

Print Advertising

Published seven times in 2018, *Monitor* is the independent trade journal of choice for advertisers who want to achieve consistent branding and messaging to a target 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						

*Agency commissions are available to independent agencies for print advertising only. All ads must be submitted to specifications below to qualify. 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 and mobile editions of the magazine. **The 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*

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.

*Discount offer excludes daily or weekly e-news advertising.

PRINT AD GUIDELINES & SPECIFICATIONS

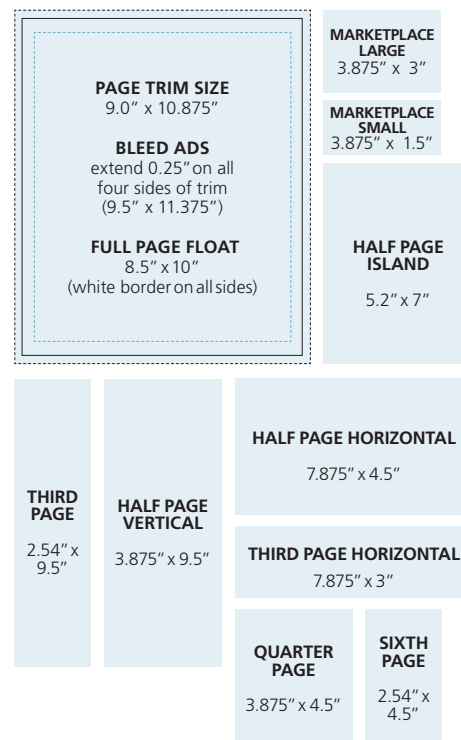
We accept press-ready PDF files only. Please consult our complete print specifications guide before creating your ad. This guide contains all of the necessary PDF specifications, ad sizes and guidelines, as well as submission and/or FTP instructions that you will need to ensure your ad is accepted upon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

COLOR/BLEED CHARGES

AD SIZE	COST PER INSERTION*	
	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	

*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 are accepted.

MAGAZINE DISPLAY AD SIZES



CONTACT FRANK BATTISTA FOR ADVERTISING DETAILS

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