

Coleman

Media Kit -- August 1, 2018

Access Your Target Market! – SBA Lending Decision Makers Who Will Purchase Your Products or Services

There is Only ONE Sponsor Ad Spot per Topic/Website Available per Week!

This exclusivity showcases your brand and maximizes the return on your marketing investment

Weekly Email with Only <u>Your</u> Exclusive Sponsor Ad	Current Average Daily Views	Ad Rate for Exclusive Weekly Sponsor Ad
Main Street Monday	1,800 to 2,000	\$495/week
SBA Hot Topic Tuesday	1,800 to 2,000	\$495/week
C-Suite Wednesday	1,800 to 2,000	\$495/week
Movers & Shakers	1,800 to 2,000	\$395/week
Fraud Friday	1,900 to 2,200	\$595/week
www.sbasecondarymarket.com	1,000 (Projected)	\$495/week
www.hotelfinancereport.com	1,500 (Projected)	\$795/week
www.sbaloancloser.com	1,000 (Projected)	\$395/week
www.sbabdo.com	1,000 (Projected)	\$795/week
Coleman Report Update!	150-500	\$295/week

(20% Discount with 6-month commitment)

Earn excellent ROI of your marketing budget by reaching SBA vendor buyers directly through Coleman's over **1 million** website and email views a year to small business lending professionals.

Reserve Ad Space

Joseph Coleman (626) 824-9431 -- joseph@colemanreport.com

Bob Coleman (818) 974-8934 -- bob@colemanreport.com

Coleman

www.colemanreport.com

If SBA lenders purchasing your products are important to your bottom line, advertising with the Coleman Report is a must. Whether you want to increase your brand recognition, feature a product, or reach the marketplace with a targeted offer, we deliver for you.

The editorial “voice” of the *Coleman Report* is to cover stories that help SBA lenders with “need-to-know” information they can’t get anywhere else that helps them become better small business lending professionals.

Our content is targeted to those that make executive level buying decision for SBA lending vendor products.

We have a strong, loyal following of readers who look forward each week to:

- *Main Street Monday*
- *SBA Hot Topic Tuesday*
- *C-Suite Wednesday*
- *Coleman’s Movers and Shakers*
- *Fraud Friday*

www.sbasecondarymarket.com

Want access to SBA lenders who are secondary market SBA 7(a) and 504 loan sellers, broker and investor buyers? This website delivers by targeting SBA lenders needing current SBA 7(a) and 504 market quotes.

Subscribers also receive a weekly update of these rates.

This August 1 debuted website is a joint venture between Coleman and Government Loan Solutions, the expert on SBA 7(a) and 504 secondary loan markets.

Coleman

www.hotelfinancereport.com

Want more quality small business hotel loan leads? Want to be branded with Coleman as the only hotel small business financing website in Google's search results? At a fair price? This website delivers for you.

The *Coleman Hotel Finance Report* is published weekly. It is the only website in the market devoted to the financing of hospitality projects.

Content is "need-to-know" information that targets the audience of franchisor, hotel owner, hotel buyer and hotel loan broker.

Launched August 1, 2018

Coleman Report Update! – Video Podcast

<https://colemanreport.com/coleman-report-update-sponsored-by-business-finance-capital-sba-appraisals-main-street-optimism-suzy-granger-of-drda-hotel-royal-alabama-gulf-coast-zoo/>

Winner -- Best Podcast of 2018 Specialized Information Publishers Association

Launched January of this year, Coleman Report Update is an innovative project in delivering content to the small lending professional in a different medium.

Weekly sponsorship gives you two ways to access your target audience. First, you will have a 30 second spot at the beginning of the video podcast. Second, your banner ad will be on the email that delivers the podcast.

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www.sbaloancloser.com

Coleman has trained over 500 SBA 7(a) loan closers over the past several years. We are leveraging this training with two new products; this new website and a soon-to-be introduced onsite training 2019 certification class to be held in Southern California in January. (Sponsorship available!)

This is the advertising option you need if your product is important to SBA loan closers who make purchasing decisions for:

- Appraisal
- UCC and Title Search
- Credit Report and IRS Form 4506 processing
- Business Valuation
- Engineering Report
- Life Insurance
- Closing Attorney
- Construction Loan Management

www.sbabdo.com

The September 1 launch of this website will contain weekly “need to know” content targeted to the professional SBA business development officer to help them improve their skills, and income.

This is the weekly email you want to sponsor if you want your name in front of the industry’s best SBA business development officers.