



monitor

2020

MEDIA KIT



monitor

TRUSTED INDUSTRY SOURCE



Monitor has been serving the unique informational needs of the equipment finance and leasing industry for over 40 years. Monitor is the leading independent source of industry news and resources for the equipment leasing & finance professional.

As the media brand for equipment finance, MonitorDaily delivers the most informative and relevant coverage of our industry every day. Whether in print, digital, social media, or live events -- Monitor is committed to serving the equipment finance community with need-to-know information and forward-looking insight. Our audience of equipment finance professionals is comprised of organizational executives and decision makers from the industry's top companies.

Monitor continues to evolve to deliver diverse and in-depth content that meets their informational needs. MonitorDaily provides news, analysis, commentary and tools to guide industry professionals through the complex equipment finance industry and lead the way for executives navigating the ever-evolving market.

For Advertising opportunities, please contact:
Susie Angelucci, Director of Advertising Sales
Direct: 484.253.2508
Cell: 484.459.3016
Email: Susie.angelucci@monitordaily.com

AUDIENCE



Monitor's audience is comprised of equipment finance industry executives and organizational leaders. Our audience of decision-makers makes Monitor a powerful media outlet with total reach exceeding 12,000 readers across a variety of platforms including print, e-mail, website, and social media. Readers use Monitor as a multi-faceted tool for industry decisions, insight, analyses, reports and daily news.

WHAT THEY DO...

36%

**C-SUITE &
EXECUTIVE
MANAGEMENT**

36% of Monitor's audience are senior level executives. This group includes C-Suite, executive level managers, and business owners.

58%

**OPERATIONS
MANAGEMENT**

58% are mid and senior-level management professionals across multiple core business functions including Risk, Portfolio Management, Operations, Asset Management, Sales, Syndications and others.

6%

**CORPORATE
SUPPORT
(LEGAL, HR, OTHER)**

Corporate support team members and leaders, including those in legal, human resources, marketing, and other corporate functions make up 6% of Monitor's audience.

+120%

**SOCIAL MEDIA GROWTH
MONTH TO MONTH**

27%

INDEPENDENT

26%

BANK/ BANK OWNED

22%

BROKER

15%

SERVICE PROVIDER

8%

CAPTIVE

3%

**OTHER/VENDOR/
MANUFACTURER**

PRINT & DIGITAL MAGAZINE ADVERTISING

10K

SUBSCRIBERS

PRINT & DIGITAL

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.

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.

Bonus: All premium ad spots include visibility through sponsored social media posts.

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

PRINT & ONLINE SERVICES DIRECTORY

12K

READERS

ANNUAL SERVICES AND FUNDING SOURCE DIRECTORY

The Monitor publishes an annual print directory showcasing Service Providers and Funding Sources in the industry – connecting your products and services to key decision makers. The print directory is published as a pull-out in the Fall Conference issue and distributed at the major annual conferences.

YOUR COMPANY LISTING IN PRINT AND ONLINE

In addition to the annual print directory, your company's information will be highlighted on the Monitor's website and rotated into the E-Newsletter that is sent daily to over 12,000 subscribers and followers. Company listings include company description, services/products provided, contact information and company logo.

DIRECTORY CATEGORIES INCLUDE:

- Asset/Equipment Management
- Collections/Recovery
- Consulting
- Credit/Risk Management
- Electronic Billing/Payments
- Equipment/Site Inspections
- Funding Sources
- Insurance
- Legal
- Outsourcing/Portfolio Management
- Software/Technology
- Tax Services/Outsourcing
- UCC Services

ADVERTISING OPPORTUNITIES FOR PRINT DIRECTORY

AD/LISTING TYPE	COST (FULL COLOR)
	SINGLE INSERTION (ANNUALY)
Full Page Back Cover	\$2,470
Full Page Inside Covers	2,180
Full Page Display Ad	1,890
Third Page Display Ad	925
Premium Listing	525

ONLINE SERVICES AND FUNDING SOURCE DIRECTORY

LISTING TYPE	ANNUAL COST
12 Months	\$1,495

E-NEWS ADVERTISING

12K
SUBSCRIBERS
& FOLLOWERS

Ideally suited to support any marketing campaign, MonitorDaily's 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. MonitorDaily also actively engages with users across platforms such as LinkedIn, Facebook, and Twitter.

DAILY E-NEWS ADVERTISING

MonitorDaily 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

MonitorDaily 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

WEBSITE BANNER ADVERTISING

100K

MONTHLY IMPRESSIONS

The Monitordaily.com website publishes a wide variety of content including daily news, articles, editorials, opinion columns and other features. Monitordaily is the most reliable and influential equipment finance media brand available today and consistently gets 100,000 monthly page impressions. Monitordaily provides several different options for banner ad placement across all areas of the website for both desktop and mobile, offering maximum visibility and audience engagement.

LEADERBOARD

Our most exclusive and visible ad! The leaderboard ad is positioned at the top of the monitordaily website and is in the direct line of sight of our audience.

SKYSCRAPER

The skyscraper is the largest banner ad zone, design to catch the attention of your targets by utilizing a large portion of prime web real estate.

TOP BOX

The top box banner runs along the right side of the page content, ensuring visibility as readers start at the top and scroll down

EXPANDABLE PUSHDOWN BANNER

The expandable pushdown banner is available in both photo and video format. This banner starts as a traditional horizontal banner but opens to reveal a larger image and/or video on a scroll (or click on mobile).

VIDEO BANNER

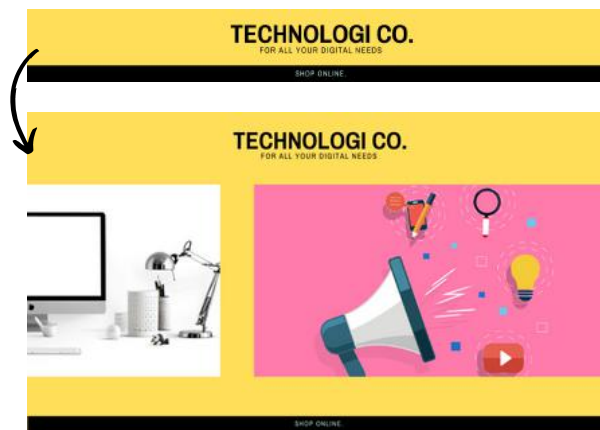
Video banners are the same size as a traditional top box banner, but offer more value to the consumer. Videos are easier to consume and are more likely to grab a viewer's attention.

For video banner rates and pushdown banner rates, please contact:
Susie Angelucci, Director of Advertising Sales
Direct: 484.253.2508
Cell: 484.459.3016
Email: Susie.angelucci@monitordaily.com

BANNER TYPE & RATES

BANNER TYPE	CONTRACT COST (DURATION)		
	1 YEAR	6 MONTHS	3 MONTHS
Leaderboard	\$6,070	\$3,335	\$1,990
Skyscraper	4,585	2,650	1,830
Top Box Banner	3,360	1,830	1,100

PUSHDOWN BANNER



VIDEO BANNER



SPOTLIGHT

12K

READERS

Showcase your company using all available platforms delivered by the Monitor. Provide your own informational and promotional content about your company, highlight your experience, specialties, customer base, and introduce your management team to over 12,000 readers.

THE SPOTLIGHT PACKAGE FEATURES THE FOLLOWING:

- Full page ad in selected issue of the Monitor
- Feature in selected digital issue of the Monitor
- Rotating inclusion in daily E-news
- Online directory listing
- Exposure via various social media outlets
- Distribution at major industry conferences

UPCOMING ISSUES

Jan/Feb Asset Management

Mar/Apr Funding Sources

May/June Software/Technology

For special rates and info, please contact:
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Direct: 484.253.2508
Cell: 484.459.3016
Email: Susie.angelucci@monitordaily.com

**monitor
spotlight**
**ASSET
MANAGERS**

AT THE HELM
Mary Smith, CEO



ASSETS WE RECOVER
Technology, Rolling
Stock, Lift Trucks

OUR SPECIALTIES
Disk wiping and
refurb services.
Ask us about our
buybacks!

“Nis volore, que nus, voluptam andunt. Itate mporrum quas et ipsam rem sunt archil ex estrum et, sinis commis con ecat, sit dolor sit que neces et lam facium ad magnis pos et quodis everio voluptae omni et eum harciatur, ut acerferes aut ex et et quis magnimo lumetur, ut eic tori cone de perum et ea nustinus eicitaquam fuga. Ut etus.”

MARY SMITH

Asset Recover Corporation

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EMPLOYMENT ADVERTISING

12K

SUBSCRIBERS

ONLINE POSTING

Monitordaily's employment advertising pages generate more than 18,000 page views during a typical 30-day posting period, ensuring maximum exposure to a wide audience of potential applicants.

PREPAID MULTIPLE POSTING CONTRACT

Contract and pre-pay for three or more 30-day web postings and take advantage of significant savings! These prepaid postings may be used at any time within your 12-month contract period.

FEATURED EMPLOYER PROGRAM

Monitordaily's Featured Employer Program provides maximum visibility for all of your job postings by including your logo and a preview of available jobs directly within the daily and weekly e-news delivered to over 12,000 readers. Additionally, your company logo is also prominently placed on the job listings homepage on the Monitordaily website.

ONLINE POSTING RATES

ONLINE POSTING OPTIONS	WEB CONTRACT RATES	
	# OF POSTINGS	COST PER POSTING
Standard 30-Day Posting	Single	\$435
Prepaid Multiple Posting Contract	3-6	\$370
	7+	\$275

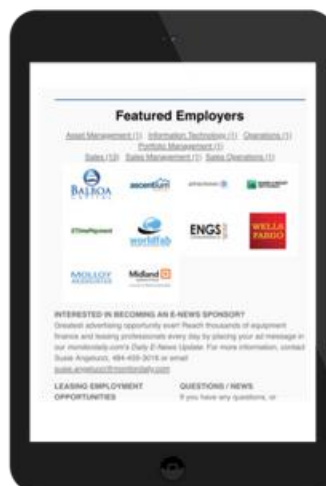
FEATURED EMPLOYER PROGRAM RATES

DURATION	CONTRACT COST			
	1-MONTH	3-MONTH	6-MONTH	1-YEAR
Featured Employer Program	\$255	\$480	\$765	\$1,225

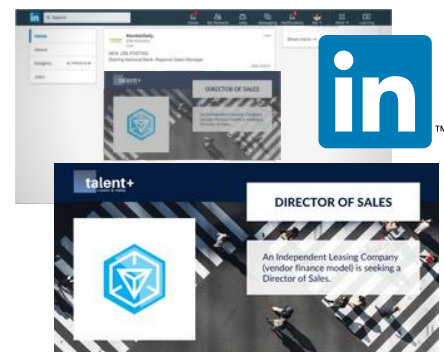
WEBSITE



E-NEWSLETTER

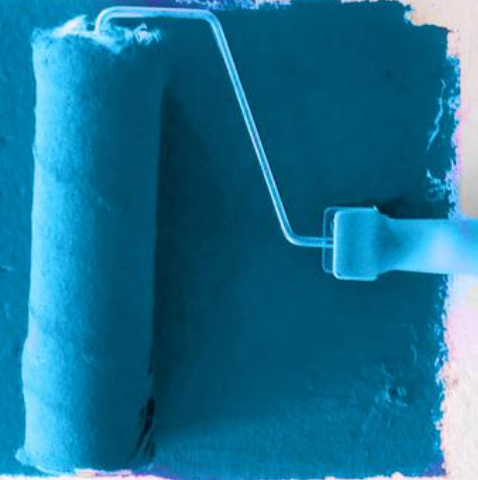


LINKEDIN



For just \$100 you can also choose to send your job posting to LinkedIn via a Monitor post!

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

PODCAST SERIES

For Monitor's Podcast Series, Monitor will sit down with some of the industry's finest and discuss hot topics, trends, and tricks of the trade. As the independent voice of equipment finance, Monitor aims to amplify the voices of others in the industry.

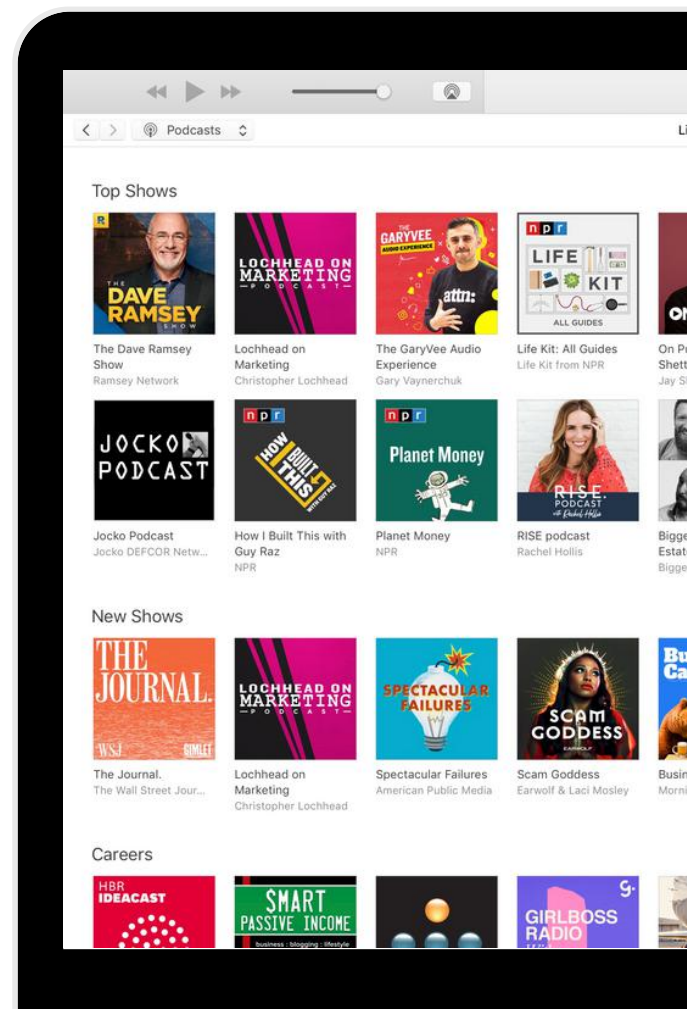
PODCAST SPONSORSHIP

The podcast sponsorship gives your company a 15-30 second spotlight at the beginning of the podcast. Our host(s) will mention your company as well as any news, products, etc. that you would like mentioned.

PODCAST PARTICIPATION

Want to join the conversation? The podcast participation option allows a member of your company/organization to be featured on the podcast.

For special rates and info, please contact:
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Email: Susie.angelucci@monitordaily.com



RATES & SPECS INDEX

PRINT & DIGITAL

Full Page: \$4,725-5,560

Half Page Island: \$2,220-2,715

Half Page: \$1,820-2,225

Third Page: \$1,450-1,795

Qtr Page: \$995-1,250

Back Cover: \$5,025-5,865

Inside Covers: \$4,975-5,765

Two Page Spread: \$5,945-7,065

Digital Ad: Included with all ads

Full Page Float: 8.5" x 10"

Full Page Trim: 8.75 x 10.875"

Full Page Bleed: 9.0" x 11.125"

Half Page Island: 5.2" x 7"

Half Page Horizontal: 7.875" x 4.5"

Half Page Vertical: 3.875" x 9.5"

Third Page: 2.54" x 9.5"

Third Page Horizontal: 7.875" x 3"

Quarter Page: 3.875" x 4.5"

Digital Ad: 1400px x 425px

Acceptable File Format: PDF Only DO NOT INCLUDE CROP OR REGISTRATION MARKS. We only accept PDF files created to PDF/X-1a or High Quality Print (CMYK) settings with all fonts images embedded. We do not accept native or EPS files, original art and/or fonts. We are not responsible for ad reproduction if PDF specifications are not met.

Origination, Settings, Color and Resolutions Document size should be built to specified size with no additional border/white space.

Ads can be originated in any program that will support the creation of Adobe Portable Document Format (PDF) files. Original program files are not acceptable.

All color images must be saved in CMYK. B&W images may be saved as grayscale. Spot, Pantone (PMS) and RGB are not acceptable. We cannot be held responsible for inaccurate color conversion on ads submitted incorrectly. Embedded image resolution should be at least 300dpi at 100%. We cannot be held responsible for image reproduction is original image is less than specified above.

Any traps, overprints or reverses should be done in native file prior to exporting to High-Quality PDF. Full page bleed ads should be created to the trim size of the publication PLUS ADDITIONAL .125" BLEED. For bleed, background should extend at least 1/8" (18pts) on all four sides of ad. DO NOT INCLUDE CROP OR REGISTRATION MARKS.

Color Proofs/Digital Reproduction To ensure color matching, every color ad should be accompanied by a color proof, sized at 100% and appearing exactly as the advertiser expects. Some ad elements may appear to print correctly on ink-jet or laser printers but will not print correctly on press. The Monitor is not liable for the final color output if a proof is not supplied.

PRINT & ONLINE SERVICES DIRECTORY

Back Cover: \$2,470

Inside Covers: \$2,180

Full Page: \$1,890

Third Page: \$925

Premium Listing: \$525

Annual Listing: \$1,495

Full Page Float: 8.5" x 10"

Full Page Trim: 8.25" x 10.375"

Full Page Bleed: 8.375" x 10.5"

Third Page: 2.375" x 9.25"

RATES & SPECS INDEX

E-NEWS

Daily: \$1,830-19,410

Weekly: \$2,255-7,135

Thought Leadership: Please contact for rates

Monitor Exclusive: Please contact for rates

Horizontal Banner: 600px x 160px

Vertical Banner: 200px x 400px

Thought Leadership: 200px x 150px
+ link to the video

Banners on the Daily E-News are vertical or horizontal.

Horizontal Banner Size: Maximum size is 600 pixels wide by 160 pixels high. Ads may be submitted in any shape or size within that boundary.

Vertical Banner Size: 200 pixels wide by 400 pixels high.

Banners on the Weekly Wrap Up are horizontal only.

Banner Size: Maximum size is 600 pixels wide by 160 pixels high. Ads may be submitted in any shape or size within that boundary.

All banners have a maximum file size of 30K and should be in JPG or GIF format. Animation is NOT supported. Code-based ad servicing is not supported due to restrictions within most corporate email servers. Please supply the URL to where your banner should link.

Thought Leadership: an image thumbnail with a play button (jpg/png) that is 200x150 pixels (or anything larger with the same proportions. ex: 2000x1500 pixels) and a link to the video. The video is not directly embedded into the e-news. The video can be any length and with or without sound.

WEBSITE

Leaderboard: \$1,990-1,670

Skyscraper: \$1,830-4,585

Top Box Banner: \$1,210-3,695

Premium Banners: Please contact for rates

Thought Leadership: Please contact for rates

Leaderboard: 728px x 90px

Skyscraper: 300px x 600px

Top Box Banner: 300px x 250px

Video Banner: 300px x 250px

Expandable Pushdown Banner: 728px x 90px
+ 728px x 400px

Accepted Formats: GIF, JPG and HTML5

Maximum Sizes: 40K for GIF/JPG; 200K for HTML5

URL: Please supply a URL to where your banner should link

Maximum Animation Length: 30 seconds or three complete loops SKYSCRAPER

HTML5 and Third-Party Server Tracking: HTML5 and third-party ad serving/tracking is supported only if complete HTML code is supplied. We support click tracking/cache busting for Doubleclick, Google Ad Sense, Mediaplex and Yahoo!

Publisher Network platforms.

Thought Leadership: video should be maximum size for optimal resolution. The video can be any length and with or without sound.

SPOTLIGHT

Rate: Please contact for rates

Company logo: Max file size

Headshot (if applicable): Max file size
Approx. 500 words

EMPLOYMENT

Online Posting: \$275-435

Featured Employer Program: \$255-1,225

Company logo: Max file size

Will be displayed at 250px x 150px

PODCAST SERIES

Podcast Sponsorship: Please contact for rates

Podcast Participation: Please contact for rates

Company logo: Max file size

Will be displayed at 1080p