

PRINT & DIGITAL MAGAZINE ADVERTISING

10K

SUBSCRIBERS

PRINT

Considered the “Gold Standard” of the equipment finance industry for over 45 years, the Monitor is published seven times each year and includes the Monitor 100, an annual ranking of the top equipment finance companies domiciled in the U.S. Take advantage of our wide range of display advertising options including preferred positions, custom inserts, and special sections for fractional placements. The print edition of the Monitor is mailed to all subscribers and circulated at the major industry conferences throughout the year. Companies who advertise content in the print format get automatic placements in the digital edition as well to ensure maximum reach to your target audience.

DIGITAL

The Monitor’s digital edition is loaded with special features including rich media opportunities designed to increase engagement and page impressions. The digital edition has recently been re-formatted in order to provide both a better experience for our readers and to provide advertisers with a multitude of options to reach your audience. The digital edition of the Monitor is made available to all digital subscribers via the Monitor’s website and is also fully available on mobile platforms.

STANDARD COLOR DISPLAY AD RATES

| | INSERTION FREQUENCY (COST PER INSERTION) | | | | | | |
|------------------|--|---------|---------|---------|---------|---------|---------|
| | 1x | 2x | 3x | 4x | 5x | 6x | 7x |
| Full Page | \$5,560 | \$5,220 | \$4,990 | \$4,925 | \$4,855 | \$4,790 | \$4,725 |
| Half Page Island | 2,715 | 2,520 | 2,375 | 2,335 | 2,295 | 2,260 | 2,220 |
| Half Page | 2,225 | 2,050 | 1,950 | 1,915 | 1,880 | 1,850 | 1,820 |
| Third Page | 1,795 | 1,650 | 1,575 | 1,550 | 1,520 | 1,480 | 1,450 |
| Qtr Page | 1,250 | 1,135 | 1,075 | 1,050 | 1,035 | 1,015 | 995 |

COVER & PREMIUM GUARANTEED POSITION AD RATES

| | INSERTION FREQUENCY (COST PER INSERTION) | | | | | | |
|-----------------|--|---------|---------|---------|---------|---------|---------|
| | 1x | 2x | 3x | 4x | 5x | 6x | 7x |
| Back Cover | \$5,865 | \$5,645 | \$5,455 | \$5,370 | \$5,290 | \$5,205 | \$5,025 |
| Inside Covers | 5,765 | 5,550 | 5,360 | 5,285 | 5,210 | 5,130 | 4,975 |
| Two Page Spread | 7,065 | 6,795 | 6,520 | 6,435 | 6,340 | 6,255 | 5,945 |