

# 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
Standard Online Directory Listing	\$1,185
Homepage Featured Partner Listing	295

All advertising rates are subject to change.



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

**FEATURED PARTNER**  
  
VIEW DIRECTORY

**EXPANDED VIEW  
HOMEPAGE FEATURED  
PARTNER LOGO**

**STANDARD ONLINE LISTING**

## 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"

**CONTACT PATTY MCDEVITT FOR SERVICES DIRECTORY  
ADVERTISING DETAILS**

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