

Reimagining Audience Engagement

Mobile Apps



Online/E-news



Print/Digital

monitor

2013 Media Planner

Letter From the Publisher...

As the *Monitor* enters its 40th year in publication, we're reminded of the responsibility we have as an independent publisher to provide our readers and constituents not only with content that is both relevant and actionable, but also available anytime, anywhere. With our new *Monitor* mobile app technology, we've expanded our ability to deliver articles, feature stories and daily news to any mobile device using IOS and/or Android technology. These new delivery options are available FREE, and are provided in partnership with a global leader in mobile digital technology.

Admittedly we're a little late, but as we researched and delved deeper into the pros and cons of so many new choices, we realized that the outcome had to be more than just a "bolt-on" solution. Our challenge was to identify a vendor that understood the unique nature of our content since it encompasses a wide range of delivery platforms — print, digital, online and e-mail. Our goal was to create an anytime, anywhere delivery system that is in tune with the latest technology available for most tablets and smartphones. With the *Monitor's* new native apps, our readers will get the benefit of total flexibility when it comes to their individual informational needs — and how they can best be supported — now, it's simply a matter of choice!

The benefit of these new mobility platforms and features for an advertiser is really quite simple — more prospects will see the message. Open rates on e-mail delivery of the *Monitor* daily news, for example, will be higher, affording greater exposure and visibility. Print ads displayed in, say, tablet size formats will result in improved readability and more convenient hotlinking to a URL or contact e-mail. And new features will now include mobile banner ads and/or blow-in options to enhance CTR performance.

When a recent article in *Time* magazine asked how wireless mobile technology had changed their lives, people most often said it had brought them into closer contact with friends and family and had helped them be better informed about current events. So as we go into 2013, it is with the mission to provide the highest quality content that is in tune with the informational — and mobile — needs of our constituents, and how that is more imperative than ever.



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Monitor Expands

In 2013, advertisers will be able to reach more prospects with *Monitor's* new total mobility features. By expanding our delivery platform to include native apps, *Monitor* readers will now enjoy the added benefit of having anytime, anywhere delivery of our exclusive magazine content, thus ensuring advertisers enhanced visibility and audience engagement.

Monitor... IN PRINT, DIGITAL & MOBILE

In 2013, the *Monitor* celebrates its 40th year in publication with a special supplement to go along with its annual *Monitor 100* issue. An additional six bi-monthly issues will be served, each with a theme driven by reader popularity. In 2012, we made the decision to outsource our circulation and fulfillment process to gain efficiencies of scale and improve reader demographics. With our new mobile apps, the print edition of the *Monitor* will be formatted specifically for tablet and/or smartphone viewing, and become much more reader friendly with new advertising opportunities available.

"In the U.S., over 50% of respondents in a recent survey said mobile technology had given them access to a larger group of potential customers."

— *Time* magazine survey, August 2012

Target Audience

The *Monitor* reaches a core audience of decision makers in the equipment finance industry...

- **70%** (3,835) of *Monitor* subscribers are employed by equipment finance companies encompassing: Bank affiliates, non-bank financials, captives and/or private independents.
- **69%** (3,788) of *Monitor* subscribers hold the position of VP or above.
- **41%** (2,275) of *Monitor* subscribers are senior level executives (1,932) and/or are business owners/principals (343).
- **Monitor Mobile** — The new mobile version of *Monitor* magazine repurposes articles and feature stories to be more reader friendly as viewed on smartphone and/or tablet formats — advertisers are afforded with a new opportunity to engage with their target audience.
- **Monitor Digital** — Distributed to 3,000 subscribers with each issue of the print magazine, advertisers continue to enjoy the benefit of incremental visibility with those readers who are predisposed to view the magazine on their desktop or laptop.

Delivery to Reach Mobile Audience

The *Monitor's* online and e-news delivery platforms have been providing advertisers with unparalleled opportunities to establish their brand since 1998. With the launch of *MonitorMobile*, advertisers will have the additional benefit of being able to reach an expanded audience of decision makers who are increasingly relying on their mobile devices to stay informed.

Monitordaily... ONLINE & E-NEWS

In 2013, the *Monitor's* companion website, *monitordaily* marks its 17th year online. With new features added over the past year, our online presence has been improved with more user-friendly features. Now, with the introduction of mobile apps, our product offerings have been expanded to include options designed to facilitate connectivity with the prospects you want to reach. At the core of our delivery system is the daily news reporting that we've been providing to our online constituents. By adding mobile device features, new opportunities to reach your target audience are vastly improved.

Daily & Weekly E-News Delivery

Forwarded every business day to over 6,500 registered subscribers, *monitordaily's* *E-news Broadcast* is the leasing industry's most popular online platform for up-to-date news and daily commentary. Uniquely formatted to ensure reader engagement, e-news sponsors enjoy the benefit of consistent exposure to an opt-in audience with industry targeted demographics. Our *Weekly Wrap-Up*, a summary of the top 10 news stories from the previous week, is forwarded every Monday morning to all registered e-news subscribers. Sponsorships are limited to only three per week to ensure maximum visibility and enhanced performance.

Our daily news broadcast is supported by a robust e-mail delivery system to ensure 99% deliverability. With the addition of our new mobile apps, advertisers are now provided with an alternative way of reaching their target market audience. Additionally, full flexibility to change or refresh your ad can be easily accommodated and is encouraged. Metrics to help you track for campaign performance will always be readily available.

Website Banner Advertising

The *monitordaily* website is the place to be if you're seeking branding opportunities and audience engagement features. We offer three homepage banner ad options, each positioned in close proximity to popular content with line-of-sight visibility. And new in 2013, each banner ad zone will be limited to ensure investment value and page impressions you can count on.

Services Directory Advertising — Online, Print & Digital

Our online service directory listings provide advertisers with their very own customized webpage. Features include service type indexing in print, digital and directory landing page; up to three additional URL links to spotlight webcasts, webinars, white papers, newsletters, etc. and a feature partner logo that will appear on the *monitordaily's* homepage and can be hotlinked to your directory page. As a perfect complement to an online listing, you can also be member of the community of service providers that will appear in the 2014 version of our Services Directory — in print as well as in digital formats.

CONTACT FRANK BATTISTA FOR ADVERTISING DETAILS

PHONE: 800.708.9373 x120 **E-MAIL:** fbattista@monitordaily.com

Print, Digital & Online Metrics

PRINT & DIGITAL PUBLICATION FREQUENCY:
Seven Annual Issues (Includes *Monitor 100*)

PRINT CIRCULATION:
5,500 Subscribers

DIGITAL CIRCULATION:
3,000 Print Subscribers Also Get the Digital

PASS-ALONG REACH:
1.8X or 9,900 Additional Readers¹

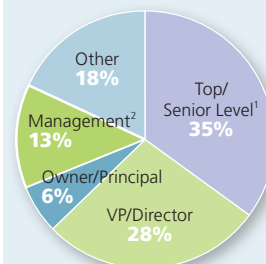
BONUS DISTRIBUTION:
Circulation at ELFA, NEFA
& NAELB Conferences

ONLINE VISITORS:
16,000 Unique Monthly Visitors²

ONLINE BANNER AD PAGE IMPRESSIONS:
110,000 per Month, per Zone³

1) Reader Survey, Q2/11; 2) Google Analytics, YTD/12;
3) BanManPro Metrics, YTD/12

READER COMPOSITION BY MANAGEMENT LEVEL

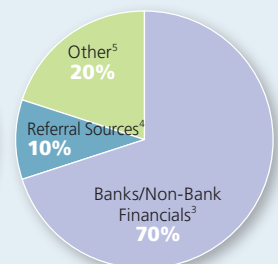


SAMPLE SIZE: 94% of print & digital subscribers (as of 9/28/12)

1 Includes: CEO, President, CFO, COO, EVP, SVP

2 Includes: Sales Manager, Credit Manager, Ops Manager, etc.

READER COMPOSITION BY BUSINESS TYPE



SAMPLE SIZE: 92% of print & digital subscribers (as of 9/28/12)

3 Includes: Bank Affiliates, Non-Bank Financials, Captives & Private Independents

4 Includes: Brokers, Legal, Accounting & Consulting Firms

5 Includes: Service Providers & Others

Print Advertising

Published seven times in 2013, the *Monitor* is the independent trade journal of choice for advertisers who want to achieve consistent branding and messaging to a target market audience of decision makers and influencers in the equipment finance and leasing industry.

STANDARD BLACK & WHITE DISPLAY AD RATES*

AD SIZE	INSERTION FREQUENCY (COST PER INSERTION)						
	1X	2X	3X	4X	5X	6X	7X
Full Page	\$4,475	\$4,140	\$3,915	\$3,850	\$3,785	\$3,720	\$3,660
Half Page Island	3,325	3,075	2,910	2,860	2,815	2,765	2,720
Half Page	2,725	2,520	2,385	2,345	2,305	2,265	2,230
Third Page	2,200	2,035	1,925	1,895	1,860	1,825	1,795
Quarter Page	1,535	1,390	1,310	1,280	1,255	1,235	1,215
Sixth Page	1,200	1,085	1,025	1,005	985	965	945
Marketplace Large	645	595	565	555	545	535	525
Marketplace Small	480	445	420	415	410	400	395
Two-Page Spread	5,950	5,685	5,415	5,330	5,240	5,155	4,855

All advertising rates are subject to change.

COVER & PREMIUM GUARANTEED POSITION AD RATES*

FULL PAGE ADS	INSERTION FREQUENCY (COST PER INSERTION)						
	1X	2X	3X	4X	5X	6X	7X
Back Cover	\$4,775	\$4,560	\$4,370	\$4,290	\$4,210	\$4,125	\$3,950
Inside Covers	4,675	4,465	4,280	4,205	4,130	4,055	3,900
Pages 1, 2, 5 & 7	Position guaranteed at an additional 10% charge over standard full page rates						

All advertising rates are subject to change.

DIGITAL & MOBILE OPTIONS

As a print display advertiser your ad will also appear in the *Monitor's* digital edition of the magazine. Cover position advertisers get the additional benefit of being featured on the e-mail welcome page that is forwarded to 3,000 *Monitor* digital readers with each issue. **The new mobile edition of the magazine affords the opportunity to employ banner or blow-in advertising options for smartphones and tablets. Please contact Frank Battista for details.**

MULTIMEDIA PACKAGE DISCOUNTS^A

To encourage advertisers to use the multimedia platforms of the *Monitor*, print display advertisers contracting for two or more print insertions qualify for the following online advertising discounts: purchase one online offering and receive a discount of 10% off the cost; purchase two and receive a 20% discount off the cost of both.

^ADiscount offer excludes daily or weekly e-news advertising.

*Agency commissions are available to independent agencies for print advertising only. All ads must be submitted to specifications below to qualify.

PRINT AD GUIDELINES & SPECIFICATIONS

We accept press-ready PDF files only. Please consult our complete print specifications guide before creating your ad. This guide contains all of the necessary PDF specifications, ad sizes and guidelines, as well as submission and/or FTP instructions that you will need to ensure your ad is accepted upon delivery. You can request this from your sales rep, or download it at: <http://www.monitordaily.com/advertising/print-specifications.pdf>

COLOR/BLEED CHARGES

AD SIZE	COST PER INSERTION ^A	
	FULL COLOR	SINGLE COLOR
Full Page	\$995	\$485
Half Page & Island	695	340
Third & Quarter Page	525	250
Sixth Page	295	150
Marketplace Ad	95 (full or single color)	
Bleed (Available on Full Pages Only)	200	

^AColor 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 are accepted.

MAGAZINE DISPLAY AD SIZES

CONTACT FRANK BATTISTA FOR ADVERTISING DETAILS

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

Services Directory: Online, Print & Digital

The perfect scenario for a limited budget — an online directory listing coupled with a homepage featured partner logo — both for one year, plus a listing in the 2014 print, digital and, new in 2013, mobile directory — a \$1,975 value for just \$1,595.

ONLINE SERVICES DIRECTORY

The *monitordaily's* Online Services Directory provides advertisers with the opportunity to feature their unique expertise to deliver solutions. Your listing allows for a company logo, hotlink to your website, complete profile, multiple contact information and flexibility to make real-time art or text changes. In addition, now you can also add additional URLs in our new "related links/resources" section as well as have a presence on our new "Resources" page.

Homepage Featured Partner

Being a Homepage Featured Partner provides additional visibility because of your logo's positioning on the *monitordaily* homepage — in close proximity to popular content. The benefit is incremental visitor traffic driven directly to your directory listing page.

Added-Value Feature

Services directory advertisers get the benefit of a complimentary index listing in the *Monitor* print and digital publications over the duration of their contract — includes company name and website URL (hotlinked in the digital edition).

SERVICES DIRECTORY IN PRINT, DIGITAL & MOBILE

Scheduled for inclusion in the 2013 *Monitor* Fall Conference issue as a print pullout, the 2014 Services Directory will also be delivered in both digital format (access via an archive feature) and, new in 2013, prospects will be able to access your directory listing information on Android or Apple mobile devices.

Additionally, the 2014 Service Directory will also be distributed at all industry conferences throughout 2014.

AD/LISTING TYPE	COST		COLOR CHARGE/INSERTION	
	SINGLE INSERTION	FULL COLOR	SINGLE COLOR	
Full Page Back Cover	\$1,750			
Full Page Inside Covers	1,495	\$460	\$245	
Full Page Display Ad	1,245			
Third Page Display Ad	595	240	125	
Directory Listing Only	495			

All advertising rates are subject to change.

ONLINE LISTING TYPE	CONTRACT COST DURATION/1 YEAR
Standard Online Directory Listing	\$1,185
Homepage Featured Partner Listing	295

All advertising rates are subject to change.



PRINT AD GUIDELINES & SPECIFICATIONS

We accept press-ready PDF files only. Please request our specifications guide from your sales rep before creating your ad, or download it at: <http://www.monitordaily.com/advertising/print-specifications.pdf>

DIRECTORY DISPLAY AD SIZES

FULL PAGE/BLEED
8.625" X 10.5" (TRIM SIZE)

BLEED ADS REQUIRE AN ADDITIONAL .25" ON ALL 4 SIDES

SAFE ZONE (FULL PAGE/FLOAT)
8" X 10"

THIRD PAGE
2.375" x 9.25"

EXPANDED VIEW HOMEPAGE FEATURED PARTNER LOGO

The funding source directory is a listing of lenders interesting in purchasing and/or participating in equipment related loans and leases.

FEATURED PARTNER
STALWART
VIEW DIRECTORY

STANDARD ONLINE LISTING

CONTACT PATTY MCDEVITT FOR SERVICES DIRECTORY ADVERTISING DETAILS

PHONE: 800.708.9373 x144 **E-MAIL:** pmcdevitt@monitordaily.com

Online Advertising

Enhanced *monitordaily* banner and text sponsorship offerings, coupled with full website rotation and popular content proximity features, ensure maximum visibility and audience engagement.

WEBSITE BANNERS

The *monitordaily*'s homepage banner ad zones are available in two sizes to maximize visibility and feature full rotation throughout the entire website including all daily and weekly linked news story pages. New in 2013, banner ad zones will be limited as to the number of advertisers that will be accommodated to ensure the delivery of a minimum number of page impressions over the duration of a contract. Banner ad metrics will be provided so you always know how your banner ad is performing.

Leaderboard — Top

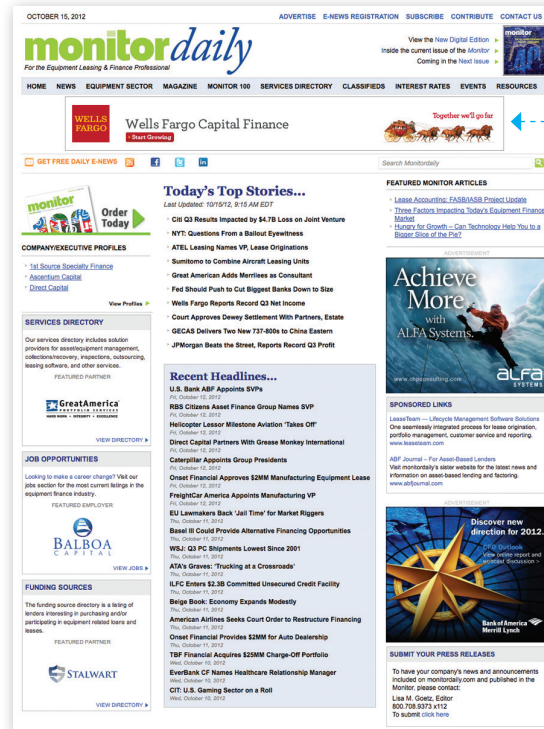
Our most exclusive and visible banner ad! The leaderboard is positioned at the top of the *monitordaily* homepage and maintains that line-of-sight position on every page throughout the entire website. In 2013, rotation will be limited to only five (5) advertisers.

Box Top & Bottom

The box banner zones run alongside the right side of *monitordaily*'s e-news postings — ensuring an ongoing presence opposite our most popular content. In addition, as our online visitors click-through to other website pages, these banner ad zones retain the same position on all landing pages on the *monitordaily* website. In 2013, rotation will be limited to only seven (7) advertisers.

Value-Add

All banner advertisers will enjoy the added benefit of having their logos displayed prominently on the sponsor index page in both the print and digital editions of the *Monitor* magazine for the duration of the contract.



SPONSORED LINKS

LeaseTeam — Lifecycle Management Software Solutions
One seamlessly integrated process for lease origination, portfolio management, customer service and reporting.
www.leasesteam.com

ABF Journal – For Asset-Based Lenders
Visit *monitordaily*'s sister website for the latest news and information on asset-based lending and factoring.
www.abfjournal.com

EXPANDED VIEW TEXT SPONSORSHIP AD

BANNER TYPE	CONTRACT COST (DURATION)			DIMENSIONS
	1 YEAR	6 MONTHS	3 MONTHS	
Leaderboard	\$5,950	\$3,270	\$1,950	728 x 90
Top Box Rectangle	3,295	1,795	1,080	300 x 250
Bottom Box Rectangle	2,995	1,650	990	300 x 250

Dimensions are in pixels, width by height. All Web advertising rates are subject to change without notice.

COMPLETE ONLINE AD SPECIFICATIONS & REQUIREMENTS

Please request our complete online specifications guide from your sales rep before creating your banner. It contains detailed specifications, recommendations and coding (ClickTAG) requirements for Flash. Or, you can download it at: <http://www.monitordaily.com/advertising/web-specifications.pdf>

TEXT SPONSORSHIP ADS

Text sponsorship ads provide a quick, easy Web advertising solution without any design/production, while delivering informative text-based advertising for your organization. Text sponsorship ads rotate throughout the entire *monitordaily* website, including daily and weekly linked news story pages, and are SEO sensitive to improve click-through performance.

AD TYPE	CONTRACT COST (DURATION)	
	1 YEAR	6 MONTHS
Text Sponsorship Ad	\$1,450	\$895

All Web advertising rates are subject to change without notice.

TEXT SPONSORSHIP AD REQUIREMENTS

Text sponsorship ad space is limited. Please supply text as follows:

- Line 1:** **Bold Headline/Call to Action Line** — Single line only, cannot exceed 50 characters including spaces and punctuation.
- Lines 2/3:** **Body Copy/Description** — Two lines only, limit text to 120 characters including spaces and punctuation.
- Line 4:** **URL (live hotlink)** — Active URL only, other text will not be considered. URL cannot exceed 50 characters.

Other text ad recommendations can be found in our online specifications guide: <http://www.monitordaily.com/advertising/web-specifications.pdf>

CONTACT FRANK BATTISTA FOR ADVERTISING DETAILS

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

E-News Advertising

Ideally suited to support any marketing campaign, *Monitor's* unique Daily E-News Broadcast and Weekly Wrap-Up afford unmatched audience reach for advertisers and sponsors.

DAILY & WEEKLY E-NEWS ADVERTISING

Our most popular media platforms, *monitordaily's* Daily E-News Broadcast and Weekly Wrap-Up are forwarded via e-mail each business day and every Monday (AM), respectively, to an established community of over 6,500 registered subscribers. Each has a unique format and delivery — both ideally suited to heighten brand awareness. Banner or logo/text advertising options are available for each platform affording conversion opportunities.

Daily DURATION	CONTRACT COST (FREQUENCY/INSERTIONS PER WEEK)				
	1X	2X	3X	4X	5X
1 Year	\$4,975	\$8,955	\$12,685	\$16,420	\$19,030
6 Months	2,950	5,310	7,525	9,735	11,285
3 Months	1,795	3,230	4,575	5,925	6,865

All e-news advertising rates are subject to change without notice.

Weekly Wrap-Up INSERTION/FREQUENCY	CONTRACT COST (DURATION)		
	1 YEAR	6 MONTHS	3 MONTHS
One Time Per Week	\$6,995	\$3,850	\$2,210

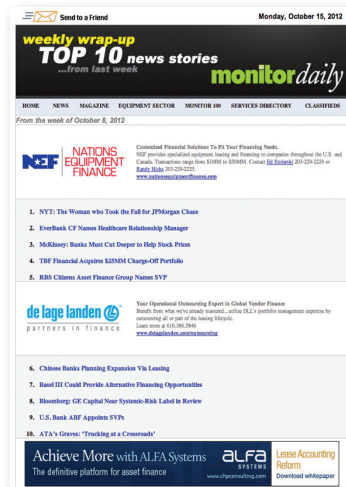
All e-news advertising rates are subject to change without notice.

MONITORMOBILE

New in 2013, *monitordaily* introduces *MonitorMobile*, our new Apple and Android Apps that will give our e-news subscribers the added ability to access news stories "anytime, anywhere" on their mobile devices. This new expanded capability brings another creative way for advertisers to reach their target audience. Banner ads appear in the library, search and news feed sections of the apps.* Ad rotation will be limited to a maximum of only three (3) advertisers.

MonitorMobile INSERTION TYPE	CONTRACT COST (DURATION)		
	1 YEAR	6 MONTHS	3 MONTHS
Mobile Banner/Blow-in	\$1,695	\$1,165	\$775

*Includes blow-in on the Apple iPad only.



DAILY & WEEKLY E-NEWS AD REQUIREMENTS

BANNER STYLE: 600 pixels wide x 80 pixels tall, JPG or GIF. Maximum file size is 15K. Animation is NOT supported.

LOGO/TEXT STYLE: Company logo/image area is 200 pixels wide x 120 pixels tall, must include 10 pixel white border on top and bottom. Animation is NOT supported. If you cannot prepare a Web-ready image, send us a high-resolution EPS, TIF or PDF of your logo and we will prepare it for you.

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 220 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.

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

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*

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