

# *Coleman*

We deliver access to your target market – decision makers who purchase products and services for small business lenders.

[www.colemanreport.com](http://www.colemanreport.com)

**Advertising Media Kit**

**2016**

For further information contact

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# *Coleman*

If small business lenders are important to your bottom line, advertising with Coleman is a must.

Whether you want to increase your brand recognition, feature a product, or reach the market place with a targeted offer, we can deliver.

We issue one daily email to 20,000 small business lending professionals.

The editorial “voice” of the *Coleman Report* is to cover stories that help small business lenders with “need-to-know” information that helps them become better small business lending professionals.

In addition, we have a strong following of readers who look forward to our “Main Street Monday” “SBA Hot Topic Tuesday,” “C-Suite Wednesday,” “Coleman’s Movers and Shakers Thursday,” and “Fraud Friday.”

## **Here are the numbers**

**Number of Small Business Lending Professionals  
who open our emails or visit our website;**

**10,000 daily**

**2 million plus annually**

**Number of Small Business Lending Professional Emails  
who receive our daily Coleman Reports**

**20,000+ email subscribers**

# *Coleman*

## **Advertising Opportunities**

Coleman reaches 10,000 small business lending professionals each day in two ways – they open our daily *Coleman Report* emails, or they visit our website. For maximum exposure, we combine both vehicles in our advertising program.

Advertisers who purchase a top banner ad receive the top banner ad in the *Coleman Report* once a week. The advertiser who purchases the middle banner ad also receives a banner ad that week in the *Coleman Report*. All advertisers receive a box ad on the website and imbedded in the *Coleman Report* email each week.

### **Top Banner Ad plus weekly email Coleman Report ad**

**\$3000 month**

The top website banner ad space is sold on a 20% rotation basis. There is a one in five chance your ad will be shown for each page view. Each website banner ad comes with a weekly email ad in the *Coleman Report*.

### **Website Box Ad plus weekly email Coleman Report ad**

**\$1500 month**

Box ads are on a 20% rotation basis. With two there is a one in a two and one-half chance your ad will be shown for each page view. This packages bundles a box ad with a weekly email banner ad in the *Coleman Report*.

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## Transparency and Statistics

Each week, all advertisers receive a report of their campaign. Here is a sample report.

Emails Sent	Email Opens	% Email Opens	Email Ad Clicks	Web Impressions	Web Ad Click	Media Buy	CTR	CPM	Cost Per Click
18,317	2,767	15.11%	2	1,172	2	285.71	0.10%	\$ 72.53	\$ 71.43
18,305	3,208	17.53%	7	1,172	0	115.00	0.16%	\$ 26.26	\$ 16.43
18,311	2,941	16.06%	1	1,172	0	346.15	0.02%	\$ 84.16	\$ 346.15
18,334	2,866	15.63%	8	1,172	0	125.00	0.20%	\$ 30.96	\$ 15.63
18,311	2,832	15.47%	6	1,172	0	230.00	0.15%	\$ 124.88	\$ 83.33
36,773	5,514	14.99%	6	1,172	1	173.08	0.10%	\$ 25.89	\$ 24.73
21,778	2,583	11.86%	1	1,172	0	250.00	0.02%	\$ 52.58	\$ 250.00
-	-	0.00%	-	1,172	0	230.00	0.00%	\$ 196.25	\$ -

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## Banner Ad and Box Ad Specs

The image is a screenshot of the Coleman website, illustrating various ad placements. At the top, a black banner contains the text "980x90 Sample". Below this is a navigation bar with links for Home, Coleman Report, Calendar, Contact Us, and About Us. The main header features the Coleman logo and the tagline "The Small Business Banking Experts", with a white rectangular box to its right. A secondary navigation bar includes links for Coleman Report, Webinars, Events, SBA Data, Training DVD's, Newsletter, and SOPs. A large image of hands on a laptop is featured, with a call to action "Learn All About Small Business Lending". To the right of this image is a "SIGNUP FOR OUR NEWSLETTER!" section. Below the main content area are three columns: "COLEMAN REPORT" with a post about the report, "WEBINARS" with a placeholder "This will show up", and "EVENTS" with a post about live events. Two large black boxes on the right side of the page are labeled "300x250 Sample".

980x90 Sample

Home | Coleman Report | Calendar | Contact Us | About Us

**Coleman**  
The Small Business Banking Experts

Coleman Report | Webinars | Events | SBA Data | Training DVD's | Newsletter | SOPs

Learn All About Small Business Lending »

**COLEMAN REPORT**

Post about Coleman Report  
9 Aug 2012 · No Comments  
Content about Coleman Report.  
Read more »

**WEBINARS**

This will show up  
3 Oct 2012 · No Comments  
Read more »

Post About Webinars

**EVENTS**

Post about Live Events  
9 Aug 2012 · No Comments  
Content about Live Events.  
Read more »

300x250 Sample

300x250 Sample

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## Banner and Box Ad Samples

Home Coleman Report Contact Us About Us

**Coleman**  
Critical Information For Today's Small Business Lender

**Coleman TRAINING** Certified SBA 7(a) Loan Servicing Training  
Click Here for Registration and Payment

Coleman Report Webinars Events SBA Data Training Industry Analysis Library Coleman LinkedIn Group

7(A)

	2010	2011	2012	2013	2014
<b>All 7(a)</b>	\$ 3,653,489,300	\$ 3,933,573,400	\$ 3,236,871,100	\$ 3,363,713,400	\$ 3,707,132,100
<b>Industry</b>					
Air/Inland	\$ 852,561,000 23%	\$ 846,128,000 21%	\$ 857,628,200 27%	\$ 1,008,641,500 29%	\$ 1,143,048,100
AMERICAN INDIAN	\$ 10,844,400 0%	\$ 17,974,500 0%	\$ 15,583,900 0%	\$ 17,014,000 0%	\$ 18,013,100
ASIAN OR PACIF	\$ 629,864,400 17%	\$ 642,419,500 16%	\$ 639,943,200 20%	\$ 761,433,900 23%	\$ 867,048,100
BLACK	\$ 18,335,800 0%	\$ 134,141,900 3%	\$ 11,091,200 0%	\$ 17,907,200 0%	\$ 76,133,100
EUROPEAN OR ALLIT	\$ - 0%	\$ - 0%	\$ - 0%	\$ - 0%	\$ - 0%
HISPANIC	\$ 137,461,300 4%	\$ 291,932,100 7%	\$ 111,006,900 3%	\$ 153,943,400 5%	\$ 180,221,100
NAFTA-GROUP	\$ - 0%	\$ - 0%	\$ - 0%	\$ - 0%	\$ - 0%
PUEERTO RICAN	\$ - 0%	\$ - 0%	\$ - 0%	\$ - 0%	\$ - 0%
UNDETERMINED	\$ 239,251,700 7%	\$ 741,952,200 19%	\$ 267,003,800 8%	\$ 428,449,400 13%	\$ 588,966,100
WHITE	\$ 2,563,677,200 70%	\$ 3,093,450,200 78%	\$ 2,095,730,100 65%	\$ 2,530,628,700 76%	\$ 3,025,176,100
<b>Gender</b>					
Not Reported	\$ - 0%	\$ - 0%	\$ - 0%	\$ - 0%	\$ - 0%
Female Owned 50% or less	\$ 365,486,800 10%	\$ 1,344,454,100 34%	\$ 364,971,200 11%	\$ 619,707,500 18%	\$ 833,274,100
Female Owned more than 50%	\$ 543,891,800 15%	\$ 996,724,400 25%	\$ 991,181,700 31%	\$ 967,664,700 29%	\$ 861,349,100
Male Owned	\$ 2,846,511,800 78%	\$ 3,721,403,900 94%	\$ 2,271,278,200 70%	\$ 2,784,207,400 83%	\$ 3,081,181,100
Veteran	\$ 176,561,800 5%	\$ 471,237,200 12%	\$ 184,124,800 6%	\$ 184,514,100 6%	\$ 147,856,100
Sub, LMS, or EBIZ	\$ 1,475,340,000 40%	\$ 1,213,975,400 31%	\$ 1,272,184,000 39%	\$ 1,454,809,800 44%	\$ 1,444,840,100
EXISTING BUSINESS	\$ 117,000 0%	\$ 4,001,304,300 100%	\$ 2,361,626,700 73%	\$ 2,091,779,200 63%	\$ 2,709,441,100
NEW BUSINESS	\$ 2,055,330,300 56%	\$ 1,859,524,500 47%	\$ 971,186,700 30%	\$ 952,340,400 28%	\$ 1,034,444,100
Revol	\$ 894,840,200 24%	\$ 1,304,528,000 33%	\$ 153,076,200 5%	\$ 153,040,100 5%	\$ 580,906,100
Urban	\$ 2,760,640,200 76%	\$ 3,229,046,800 82%	\$ 2,677,294,900 83%	\$ 2,435,773,500 72%	\$ 3,167,286,100
Export	\$ 150,425,200 4%	\$ 118,441,700 3%	\$ 184,261,000 6%	\$ 275,913,000 8%	\$ 274,272,100
CAPLine	\$ 18,791,400 0%	\$ 18,973,400 0%	\$ 19,742,800 0%	\$ 113,910,900 3%	\$ 77,236,100
PLP	\$ 2,044,338,200 56%	\$ 3,126,132,100 79%	\$ 1,700,612,900 53%	\$ 2,192,306,900 66%	\$ 3,065,890,100
Expense	\$ 527,439,000 14%	\$ 628,680,800 16%	\$ 891,720,900 28%	\$ 811,848,300 24%	\$ 918,110,100

Open Dialog On SBA's Income-Part X

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**INCREASE YOUR PREMIUM DOLLARS BY ELIMINATING BROKERAGE FEES AND SELLING YOUR SBA AND USDA LOANS "INVESTOR DIRECT" TO USAF, AMERICA'S LARGEST DIRECT INVESTOR. CONTACT MIKE THOMAS AT 404-365-2042.**

COLEMAN REPORT

Coleman Thursday's Movers and Shakers  
January 8, 2015 By Bob Coleman Editor, Thursday's Movers and Shakers While the column has been...

SBA WEBINARS

Update Your SBA Credit Box Loan Policy for 2015  
When: Wednesday, January 28, 2015 Update your SBA Credit Box Loan Policy for 2015  
Price: \$289.00...

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## Coleman Report Daily Email Sample



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Small Business Financing Experts

## COLEMAN REPORT

Afternoon Brief  
December 29, 2014

### Mug Shot Monday -- The Top Five Perps of 2014

By Bob Coleman  
Editor, Coleman Report Afternoon Brief



The sad truth is I don't want for material in filing the Mug Shot Monday and Fraud Friday reports.

Too many of our brethren crossed the line during the Great Recession, and they are now paying the price for new digs at our expense.

Here's my top five Mug Shot Monday perps of 2014

1. Nimesh Patel, First Farmers Financial, Florida -- Indicted in October on charges of executing a simplistic fraud by filling in the blanks on 26 USDA B&I notes, faxing the notes to Pennant Management, then waiting a day or two for money to be wired to the checking account -- \$180 million worth -- allegedly.
2. Aubrey Price, Montgomery Bank & Trust, Georgia -- Conned \$70 million from investors, then faked his own death. Was on the lam for over a year before being caught in a routine traffic stop. Sentenced to 30 years in jail in October.
3. Scott Fox, KeyBank, Maine -- Sentenced to ten years in prison in January for a 17-year, \$14 million fraud. Spent the proceeds on luxurious vacations, his kid's private schools, their Olympic boating dreams, and of course the house for his mistress.
4. Phong Dinh Tran, Potomac Wine & Spirits, Maryland -- Phong was a minor player in the Jade Capital fraud, but he allows me to bring it up again. Last year, Joon Pak of Jade Capital was sentenced to 15 years in prison for the \$90 million SBA loan broker fraud.
5. Edward Woodward, Bank of Commonwealth, Virginia -- The 70-year old former CEO reported to prison in January to serve a 23-year prison sentence for making bad loans and trying to mislead the Feds about the extent of the bank's loan losses. The bank's failure cost the FDIC \$333 million.

*Bob Coleman*