

Coleman

Critical Information for Today's Small Business Lender

2026

Media Rate Card

Access Your Target Market of SBA Lender C-Suite Decision Makers

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About Us

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

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Pricing Overview

- **Podcast Sponsorship of *A Coleman Conversation* or *Fraud Friday***

Price: Quotes Available Upon Request

- **Monday-Thursday Coleman Report Email Advertising**

Price: *Daily Placement is \$4,000 per month (3-month minimum) or Weekly Placement is \$1,500 per month (3-month commitment)*

- **Fraud Friday Email Box Ad**

Price: \$1,500/3 Months

- **Dedicated Email Campaign**

Price: \$1,000 per Campaign

- **Sponsored Webinar**

Price: \$5,000 per Webinar

- **Onsite Event Sponsorships**

Price: Varies by Event, Ranges from \$5,000-\$20,000

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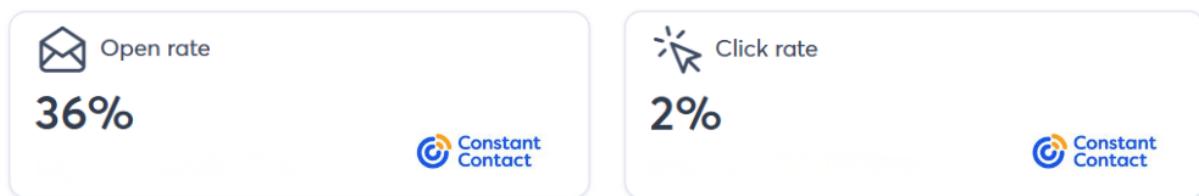
Statistics

Constant Contact Email Marketing Statistics

~7,500 Active Email List

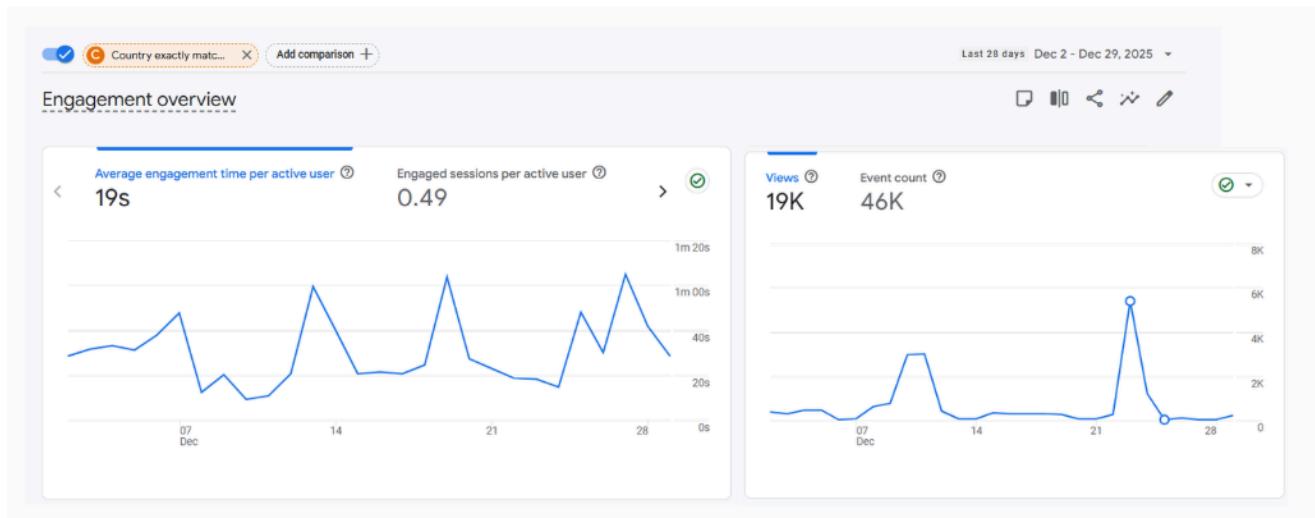
36% Open Rate

2% Click Rate



Website Visit Statistics

19K Views in Last 28 Days



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A La Carte Marketing Options

Fraud Friday Podcast Sponsorship

[Past episodes can be viewed here.](#)

- Price: Quotes Available
- Term: 6-Month Exclusive Contract
- Runs: Weekly (Fridays)
- Placement: Sponsored branding within the Fraud Friday video series
- Deliverables:
 - Logo/branding on video
 - Logo/branding on video thumbnail
 - Branding + link in video description
 - Promotion via Coleman Report channels

Requirements: Sponsor provides logo and URL (and any preferred messaging)

***A Coleman Conversation* Podcast Sponsorship**

A Coleman Conversation is our interview series featuring candid, insightful discussions with top voices in small business finance. [Past episodes can be viewed here.](#)

- Price: Quotes Available
- Term: 6-Month Exclusive Contract
- Runs: Weekly (Wednesdays)
- Placement: Sponsored branding within *A Coleman Conversation* interview series
- Deliverables:
 - Logo/branding on video
 - Logo/branding on video thumbnail
 - Branding + link in video description
 - Promotion via Coleman Report channels

Requirements: Sponsor provides logo and URL (and any preferred messaging)

Monday-Thursday Coleman Report Email Advertising

[View an example of Main Street Monday email here.](#)

- Price: Daily Placement is \$4,000 per month (3-month minimum) or Weekly Placement is \$1,500 per month (3-month commitment)
- Term: 3-Month or Annual
- Runs: Monday-Thursday (Daily or 1x/Week option)
- Placement: Ad placement within the Monday–Thursday Coleman Report email newsletter
- Deliverables:
 - Option A — Banner Ad
 - Banner image placement in selected email(s)
 - Click-through link to sponsor landing page
 - Option B — Sponsored White Paper
 - One sponsored white paper article included in Monday emails
 - Website placement on www.ColemanReport.com
 - Distribution via Coleman Report email newsletter
 - Featured image
 - Link to sponsor landing page

Requirements:

- Banner Ad: Sponsor provides banner image + URL.
- White Paper: Sponsor provides PDF/asset and landing page URL.
- Coleman Report will format and publish.

Fraud Friday Email Box Ad

[View an example of Fraud Friday email here.](#)

- Price: \$1,500/3 Months
- Term: 3-Month or Annual
- Runs: Weekly (Fridays)
- Placement: Box ad placement within the “Fraud Friday” email newsletter
- Deliverables:
 - Box ad placement within the Fraud Friday email

Requirements: Sponsor provides image, title, and URL.

Dedicated Email Campaign

Best for product announcements, promotions, and targeted offers; sent out to our entire ~7,500 email subscriber list.

- Price: \$1,000 per email
- Term: One-time (available monthly)
- Runs: One dedicated send per month (date selected by sponsor)
- Placement: Standalone email blast to the full Coleman Report email list
- Deliverables:
 - One dedicated email sent to full subscriber list
 - Sponsor controls content and visuals (or Coleman Report can assist)

Requirements: Sponsor provides content, images, and CTA link(s) (or approves Coleman Report-created draft).

Sponsored Webinar

Coleman Report handles logistics and promotion; sponsor receives maximum exposure to SBA lender decision makers.

- Price: \$5,000 per webinar
- Term: One-time
- Runs: Scheduled date (mutually agreed)
- Placement: Sponsored webinar hosted and promoted to the Coleman Report audience
- Deliverables:
 - Sponsor-led educational webinar
 - Free attendee registration to maximize attendance
 - Coleman Report manages setup, registration, hosting, moderating, and promotion

Requirements: Sponsor provides speakers, topic, and presentation content.

Onsite Event Sponsorships

Event sponsorship opportunities include NASLB Summit, Coleman SBA Lender Awards, the SBA Secondary Market Summit, and more.

- Price: Quotes Available
- Term: Per event
- Runs: Event-date specific
- Placement: Sponsorship activations at Coleman Report's onsite events
- Deliverables: Sponsorship packages vary by event

Requirements: Sponsor selects event and sponsorship level; Coleman Report provides package menu and deliverables.

Custom Packages

We will tailor a package to meet your specific needs.

- Price: Quotes Available
- Term: Flexible
- Runs: Based on campaign timeline
- Placement: Multi-channel packages across email, video, webinars, and events
- Deliverables:
 - Custom mix of placements aligned to sponsor objectives

Requirements: Brief call to align on goals, timing, and budget.

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Onsite Event Sponsorship Opportunities

Coleman Awards — 2026 SBA Lender Professional Awards

- Date: March 19, 2026
- Location: Miami, FL

Event Description:

The Coleman Awards recognize outstanding SBA lending professionals and companies that have made significant contributions to the small business lending community. Winners are announced in January 2026 and invited to a Winners Dinner Reception in Miami on March 19, 2026.

Who You'll Reach:

Top-performing SBA lenders, senior leadership, award-winning teams, and industry influencers in a high-touch, relationship-driven setting.

Sponsorship Types:

- Platinum Sponsorship for the 2026 Awards Dinner has been secured by Banesco.
- Gold Sponsorship — \$5,000
 - 15-30 minute presentation before the dinner
 - Recognition as a Gold sponsor including branding and promotional shout-outs

[Full event details can be found here.](#)

NASLB Summit — SBA Loan Broker/SBA Lender Summit

- Date: April 21, 2026
- Location: Las Vegas, NV (Blind Center of Nevada)

Event Description:

The NASLB Summit is the first national event built exclusively for SBA loan brokers and the SBA lenders who rely on them for deal flow. The program is focused on how SBA deals are sourced, structured, approved, and funded in today's market—paired with structured networking designed to accelerate broker–lender partnerships.

Who You'll Reach:

SBA lender executives and decision makers, high-producing SBA loan brokers, and industry leaders shaping broker-driven SBA origination.

Sponsorship Types:

- Platinum Sponsorship — \$20,000
 - Recognition as the exclusive Platinum Sponsor of the event & co-branded marketing
 - Full ownership of the lunchtime session which can be a presentation, panel discussion, Q&A moderated by Bob Coleman, etc. (30 minutes)
 - Five (5) registration tickets
- Gold Sponsorship — \$10,000
 - One 30-minute session during the day
 - Recognition as a Gold sponsor including branding and promotional shout-outs
 - Three (3) registration tickets

[Full event details can be found here.](#)

SBA Secondary Market Summit

- Date: December 3, 2026
- Location: Washington, D.C.

Event Description:

The SBA Secondary Market Summit is the only program that convenes the Big Four of the SBA secondary market—Brokers, Investors, Sellers, and SBA—into one agenda. Bob Coleman moderates the program, and the event includes a pre-conference reception at the Cosmos Club.

Who You'll Reach:

SBA Secondary market participants, executive-level SBA lenders, brokers, investors, sellers, and SBA leadership involved in secondary market dynamics.

Sponsorship Types:

- Platinum Sponsorship — \$10,000
 - 30 minute presentation during the event
 - Recognition as the exclusive Platinum Sponsor of the event & co-branded marketing
- Gold Sponsorship — \$5,000
 - 15-30 minute presentation during the event
 - Recognition as a Gold sponsor including branding and promotional shout-outs

[Full event details can be found here.](#)