

# E-NEWS ADVERTISING

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Ideally suited to support any marketing campaign, Monitor's Daily E-News broadcast and Weekly Wrap-Up provide unmatched audience reach for advertisers and sponsors. Reach over 12,000 e-news subscribers with banner ads placed directly in the daily and weekly newsletters in a variety of attention-catching spots and ad sizes that allow ample space for you to design a message tailored to your audience. Monitor daily also actively engages with users across platforms such as LinkedIn, Facebook, and Twitter.

## DAILY E-NEWS ADVERTISING

Monitor daily is the first to deliver the latest industry news coverage, breaking stories of the day, and expert analysis of all aspects of the equipment finance industry. Insights are delivered straight to our readers' inboxes every Monday through Friday.

## WEEKLY E-NEWS ADVERTISING

In addition to the daily news, Monitor also publishes and distributes a Weekly E-News Wrap Up every Monday morning, which highlights the top stories from the previous week.

## THOUGHT LEADERSHIP

Demonstrate your expert commentary with our thought leadership opportunity! Build brand awareness through leadership content by providing your knowledge. Share new and interesting insights to break down barriers to improve your brand voice, start a dialogue and establish brand trust.

## MONITOR DAILY EXCLUSIVE EMAIL

Monitor daily Email Exclusive is an exclusive email with your company's message sent to our 12,000 readers. Plus campaign is included in our daily E-News everyday for the entire month. Take advantage of this spotlight opportunity and publish your company's exclusive story.

## DAILY E-NEWS AD RATES

DURATION	FREQUENCY (TIMES PER WEEK)				
	1X	2X	3X	4X	5X
1 Year	\$5,075	\$9,130	\$12,940	\$16,750	\$19,410
6 Months	3,010	5,415	7,675	9,930	11,510
3 Months	1,830	3,295	4,665	6,045	7,000

## WEEKLY E-NEWS AD RATES

	DURATION		
	1 YEAR	6 MONTHS	3 MONTHS
Once Per Week	\$7,135	\$3,930	\$2,255

For thought leadership rates and exclusive email rates, please contact:  
Susie Angelucci, Director of Advertising Sales  
Direct: 484.253.2508  
Cell: 484.459.3016  
Email: [Susie.angelucci@monitordaily.com](mailto:Susie.angelucci@monitordaily.com)