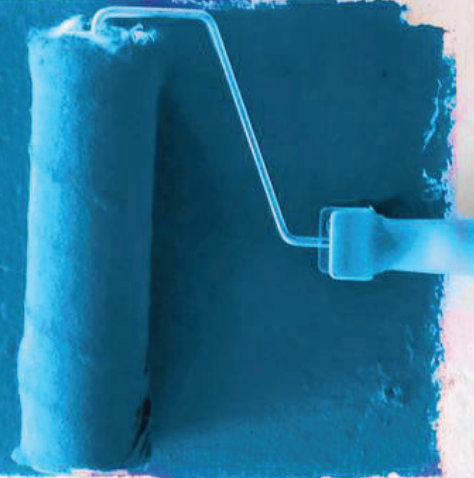


# 2020 MONITOR EDITORIAL CALENDAR



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

ISSUE	TOPIC/FOCUS	BONUS DISTRIBUTION
<b>Jan/Feb</b> Space: 1/20 Material: 1/24	<b>ASSET MANAGEMENT</b> Asset Manager's Roundtable Underwriters' Perspectives 2020 Outlook <b>*Spotlight Feature: Asset Management</b>	ELFA Equipment Management Conference
<b>Mar/Apr</b> Space: 3/2 Material: 3/6	<b>FUNDING ISSUE/TOP 25 INDEPENDENTS</b> Annual Ranking of Top 25 Independents Funding Sources/Capital Markets Buy Side Update <b>*Spotlight Feature: Funding Sources</b>	ELFA Annual Funding Conference ELFA/IMN Investors Conference AACFB Annual Conference
<b>May/June</b> Space: 4/20 Material: 4/24	<b>TECHNOLOGY/NEXT GENERATION PROFILES</b> Annual Vendor Rankings Next Generation Profiles Views From Technology Leaders <b>*Special Advertising Feature: Technology Solutions &amp; Software Spotlight</b>	
<b>Mon 100</b> Space: 6/22 Material: 6/26	<b>2020 MONITOR 100</b> Spotlight on New Arrivals/Leadership Comprehensive Analysis & Dimensioning Ranking by Assets, Volume & More <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: 7/20 Material: 7/24	<b>BRAND NEW RANKING: MONITOR 101 / PLUS MONITOR ICONS</b> First Ever Ranking of companies 101 - 200 Industry Icon Profiles <b>*Special Advertising Feature: Monitor 101 Features &amp; Sponsored Content</b>	
<b>Sept/Oct</b> Space: 9/21 Material: 9/25	<b>2020 FALL CONFERENCE ISSUE/BANK 50</b> Views from Technology Leaders Annual ranking of Top U.S. Bank Affiliates Industry Credit Report <b>*Special Advertising Feature: 2020/2021 Services Directory Pullout!</b>	ELFA Annual Conferences AACFB Commercial Financing Expo Annual NACLB Conference NEFA Funding Symposium
<b>Nov/Dec</b> Space: 11/9 Material: 11/13	<b>ANNUAL INDUSTRY ISSUE   EF &amp; DIVERSITY</b> Leaders of the Year Events that Shaped the Industry Industry Icons Major Asset Class Analysis Profiles of Women in Leasing	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.

**BROKER BRIDGING THE GAP  
BY THE NUMBERS**