

# 2019 MONITOR EDITORIAL CALENDAR

Now in its 46th year, Monitor is the most widely read independent trade publication in the equipment financing and leasing industry.

ISSUE	DEADLINES	TOPIC/FOCUS	BONUS DISTRIBUTION
<b>Jan/Feb</b>	Space: 2/4 Material: 2/8	<b>ASSET MANAGEMENT</b> <ul style="list-style-type: none"> <li>• Asset Manager's Roundtable</li> <li>• Underwriters' Perspectives</li> <li>• 2019 Outlook</li> </ul> <b>*Spotlight Feature: Asset Management</b>	ELFA Equipment Management Conference
<b>Mar/Apr</b>	Space: 3/18 Material: 3/22	<b>TOP 25 INDEPENDENTS</b> <ul style="list-style-type: none"> <li>• Annual Ranking of Top 25</li> <li>• Funding Sources/Capital Markets</li> <li>• Buy Side Update</li> </ul> <b>*Spotlight Feature: Funding Sources</b>	ELFA Annual Funding Conference ELFA/IMN Investors Conference AACFB Annual Conference
<b>May/June</b>	Space: 4/29 Material: 5/3	<b>TECHNOLOGY/VENDOR RANKINGS</b> <ul style="list-style-type: none"> <li>• Annual Vendor Rankings</li> <li>• Vendor Execs Share Insights</li> <li>• Views From Technology Leaders</li> </ul> <b>*Spotlight Feature: Technology Solutions &amp; Software</b>	
<b>Mon 100</b>	Space: 6/10 Material: 6/14	<b>2019 MONITOR 100</b> <ul style="list-style-type: none"> <li>• Spotlight on New Arrivals/Leadership</li> <li>• Comprehensive Analysis &amp; Dimensioning</li> <li>• Ranking by Assets, Volume &amp; More</li> </ul> <b>*Special Advertising Feature: Monitor 100 Profiles, Plus Sponsored Content</b>	ELFA Annual Funding Conference ELFA/IMN Investors Conference AACFB Annual Conference
<b>Jul/Aug</b>	Space: 7/22 Material: 7/26	<b>BANK 50/TECHNOLOGY</b> <ul style="list-style-type: none"> <li>• Views from Technology Leaders</li> <li>• Annual ranking of Top U.S. Bank Affiliates</li> <li>• Industry Credit Report</li> </ul> <b>*Spotlight Feature: Professional Industry Services</b>	
<b>Sept/Oct</b>	Space: 9/4 Material: 9/6	<b>2019 FALL CONFERENCE ISSUE</b> <ul style="list-style-type: none"> <li>• Leaders of the Year</li> <li>• Events that Shaped the Industry</li> <li>• Industry Icons</li> </ul> <b>*Special Advertising Feature: 2020 Services Directory Pullout!</b>	ELFA Annual Conferences AACFB Commercial Financing Expo Annual NACLB Conference NEFA Funding Symposium
<b>Nov/Dec</b>	Space: 11/11 Material: 11/15	<b>WOMEN IN LEASING/ANNUAL INDUSTRY ISSUE</b> <ul style="list-style-type: none"> <li>• Women in Leadership</li> <li>• Views from Women in Leasing</li> <li>• Major Asset Class Analysis</li> </ul> <b>*Special Advertising Feature: Women in Leasing - Profiles</b>	Various Industry Conferences Throughout the Year

## Monitor Exclusive Features

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

**UPFRONT:** Top industry news, commentary, updates, personnel moves, program agreements and more.

**EXECUTIVE PROFILE/NEW ON THE SCENE:** Every issue includes exclusive interviews with industry leaders and new players.

**GREASING THE WHEEL:** Insight and commentary on enhancing sales performance.

**TIPPING THE SCALES:** Articles from the legal side on how to improve lease/loan documentation.