

2020-2021 ADVERTISING OPPORTUNITIES GUIDE






Ready to learn more? Call us at 888-686-4222.

Reach business intermediaries, transaction advisors and small business owners with the IBBA's advertising solutions.

The IBBA is the world's largest non-profit organization for business intermediaries and transaction advisors. As the industry's authority on the sale of small and medium size businesses, sellers and buyers come to us and our members for answers, insights and opportunities.

Our affordable advertising options are a good fit if you:

- (1) Offer products/services directly to business brokers and related transaction advisors.
- (2) Offer products/services directly to business owners/sellers.
- (3) Offer products/services to assist buyers in making a business acquisition.

A close-up photograph of a man in a dark brown suit, white shirt, and dark tie. He is holding a white business card with the IBBA logo and text in his right hand, which is partially tucked into his suit jacket pocket. The background is a solid dark color.

The IBBA reaches a uniquely qualified and motivated audience that makes your marketing investment especially targeted.

For more information about our Conference Exhibitor and Sponsorship opportunities, email us at admin@ibba.org.



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Our Channels Give You Targeted Exposure.

IBBA.org

Purposefully designed to attract business sellers, buyers and brokers, ibba.org has become THE place to visit for those interested in selling or buying a business, or who practice within the profession.



IBBA.org draws over 60,000 pageviews each month.

Let our exposure drive leads for you.

IBBAUniversity.org

If you specifically want to reach and educate business brokers, there is no better option in the market than the IBBA's online learning website, ibbauniversity.org. We attract thousands of member and non-member professionals with our inventory of online courses.

We're Social!

Many of our advertising options include cross promotion on the IBBA's social channels, where we're building and engaging with a rich community of business owners and advisors.



90,000 TOTAL REACH ON FACEBOOK ALONE



The Source For News & Insights

With a database of over 5,000 recipients, our quarterly Main Street News e-newsletter is a must-read in the Inbox of many and boasts strong open and click thru rates.

THE MAIN STREET NEWS

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Our Choices Make It Easy & Affordable.

IBBA.org Website Advertising Options

IBBA WEBSITE EDITORIAL NEWS ARTICLE

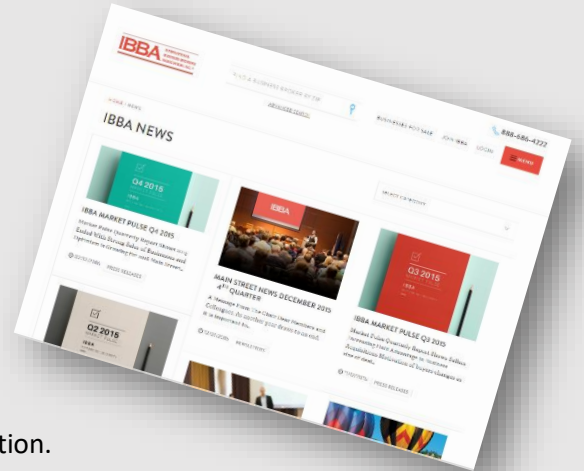
1 FEATURE ARTICLE = \$950

3 FEATURE ARTICLES = \$2,565 (10% savings)

6 FEATURE ARTICLES = \$4,560 (20% savings)

Details:

- Submit a feature, EDUCATIONAL article for the IBBA.org News section.
- Includes archival on the IBBA website for at least one year.
- Each new article is also promoted to IBBA’s online social community.
- Article is subject to character limits and IBBA staff approval (promotional or offensive content will be rejected).

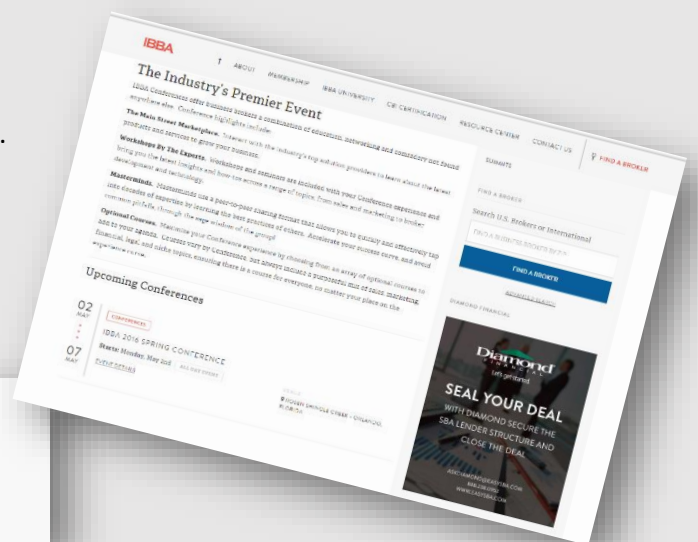


IBBA WEBSITE DISPLAY AD

	3 MONTHS	6 MONTHS	1 YEAR
1 CATEGORY	\$750	\$1,350 (10% savings)	\$2,400 (20% savings)
2 CATEGORIES	\$1,350 (10% savings)	\$2,160 (20% savings)	\$3,780 (30% savings)
3 CATEGORIES	\$1,800 (20% savings)	\$2,880 (20% savings)	\$5,040 (30% savings)

Details:

- Up to two ads possible per Category, first come first served.
- Also includes logo + link on the IBBA.org sponsor rotator.



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IBBAUniversity.org Advertising Opportunities

ONLINE EDUCATION PORTAL SPONSOR

6 MONTHS = \$8,500

1 YEAR = \$15,000

Details:

- Claim 1 of 3 **EXCLUSIVE** advertising spots on learners' home page screen, putting your message front and center each time they login to IBBA-U online.
- Positions are available on a first come, first served basis.
- Also includes logo + link on the IBBA.org sponsor rotator.

LIMITED AVAILABILITY

ONLINE EDUCATION CONTENT SPONSORSHIP

6 MONTHS = \$5,000

1 YEAR = \$8,500

Details:

- Pick a subject matter that strategically aligns with your product/service.
- Sponsorships are **EXCLUSIVE** – only one is offered per course.
- Exposure includes:
 - *"This course is made possible through the generous support of our sponsor, YOUR COMPANY."* on the course introduction module, including a slide for the company's name, logo, brief description, contact details and special offer (optional).
 - Short version of the message above will also appear in the Course Description on the course home page, providing repeated exposure each time a learner engages with the course.
 - Also includes logo + link on the IBBA.org sponsor rotator.

EXCLUSIVE OPPORTUNITY



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IBBA Main Street News Advertising Opportunities

NEWSLETTER EDITORIAL ARTICLE

1 ARTICLE = \$750

4 ARTICLES = \$2,550

**THE MAIN
STREET NEWS**

Details:

- Submit an EDUCATIONAL article for the IBBA quarterly enewsletter, distributed to more than 5,000 individuals involved with the business transaction industry.
- Includes archival on the IBBA website for at least one year.
- Each new newsletter is also promoted to IBBA's online social community.
- Article is subject to character limits and IBBA staff approval (promotional or offensive content will be rejected).



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Savings Packages

Sponsorship Packages

For maximum year-round exposure at a significant savings, select one of our premium Education, Advertising or Conference Packages, located on pages 6 - 14. Our marketing and/or event teams will coordinate with you to plan and execute your package elements seamlessly and cohesively.

Education Packages

Education is the IBBA's primary mission. Support our cause while promoting your company to the thousands of students that partake of the IBBA's online learning opportunities throughout the year.



Option 1: Platinum Education Sponsor Package - \$17,500 (30% SAVINGS)

ONLY 2 AVAILABLE!

LIMITED AVAILABILITY

Position your firm as the IBBA's premier educational supporter with this package opportunity that provides layers of repeat exposure to eager learners everywhere. This package includes:

- **Online Education Portal Sponsorship**

Put your message on the home screen of every IBBA-University online learner for one year with this high profile sponsorship opportunity! Most students access their course multiple times, and take multiple courses, giving you the highest level of repeat exposure IBBA has to offer.

- **Online Education Course Sponsorship**

Really maximize your exposure by claiming an IBBA-U course to sponsor for the year. Course sponsorships are exclusive and provide a great opportunity to feature an extended message and/or special Call-To-Action. You'll appear on the course home page, and within the actual course content. Course sponsorship also offers the unique opportunity to feature an audio/narrative recording rather than just a static ad or text.

- **2 Online Educational Webinars**

IBBA educational webinars are promoted to our 5,000 database AND archived on myibba.org in our Learning Library. Time your webinars to strategically align with your overall marketing plan. PLUS, we'll even send a post webinar follow up email to all the registrants on your behalf!

- **Logo + Link on IBBA.org Sponsor Rotator for 1 Year**

You'll be displayed as one of our most important supporting firms on IBBA.org for a full year!



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Option 2: Gold Education Sponsor Package - \$7,400 (20% SAVINGS)

ONLY 2 AVAILABLE!

Gain incredible opportunity to engage in content marketing while staying on budget with our Gold Packages.

LIMITED AVAILABILITY

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- **1 Online Educational Webinar**

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Advertising Packages

Our Advertising Packages provide multi-channel exposure over an extended period, giving you multiple audience touchpoints. Planned strategically together, they form a cohesive and consistent marketing plan to generate leads for your business.

Option 1: Premium Exposure Package - \$5,800 (25% SAVINGS)

For the highest level of exposure and frequency, go Premium and combine static and dynamic elements to educate and convey your value proposition.

- **2 Category Website Display Ads For 1 Year**

Keep your name in front of thousands of IBBA.org website visitors each month with 2 display ads in 2 categories, for a full year! You can have two different ads/messages/CTAs AND update them as often as you like.

- **3 Editorial News Articles**

We all know education is the best form of marketing! Entrepreneurs, business brokers and related transaction professionals all trust the IBBA for valuable and timely insights. You'll have 3 feature articles on IBBA.org, at any timing of your choice over the course of 12 months, that give you a prime opportunity to position your company as a credible and authoritative solution source.

- **2 Online Educational Webinars**

IBBA educational webinars are promoted to our 5,000 database AND archived on myibba.org in our Learning Library. Time your webinars to strategically align with your overall marketing plan. PLUS, we'll even send a post webinar follow up email to all the registrants on your behalf!

- **Social Promotion**

Get in front of IBBA's robust online social community as we repeatedly promote your company's articles and webinars to IBBA followers, friends and connections.

Option 2: Advanced Exposure Package - \$4,000 (20% SAVINGS)

The Advanced Exposure Package has all the same elements as the Premium, but just with lower frequency for those with smaller budgets.

- **1 Category Website Display Ads For 1 Year**

Keep your name in front of thousands of IBBA.org website visitors each month with a display ad in 1 category, for a full year! Update your ad as often as you like with timely CTAs that align with the rest of your marketing activities.

- **2 Editorial News Articles**

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