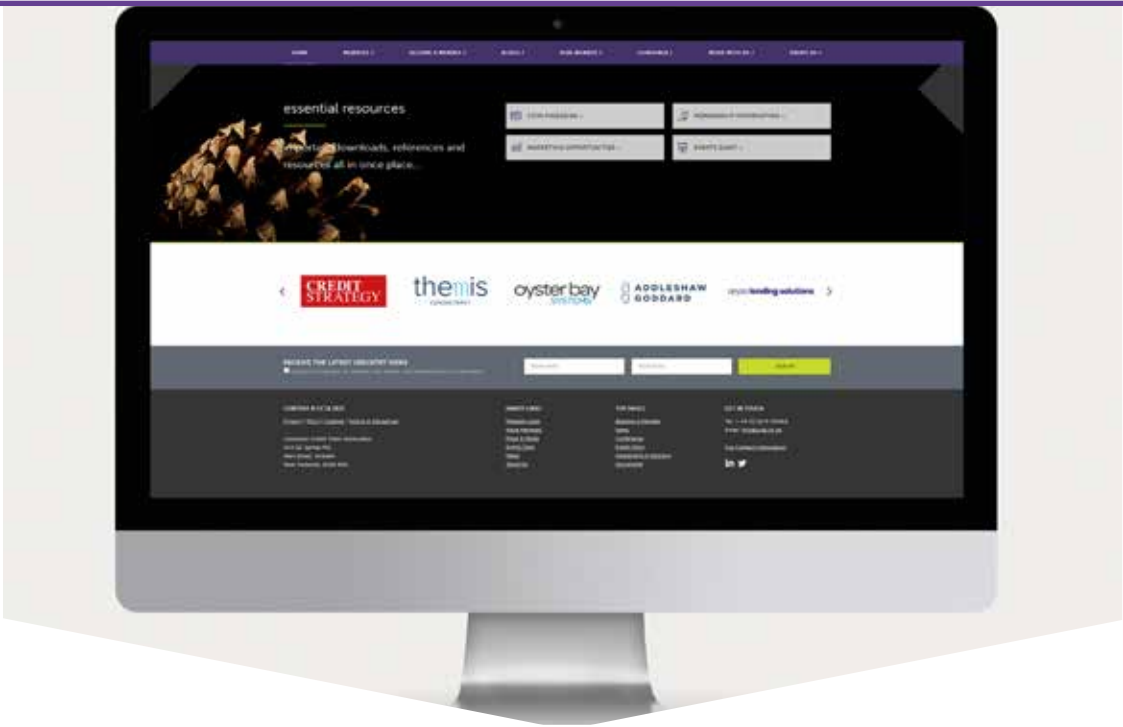


- visit [www.ccta.co.uk](http://www.ccta.co.uk)
- submit content for our blog
- free directory and event listings
- site statistics Jan 1 - Dec 31 2023:
  - 55K page views
  - 13K users
  - 9.8K engaged sessions

# PACKAGE

# PRICES

# REQUIREMENTS



## WEBSITE FOOTER LINKED ASSOCIATE LOGOS

place your linked logo in our footer for twelve months  
 image and link can be amended at any point  
 logos now appear on every website page  
 section automatically scrolls to improve visibility  
 a maximum of six supplier logos  
 exclusively available to ccta members

MEMBERS	<b>£500 + VAT</b>
NON MEMBERS	unavailable

- high resolution logo
- URL

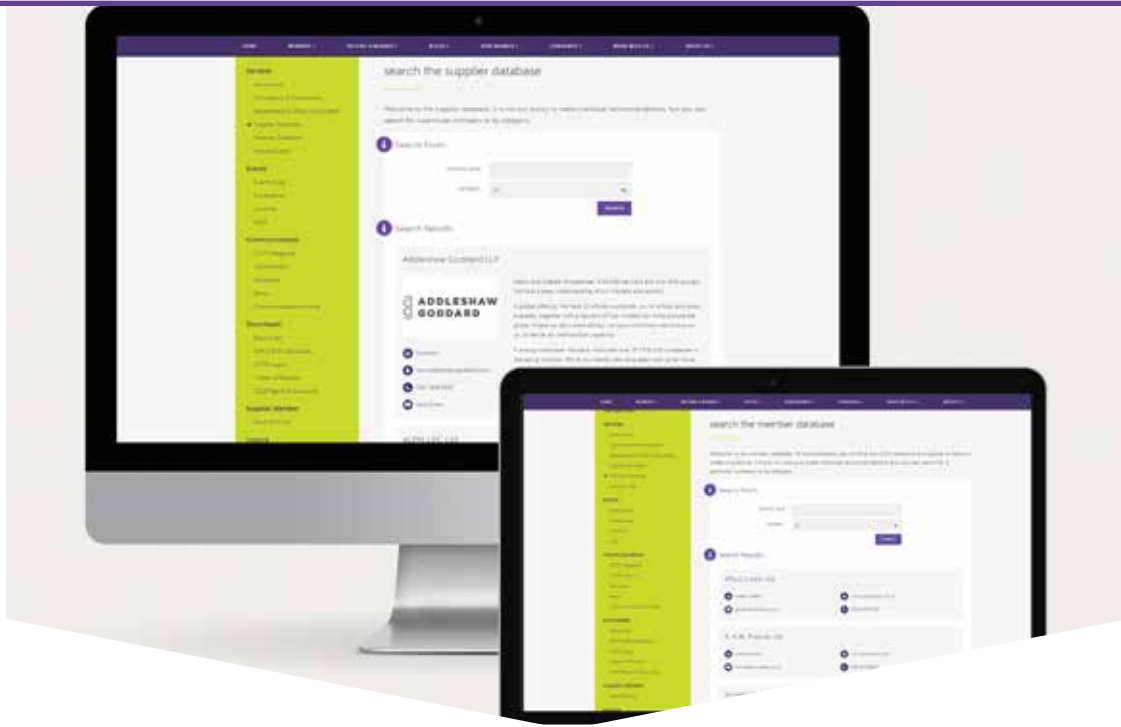


## EVENTS DIARY FREE LISTING

list your event for free on our events diary page  
 listing includes a link to your event page and booking page  
 events diary added to 'member' and 'non-member' hubs  
 events added to our 'weekly news' member email

MEMBERS	<b>FREE</b>
NON MEMBERS	unavailable

- event details: name, venue and date
- event page URL
- booking page URL
- 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: company profile, logo, URL, email and telephone

MEMBERS	<b>FREE</b>
NON MEMBERS	unavailable

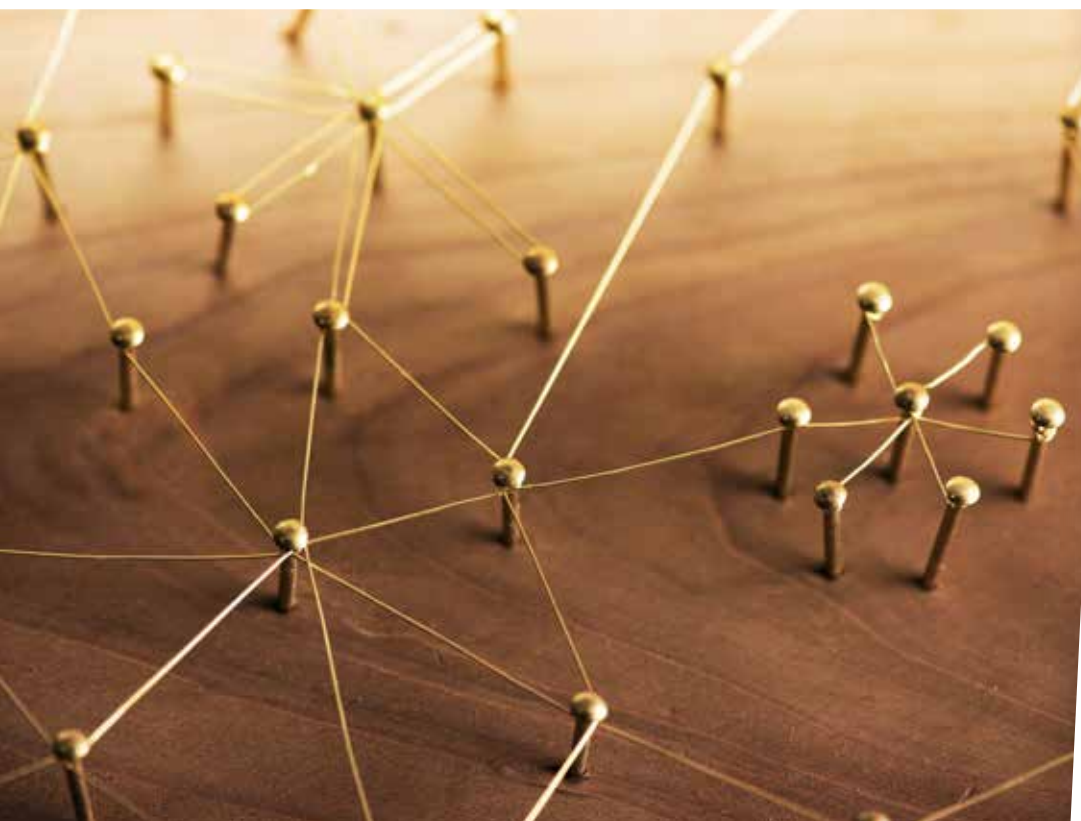
- high resolution logo
- 150 word company profile
- URL
- email address
- telephon number





## JOINING CCTA GET IN TOUCH TODAY

Belonging to the CCTA brings with it a host of benefits. Future event involvement and CCTA contact is based on your instruction. Subscriptions start from £1,945 +VAT but your firm's size and place in the market will determine the subscription fee. Please complete our short **enquiry form** to receive your fee quote.



## NETWORK PINPOINT POTENTIAL LEADS

There are various ways to promote your services and reach our members.

- MEMBER DATABASE** | This contains company and contact info for members
- SUPPLIER DATABASE** | A free listing in our Member Hub for your firm
- CCTA MAGAZINE** | A free listing in our tri-annual member magazine
- EVENT PROMO** | We promote your events on our website and member emails



## ADVOCACY BE PART OF AN AMPLIFIED VOICE

**STAKEHOLDER ENGAGEMENT** | We engage with the debt advice arena, think tanks and academics. We speak to the media to challenge misconceptions. Within Parliament, we work with the influential Treasury Select Committee, relevant all-party groups and MPs interested in the finance industry.

**INSIGHT** | We provide members with information and insight to help ensure they have the information they need to plan, innovate, grow and make better decisions.

## PUBLICATIONS REACH YOUR TARGET AUDIENCE

**MAGAZINE ADVERTISING** | Members receive a 50% discount on magazine advertising. Our widescreen format maximises screen space on desktops and laptops. Each advert covers half of the layout, with the option to include an article on the remaining half.

**ISSUE SPONSOR** | Each issue is sent to over 500 member contacts and placed on our homepage (which received around over 25,000 visitors in 2023).



## COMMUNICATIONS STAY IN THE LOOP

We send four types of email to our membership. These are:

- CCTA UPDATE** | industry news and the latest team activity
- INFORMATION** | information your team should be aware of
- EVENTS** | details and registration links for upcoming events
- PUBLICATIONS** | including updates and guidance papers



## CCTA EVENTS DON'T MISS THE BOAT

**CONFERENCE** | Members receive discounted prices on sponsorship and exhibition opportunities. They are also given first consideration before opening up to the wider industry.

**SUMMITS** | Your brand is featured during the promotion of each event and included in the marketing material sent to members. A speaker slot or panel seat is also included in the sponsorship package.







We are one of the longest-established trade associations in the financial services sector, representing the interests of alternative lenders for over 130 years. We represent over 150 regulated firms in alternative lending and are at the heart of a more extensive network of smaller firms.

These are often smaller firms involved in alternative lending sectors such as home-collected credit, high-cost short-term, motor finance, logbook loans, pawnbroking, and lending for smaller retailers. Our members lend to customers under served or not served by mainstream lenders.

Members look to us to provide guidance and support regarding all regulatory matters. We are advocates for our network of lenders, brokers and associates.

## contact us

[marketing@ccta.co.uk](mailto:marketing@ccta.co.uk) 

01274 714 959 

[ccta.co.uk](http://ccta.co.uk) 

[linkedin](#) 