

MAKE
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results.

monitor

monitor*daily.com*

PRINT & ONLINE MEDIA PLANNER

2010

monitor

monitordaily.com

A Newly Sized Magazine Featuring Powerful Print Advertising Tools PLUS the Most Visited Website and E-News Broadcast in the Equipment Finance Industry!

MONITOR

WE'VE MADE SOME BIG CHANGES... WELCOME TO THE NEW MONITOR!

In 2010, *Monitor* introduces its advertisers and loyal readers to a newly sized magazine with more print advertising options than ever! This new magazine format is an important step for the *Monitor* as we continually strive to provide our advertisers with the most effective print advertising medium available, and it exemplifies our mission to remain the premier source of information to the equipment finance industry in print, digitally and online!

RESIZED & FEATURING MORE ADVERTISING OPTIONS THAN EVER!

Published since 1974, *Monitor* is the most widely read and distributed independent trade publication exclusively focused on the equipment finance industry. *Monitor's* comprehensive coverage of industry-relevant topics, issues and news is the reason it is recognized by advertisers as the premier choice for reaching more targeted prospects and customers than any other trade publication.

Each issue of *Monitor* also features five exclusive departments:

UP FRONT — Top headlines, editorials and industry-related data

PROFILE OF SUCCESS — Profiles of industry executives and companies making headlines

GREASING THE WHEEL — Content specifically for the funding source and equipment leasing broker communities

THE MONITOR 100 SERIES — A new Q&A series with top executives from MONITOR 100 companies

TIPPING THE SCALES — Technical articles on legal aspects of the equipment finance industry including court rulings and case studies

MONITOR'S SPECIAL FEATURE ISSUES & GUIDE

MONITOR 100 ISSUE: In June 2010, the *Monitor* will publish its 19th annual MONITOR 100 issue. This issue is recognized as the most respected independent ranking and analysis of the top 100 equipment finance companies in the U.S.

BONUS DISTRIBUTION: Our most distributed issue, the MONITOR 100 will be distributed at a multitude of industry conferences throughout 2010 and early 2011.

ANNUAL CONFERENCE ISSUE: This fall edition marks our 21st year publishing this widely anticipated and read issue providing a recap of the events affecting the year and content covering what the industry experts anticipate for the coming year.

BONUS DISTRIBUTION: ELFA's Annual Conference, NEFA's Annual Funding Symposium, NAELB's Eastern & Western Regional Conferences

ANNUAL RESOURCE GUIDE: Our fourth annual full-color print directory of product/service providers, funding sources, consultants and more is a unique print reference tool industry decision makers can turn to throughout the year. There's no better print directory of "players" in the industry!

BONUS DISTRIBUTION: 15+ industry conferences throughout 2011

MONITORDAILY.COM

Launched in 1996, *monitordaily.com* provides the equipment finance industry with real-time industry-related news and information. *monitordaily.com* is one of the most visited websites serving the equipment finance industry with daily reach to the widest and most targeted audience of prospects and industry professionals nationally. More than 32,000 equipment leasing and finance professionals visit *monitordaily.com* each month making it the preferred choice for advertisers seeking to optimize their online advertising dollars.

MONITORDAILY.COM ADVERTISING PRODUCTS

- Banner Ads
- Service Provider Directory Listings
- Funding Source Directory Listings
- Classified Employment Advertising

More than 90% of *Monitor* readers influence purchasing and outsourcing decisions within their organizations.

MONITORDAILY.COM'S DAILY E-NEWS UPDATE

monitordaily.com's *Daily E-News Update* is the only independently published daily e-news broadcast serving the equipment finance industry. Broadcast daily to more than 8,000 professionals via e-mail, *monitordaily.com's* *Daily E-News Update* provides readers with the most comprehensive and current news unfolding in the industry that it serves.

BECOMING AN E-NEWS SPONSOR IS AN IMPORTANT COMPONENT OF AN ADVERTISER'S PRINT AND ONLINE ADVERTISING STRATEGY, AND THE MOST EFFECTIVE WAY FOR ADVERTISERS TO REACH THEIR TARGETED PROSPECTS VIA E-MAIL ... EVERY DAY!

MONITOR IS ALSO DIGITAL!

All *Monitor* print subscribers receive a copy of the *Monitor Digital* edition via e-mail with every issue.

demographics

Print, Online & E-News Broadcast –

Three unparalleled connections to the decision makers advertisers need to reach!

MONITOR

PRINT/DIGITAL CIRCULATION: 6,500

FREQUENCY: 8 issues annually PLUS Annual Resource Guide

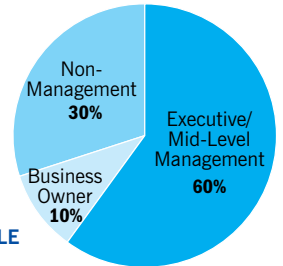
Monitor is published 8 times annually and is the print publication of choice attracting more advertisers than any other publication in the equipment finance industry. The *Monitor's* combined print and digital circulation is 6,500 subscribers. Our audience encompasses a diverse community of lessors, lenders, brokers, asset managers, legal and accounting firms, service/product providers, consultants and other professionals associated with the equipment finance industry. Access to this targeted audience provides advertisers a competitive advantage as a result of *Monitor's* unparalleled access to more equipment finance professionals in both small and large leasing companies, nationally.

A recent survey* of *Monitor* readers revealed the following:

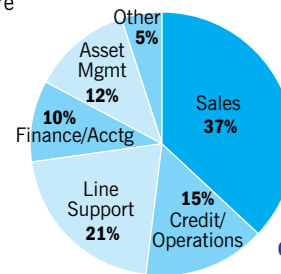
- **80%** of *Monitor* readers hold **VICE PRESIDENT OR HIGHER** positions.
- **92%** of *Monitor* readers **INFLUENCE PURCHASING AND OUTSOURCING DECISIONS** within their organizations.
- **88%** of *Monitor* readers have **DISCUSSED, REFERRED OR INQUIRED** about a company after reading an ad in the *Monitor*.
- **73%** of *Monitor* readers have actually **CONTACTED AN ADVERTISER** after reading an ad in the *Monitor*.
- **93%** of readers polled rank their **OVERALL SATISFACTION** with the *Monitor* as **"HIGH."**

*Readers survey conducted July 2009.

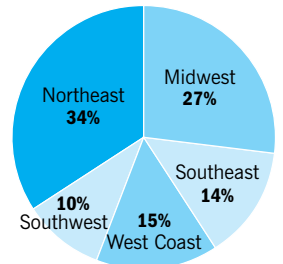
MONITOR READER PROFILE



MONITOR READER PROFILE BY JOB FUNCTION



MONITOR CIRCULATION CONCENTRATION BY REGION



INDUSTRY-WIDE BONUS DISTRIBUTION

Each year, *Monitor* issues are distributed at more than 15 industry conferences and seminars across the country, expanding advertisers' reach even further!

CONTACT JERRY PARROTTO AT 800.708.9373 X153 FOR THE MOST CURRENT DISTRIBUTION INFORMATION ON EACH ISSUE.

MONITORDAILY.COM

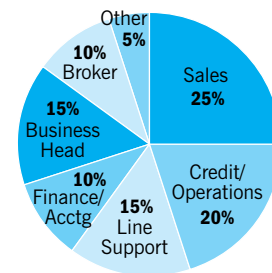
Launched in 1996, *monitordaily.com* consistently reaches more than 32,000 members of the equipment finance community each month. Our banner, online directories and classified employment advertising products provide *monitordaily.com* advertisers with the unique advantage of reaching the largest audience of prospects and professionals in the equipment finance industry.

Recent WebTrends® analysis demonstrated average monthly traffic to *monitordaily.com* as: 32,000 unique visitors, 125,000 visits and 270,000 page views. Our Funding Source and Leasing Services Directories average 85,000 and 60,000 page views, respectively, over one-year contracts.

MONITORDAILY.COM'S DAILY E-NEWS UPDATE

This daily e-news broadcast is delivered via e-mail to more than 8,000 registered subscribers every day. A unique advertising product, *Daily E-News Update* sponsorships provide advertisers the ability to reach subscribing equipment finance professionals daily with a company message, logo and a hotlink to their company's website.

MONITORDAILY.COM VISITORS BY JOB FUNCTION



REACH THE COMMERCIAL FINANCE INDUSTRY!

CROSS-SELLING OPPORTUNITIES — Discounts are available for advertisers looking to reach prospects in the ABL, factoring and turnaround management communities with our trade publication affiliate, *ABF Journal* and its companion website, *abfjournal.com*.

print advertising

Monitor is published eight times annually and reaches more than 6,500 subscribers in the equipment finance industry with each issue, and **Monitor Digital** expands that reach even further!

MONITOR MAGAZINE Standard Display Ad Rates

| # OF INSERTIONS | 1X | 2X | 3X | 6X | 8X |
|-------------------|---------|---------|---------|---------|---------|
| Full Page | \$4,475 | \$4,140 | \$3,915 | \$3,720 | \$3,600 |
| Half Page Island | 3,325 | 3,075 | 2,910 | 2,765 | 2,675 |
| Half Page | 2,725 | 2,520 | 2,385 | 2,265 | 2,195 |
| NEW Third Page | 2,200 | 2,035 | 1,925 | 1,825 | 1,765 |
| Quarter Page | 1,535 | 1,390 | 1,310 | 1,235 | 1,190 |
| NEW Sixth Page | 1,200 | 1,085 | 1,025 | 965 | 925 |
| Marketplace Large | 645 | 595 | 565 | 535 | 520 |
| Marketplace Small | 480 | 445 | 420 | 400 | 385 |
| Two-Page Spread | 5,950 | 5,685 | 5,415 | 5,155 | 4,560 |

Cover Position Display Ad Rates

| # OF INSERTIONS | 1X | 2X | 3X | 6X | 8X |
|-----------------|---------|---------|---------|---------|---------|
| Back Cover | \$4,775 | \$4,560 | \$4,370 | \$4,125 | \$3,775 |
| Inside Covers | \$4,675 | \$4,465 | \$4,280 | \$4,055 | \$3,740 |

All rates reflect cost per insertion, includes Monitor Digital. All advertising rates are subject to change.

Agency Commissions

Commissions are available to independent agencies for print ads only. All ads must be submitted to *Monitor* specifications to qualify.

MULTIPLE INSERTION/E-NEWS DISCOUNT

Monitor display advertisers contracting for **two or more insertions** qualify for a **15% DISCOUNT** off the cost of any e-news advertising package.

ANNUAL RESOURCE GUIDE

Monitor's Annual Resource Guide is the equipment finance industry's only print sourcebook designed specifically to meet the diverse needs of product/service providers, funding sources and buyers alike. *Monitor's* Annual Resource Guide provides connections to the most targeted audience of prospects all year long.

This fourth edition will be mailed to all *Monitor* print subscribers in December 2010 along with the Nov/Dec issue. Plus, all current *Monitor* display and *monitordaily.com* online advertisers qualify for discounted rates on company profile listings.

BONUS DISTRIBUTION

Monitor's Annual Resource Guide will be distributed at various industry events and conferences throughout the year.

RESOURCE GUIDE DISPLAY AD SIZES

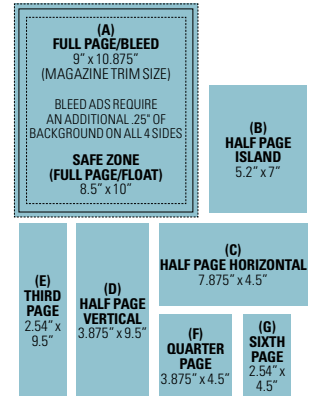
All ad sizes are shown as width x length. Please see: **SUBMITTING A DISPLAY AD** for additional ad specifications and PDF details.

| | |
|-----------------------|---|
| Full Page (A) | 8.25" x 10.75" Trim Size 7.375" x 9.375" Safe Zone |
| | <i>Full Page Ads ONLY. Bleed ad must supply addition .25" background on all four sides.</i> |
| Horizontal Half . . . | 7.375" x 4.5" |

MONITOR DISPLAY AD SIZES

All ad sizes are shown as width x length. Please see: **SUBMITTING A DISPLAY AD** for additional ad specs and PDF details.

| | |
|------------------------------|-------------------|
| Full Pg (A) | 9" x 10.875" Trim |
| Half Pg Island (B) | 5.2" x 7" |
| Half Pg Horizontal (C) . . . | 7.875" x 4.5" |
| Half Pg Vertical (D) | 3.875" x 9.5" |
| Third Pg (E) | 2.54" x 9.5" |
| Quarter Pg (F) | 3.875" x 4.5" |
| Sixth Pg (G) | 2.54" x 4.5" |
| Marketplace Large | 3.875" x 3" |
| Marketplace Small | 3.875" x 1.5" |



Belly Bands/Inserts/Gatefolds

Special requests can be accommodated, please contact your advertising representative for details and a quote.

Color/Bleed Charges

| | FULL COLOR (CMYK) | SINGLE COLOR |
|----------------------------------|-------------------|--------------|
| Full Page Ads | \$995 | \$485 |
| Half Page & Half Page Island Ads | 695 | 340 |
| Third & Quarter Page Ads | 525 | 250 |
| Sixth Page Ads | 295 | 150 |
| Marketplace Ads | 95 | — |
| Bleed (Full Page Ads Only) | 200 | — |

Color and bleed charges are per insertion. Single color charges are per color, all colors will run as CMYK (must be converted prior to submission), no spot/PMS colors accepted.

RESOURCE GUIDE (RG) COMPANY PROFILE LISTING RATES

Companies purchasing listings in multiple sections qualify for a **10% DISCOUNT** off their total listing cost.

| | CURRENT ADVERTISER COST | NEW ADVERTISER COST |
|--------------------------|-------------------------|---------------------|
| Standard Listings (each) | \$295 | \$450 |
| Premium Listings (each) | 495 | 650 |

RG DISPLAY ADVERTISING RATES

| | PER INSERTION |
|---|---------------|
| Full Page Ad (+ FREE Premium Listing) | \$2,270 |
| Horizontal Half Page Ad (+ FREE Standard Listing) | 1,295 |
| Advertorial (Single Full Page + FREE Premium Listing) | 2,195 |

RG PREMIUM POSITION AD RATES

| | PER INSERTION |
|--|---------------|
| Back Cover Ad (+ FREE Premium Listing) | \$2,995 |
| Inside Front or Back Cover Ad (+ FREE Premium Listing) | 2,595 |

RG COLOR CHARGES

| | FULL COLOR (CMYK) | SINGLE COLOR |
|---------------|-------------------|--------------|
| Full Page Ads | \$695 | \$350 |
| Half Page Ads | 450 | 250 |

Color charges are per insertion. Single color charges are per color, all colors will run as CMYK (must be converted prior to submission), no spot/PMS colors accepted. All advertising rates are subject to change.

Contact Jerry Parrotto for print/display & resource guide advertising details!

PHONE: 800.708.9373 x153 E-MAIL: jparrotto@monitordaily.com

ad specs & submission info

Ads for the *Monitor* must be submitted as press-ready PDFs.
 Files can be sent via e-mail or FTP dropbox.

AD SPECIFICATIONS/SUBMISSION INSTRUCTIONS

ACCEPTABLE FILE FORMAT: PDF/X-1A ONLY

We only accept PDF files created to PDF/X-1a settings with all fonts and images embedded. We do not accept native or EPS files, original art and/or fonts. We are not responsible for ad reproduction if PDF specifications are not met.

PREPARING ADS: ORIENTATION, SETTINGS, COLOR & RESOLUTION

Ads can be originated in any program that will support the creation of Adobe Portable Document Format (PDF) files. Original program files are NOT acceptable. Any traps, overprints or reverses should be done in native file prior to exporting PDF with PDF/X-1a settings.

Document size should be the specified ad size with no additional border/white space. Please do NOT include crop or registration marks.

Color images MUST be saved in CMYK. B&W images may be saved as grayscale. Spot, Pantone® (PMS) and RGB are not acceptable. We cannot be held responsible for inaccurate color conversion on ads submitted incorrectly.

Embedded image resolution should be at least 240 dpi at 100% (the size it is used in the ad). Internet images (.JPG/.GIF) are 72 dpi and will not print well.

Full page bleed ads should be created to the trim size of the publication plus bleed. For bleed, background should extend at least 1/4" (18 pts) on all four sides of the ad.

COLOR PROOFS/ DIGITAL REPRODUCTION

Every color ad MUST be accompanied by a contract proof (match print), sized at 100% and appearing exactly as the advertiser expects. Some ad elements may appear to print correctly on ink-jet or laser printers but will not print correctly on press. *Monitor* is not liable for the final color output if a contract proof is not supplied.

AD SUBMISSION INSTRUCTIONS/ASSISTANCE

E-MAIL FILES TO

tmiller@monitordaily.com

Or, if your file is larger than 10MB, please upload it to our FTP dropbox at <http://dropbox.yousendit.com/XMG-AD-DROP>

SEND COLOR PROOFS TO

Advertising Department, 409 E Lancaster Ave,
 Wayne, PA 19087-4202

QUESTIONS/ASSISTANCE

If you have questions regarding ad sizes specifications, please contact our production department at 800.708.9373 x129.

CONTACTS

409 E LANCASTER AVE, WAYNE, PA 19087 • 800.708.9373 PH • 610.293.2186 FX

DIRECTOR/SALES

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 jparrotto@monitordaily.com

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 tmiller@monitordaily.com

ART DIRECTOR/PRODUCTION MGR

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ACCOUNTING

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CIRCULATION MANAGER

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/PUBLISHER

Gerald F. Parrotto, x153
 jparrotto@monitordaily.com

website & e-news advertising

Reach thousands of prospects in the equipment finance industry every day with *monitordaily.com* and *monitordaily.com's Daily E-News Update*.

MONITORDAILY.COM SPONSORSHIP BANNERS

Banners are available in two distinct sizes. Horizontal banners rotate throughout the most visited pages on *monitordaily.com*. The homepage skyscraper banner appears for one full day per week in a premium position on our homepage ... our most visited page! This exclusive space is limited to five (5) advertisers.

As an **ADDED VALUE**, a banner advertiser's company logo will appear in the *monitordaily.com* website sponsor index in each issue of *Monitor* for the duration of their contract.

| HOMEPAGE SKYSCRAPER BANNER | COST | SIZE/SPECS |
|----------------------------|---------|---------------------|
| 1-Year Contract | \$2,295 | 95 x 360 pixels; |
| 6-Month Contract | \$1,375 | <50K; GIF, JPG or |
| 3-Month Contract | \$875 | SWF (link embedded) |

| HORIZONTAL BANNERS | COST | SIZE/SPECS |
|--------------------|---------|-----------------------|
| 1-Year Contract | \$1,950 | 250 x 50 pixels |
| 6-Month Contract | \$995 | (specs same as above) |



ONLINE DIRECTORIES

Two types of directory listings are available to get your company's message to your target audience. Each online directory listing provides a hotlink directly to any page on your company's website.

FUNDING SOURCE DIRECTORY

Syndicators, brokers and funding sources utilize our Funding Source Directory every day to facilitate the buying and selling of various types of transactions in the marketplace.

LEASING SERVICES DIRECTORY

This directory offers service and product providers real-time reach to key corporate decision makers throughout the equipment finance industry.

As an **ADDED VALUE**, your company name and URL will appear in the *monitordaily.com* online directories index in each issue of *Monitor* for the duration of your contract.

| DURATION | COST | SIZE/SPECS |
|-----------------|---------|--|
| 1-Year Contract | \$1,185 | Send us your logo and we will size it accordingly. |

All advertising rates are subject to change.

DAILY E-NEWS UPDATE ADVERTISING

monitordaily.com's Daily E-News Update is broadcast via e-mail to more than 8,000 registered subscribers every weekday, and includes your company's message, logo and a direct hotlink to any page on your company's website.

E-News Advertising Rates

| WEEKLY FREQUENCY | 1X | 2X | 3X | 4X | 5X |
|------------------|---------|---------|----------|----------|----------|
| 1-Year Contract | \$4,975 | \$8,955 | \$12,685 | \$16,420 | \$19,030 |
| 6-Month Contract | 2,950 | 5,310 | 7,525 | 9,735 | 11,285 |
| 3-Month Contract | 1,795 | 3,230 | 4,575 | 5,925 | 6,865 |



E-NEWS ART REQUIREMENTS

Company logo/image area is 200 x 120 pixels. Animation is NOT supported. If you cannot prepare a Web-ready image, send us a high-resolution EPS or TIF of your image and we will prepare it for you.

E-NEWS TEXT REQUIREMENTS

E-news message space is limited. Please supply text as follows:

Line 1: Bold Headline — Single line only, cannot exceed 60 characters including all spaces

and punctuation.

Lines 2-4: Body Copy — Three lines only, please limit text to a total of 200 characters including spaces and punctuation. We will work with advertisers to edit text that is too long when submitted.

Line 5: URL (live hotlink) — Line 5 is designed to contain an active URL only, other text will not be considered, URL cannot exceed 50 characters including punctuation.

MULTIMEDIA DISCOUNT PACKAGES

Maximize your company's exposure and reach more prospects by combining print, website and e-news advertising mediums.

PRINT ADVERTISERS

Monitor display advertisers contracting for **two or more insertions** qualify for a **15% DISCOUNT** off the cost of any e-news ad package.

All display print advertisers receive a **15% DISCOUNT** off the cost of all **one-year contracts** for website sponsorship banners and online directories. Advertisers must purchase **both one-year products** to receive this discount.

ONLINE ADVERTISERS

All one-year website sponsorship banner and/or online directory advertisers receive a **10% DISCOUNT** off the cost of any e-news advertising package.

Contact Jerry Parrotto for online & e-news advertising details or questions!

PHONE: 800.708.9373 x153 **E-MAIL:** jparrotto@monitordaily.com

classified employment advertising

Classified employment advertising with *Monitor & monitordaily.com* produces unequalled results, and is the most cost-effective hiring solution in the equipment finance industry!

MONITORDAILY.COM CLASSIFIED WEB POSTINGS

A website dedicated to serving the needs of the equipment leasing and finance industry since 1996, *monitordaily.com's* classified employment advertising pages generate more than 32,000 page views during a typical 30-day posting period, reaching the largest audience of qualified talent in the industry every day.

Web Posting Rates

NEW!

| | SINGLE POSTING |
|-------------------------|----------------|
| Standard 30-DAY Posting | \$425 |

Prepaid Multiple Posting Contracts

NEW!

| | 3-6 POSTINGS | 7+ POSTINGS |
|-------------------------|--------------|-------------|
| Prepaid 30-DAY Postings | \$395 | \$365 |

Prices reflect cost per posting. Contract postings may be used any time within your 12-month contract period. A minimum of three postings is required to qualify for discounted pricing.



MONITOR PRINT CLASSIFIEDS

The *Monitor* features the only industry-focused classified employment advertising pages in the equipment finance industry. Read by more than 6,500 subscribers eight times annually, the *Monitor* is the leading classified employment advertising choice for equipment finance companies of all sizes, nationally.

Print Ad Rates

INSERTION COST AD SIZES

| | INSERTION COST | AD SIZES |
|-----------------|----------------|----------------|
| Standard Ad (A) | \$595 | 2.54" x 3.875" |
| Premium Ad (B) | \$795 | 2.54" x 8" |
| Showcase Ad (C) | \$1,680 | 5.2" x 8" |

Prepaid Multiple Insertion Contracts

3+ INSERTIONS

| | |
|-------------|-------|
| Standard Ad | \$375 |
| Premium Ad | \$575 |

All classified rates reflect cost per insertion. A color company logo is included in insertion price, any additional color in your classified ad is subject to a \$125 color charge.



ONLINE FEATURED EMPLOYER PROGRAM

monitordaily.com's Featured Employer Program provides maximum visibility for all of your position postings. This program allows advertisers to post their company's logo and hotlink directly to their active postings on our highly visited classified homepage.

As an **ADDED VALUE**, all Featured Employer Program advertisers get their company logo and hotlink included in *monitordaily.com's* Daily E-News Update broadcast every weekday.

Featured Employer Program Rates

| 1-MONTH | 2-MONTH | 3-MONTH | 6-MONTH | 1-YEAR |
|---------|---------|---------|---------|---------|
| \$250 | \$400 | \$640 | \$1,025 | \$1,650 |

All classified advertising rates are subject to change.

CLASSIFIED MULTIMEDIA DISCOUNT PACKAGE

Maximize your exposure and reach more candidates by utilizing both print and Web advertising mediums.

PRINT & WEB PACKAGE —

Utilize both Web and print advertising, and receive a **20% DISCOUNT** off the print portion of your classified advertising package. Discount does not apply to multiple posting contracts.

Contact Denise Finegan for classified employment advertising needs!

PHONE: 800.708.9373 x120 E-MAIL: denise@monitordaily.com

editorial calendar

The *Monitor* has provided readers with the best, most comprehensive coverage of the equipment leasing and finance industry ... for more than 36 years!

| ISSUE | AD CLOSE (SPACE) | MATERIALS DUE | TOPIC/FOCUS |
|------------------------|------------------|---------------|--|
| JAN/FEB | 1/11 | 1/18 | <p>ASSET MANAGEMENT To begin the year, we speak with leading asset managers and other risk management professionals to seek their perspectives on important topics related to their fields.</p> <p>BONUS DISTRIBUTION ELFA Equipment Mgmt Conference</p> |
| MAR/APR | 2/19 | 2/26 | <p>FUNDING SOURCES & MONITOR TOP PRIVATE INDEPENDENTS This issue covers virtually every aspect of working with funding sources from syndication to broker/funder relationships. Also included is the <i>Monitor Top Private Independents</i> ranking complete with charts, data and commentary.</p> <p>BONUS DISTRIBUTION ELFA Annual Funding Exhibition, NEFA Spring Leadership and NAELB Annual Conference</p> |
| MAY/JUN | 4/2 | 4/9 | <p>VENDOR FINANCE In this edition, we explore the world of vendor leasing and finance and notable program agreements. Also in this issue, we focus on various investment opportunities in the industry.</p> |
| MONITOR 100 | 5/21 | 5/28 | <p>2010 MONITOR 100 This most anticipated issue of the year features the ranking of the top 100 equipment leasing and finance companies in the U.S. complete with survey results, comprehensive data and commentary on industry happenings.</p> <p>BONUS DISTRIBUTION Multiple 2010/11 Conferences</p> |
| JUL/AUG | 7/2 | 7/9 | <p>MONITOR BANK 25 & LEASING TECHNOLOGY In this issue, we return with the <i>Monitor Bank 25</i> ranking of top bank-affiliated leasing companies. The issue also focuses on the innovations in industry technology.</p> |
| FALL CONFERENCE | 8/13 | 8/20 | <p>2010 CONFERENCE ISSUE Now in its 21st edition, the our Annual Fall Conference issue takes a look at the latest trends and topics of importance to equipment leasing and finance professionals as well as a look ahead to 2011.</p> <p>BONUS DISTRIBUTION ELFA Annual Conference, NEFA Annual Conference and NAELB Eastern Regional Conference</p> |
| SEPT/OCT | 9/24 | 10/1 | <p>INDUSTRY SECTOR OVERVIEW As one of our readers' favorite issues, this edition takes an in-depth look at select equipment types and markets.</p> <p>BONUS DISTRIBUTION ELFA Annual Conference, NAELB Western Regional Conference and other 2011 Conferences</p> |
| NOV/DEC | 11/5 | 11/12 | <p>PRODUCTS & SERVICES To wrap up the year, we focus on the latest in products and services for the equipment leasing and finance industry.</p> |
| RESOURCE GUIDE | 10/28 | 11/5 | <p>2011 RESOURCE GUIDE A compendium of industry-related resources mailed with the November/December Issue.</p> <p>BONUS DISTRIBUTION Multiple 2011 Conferences</p> |

Bonus distribution is subject to change. Please contact your advertising representative for the most current distribution schedule.

IN EVERY ISSUE...

UP FRONT

Each issue of the *Monitor* opens with top industry headlines, editorials, and other important industry and economic data

PROFILE OF SUCCESS

A profile of industry executives and equipment finance companies making headlines

GREASING THE WHEEL

Articles, news and data selected specifically for the funding source and equipment leasing broker communities

MONITOR 100 SERIES

A question and answer series with top executives from MONITOR 100 companies addressing current business issues



TIPPING THE SCALES

Technical articles on legal aspects of the equipment finance industry including court rulings and case studies

PLAY BACK

A visual representation of a popular news story or industry event

BONUS DISTRIBUTION

Each year, *Monitor* issues are distributed at more than 15 industry conferences and seminars across the country, expanding advertisers' reach even further!

CONTACT JERRY PARROTTO AT 800.708.9373 X153 FOR CURRENT DISTRIBUTION INFORMATION ON EACH ISSUE.