

2013 Monitor Editorial Calendar

Now in its 40th year, the *Monitor* is the most widely read independent trade publication in the equipment finance and leasing industry. In 2013, each *Monitor* issue will be delivered in print, digital and, for the first time, mobile formats.

ISSUE	DEADLINES	TOPIC/FOCUS	BONUS DISTRIBUTION
JAN/FEB	SPACE: 1/28 MATERIAL: 2/1	ASSET MANAGEMENT <ul style="list-style-type: none"> • Current Trends in Remarketing • Asset Managers' Roundtable • Potential Impact of Basel III 	ELFA Equipment Management Conference NEFA National Equipment Finance Summit
MAR/APR	SPACE: 3/4 MATERIAL: 3/8	FUNDING/TOP PRIVATE INDEPENDENTS <ul style="list-style-type: none"> • Fifth Annual Ranking of Top Private Independents • Funding — Institutional/Securitized • Broker/Funder Relationships 	ELFA Annual Funding Conference NAELB Annual Conference AGL&F/ELFA Public Sector Finance Forum
MAY/JUN	SPACE: 4/15 MATERIAL: 4/19	VENDOR FINANCE <ul style="list-style-type: none"> • <i>Monitor's</i> Fourth Annual Vendor Finance Rankings • Vendor Finance Roundtable • Selection of Vendor Finance Partner 	
MON 100	SPACE: 6/3 MATERIAL: 6/7	2013 MONITOR 100 <ul style="list-style-type: none"> • 22nd Annual <i>Monitor 100</i> Ranking • Mid-Year Economic Outlook • Profiles: New Entrants, New Leaders & Milestone Achievers 	Various Industry Conferences Throughout the Year
JUL/AUG	SPACE: 7/15 MATERIAL: 7/19	MONITOR BANK 40/PRODUCTS & SERVICES <ul style="list-style-type: none"> • Annual Ranking of Top 40 U.S. Bank Affiliates • Special Section: U.S. Banks Pre & Post Recession • Spotlight on Technology to Improve Performance 	NEFA Funding Symposium NAELB Western Regional Conference
SEPT/OCT	SPACE: 9/23 MATERIAL: 9/27	2013 FALL CONFERENCES ISSUE* <ul style="list-style-type: none"> • Industry Execs Share Insights/Forecast • Year-End Review of Events That Shaped the Industry • Special Issue: <i>Monitor</i> Celebrates 40th Anniversary 	ELFA Annual Conference NAELB Eastern Regional Conference
NOV/DEC	SPACE: 11/4 MATERIAL: 11/8	INDUSTRY SECTOR OVERVIEW <ul style="list-style-type: none"> • <i>Monitor</i> Examines Major Equipment Types • Insights by Industry Association Leaders • A View From the Captive Side 	American Securitization Forum (2014)

*Special Pullout: 2014 *Monitor* Services Directory

MONITOR EXCLUSIVE FEATURES

In addition to timely cover stories and articles, every issue of the *Monitor* features the following reader favorites...

- **UPFRONT:** Top industry news, commentary, updates, personnel movements and more...
- **EXECUTIVE PROFILE/NEW ON THE SCENE:** Every issue includes exclusive interviews with industry leaders and new industry players
- **GREASING THE WHEEL:** Insights and commentary on enhancing sales performance
- **TIPPING THE SCALES:** Articles from the legal side on how to improve risk management
- **PLAYBACK:** A whimsical look at top industry headlines from *monitordaily*

CONTACT INFORMATION

919 CONESTOGA RD, BLDG 3, STE 213, ROSEMONT, PA 19010
800.708.9373 PH • 610.293.2186 FX

PUBLISHER

Jerry Parrotto
x153, jparrotto@monitordaily.com

SALES/MARKETING

Frank Battista, *Director*
x120, fbattista@monitordaily.com
Patty McDevitt, *Sales Coordinator*
x144, pmcdevitt@monitordaily.com

CIRCULATION

Terry Mulreany
x130, tmulreany@monitordaily.com

EDITORIAL

Jerry Parrotto, *Editor*
x153, jparrotto@monitordaily.com

Lisa Goetz, *Editor*
x112, lgoetz@monitordaily.com

Megen Donovan, *Asst Editor*
x124, mdonovan@monitordaily.com

DESIGN/PRODUCTION

Carl Doney, *Art Director*
x115, cdoney@monitordaily.com