

# 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

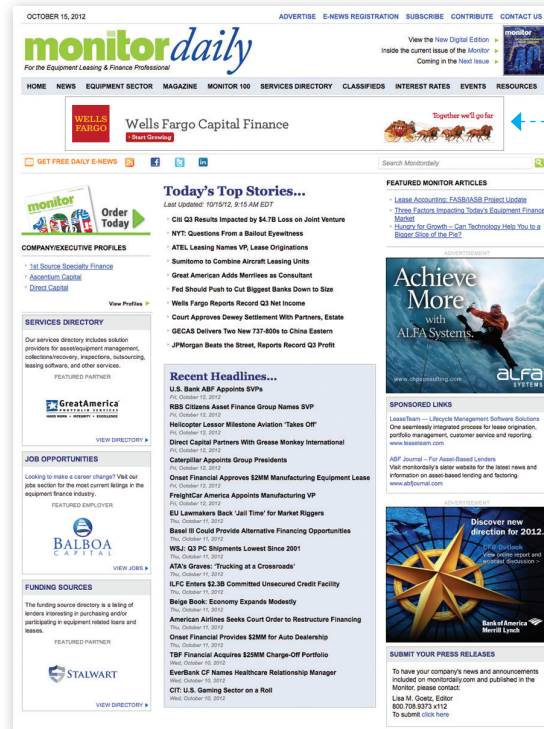
Our most exclusive and visible banner ad! The leaderboard is positioned at the top of the *monitordaily* homepage and maintains that line-of-sight position on every page throughout the entire website. In 2013, rotation will be limited to only five (5) advertisers.

### 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.lease-team.com](http://www.lease-team.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](http://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](mailto:fbattista@monitordaily.com)