

PRINT + DIGITAL

15K
SUBSCRIBERS

PRINT + DIGITAL

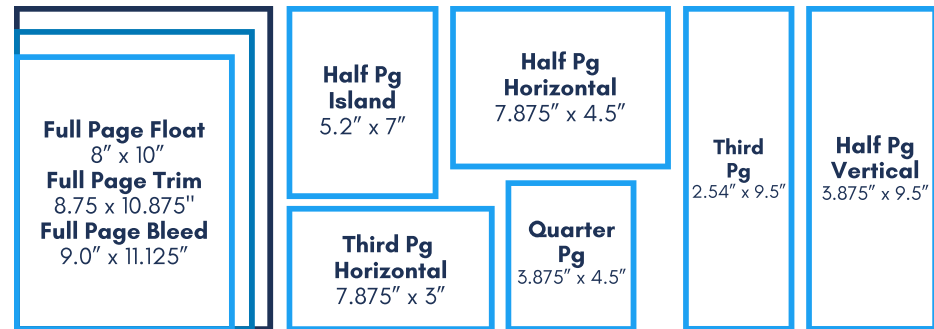
The print and digital edition of the Monitor is sent to **15K** subscribers and also circulated at the major industry conferences throughout the year. The Monitor is published seven times each year and includes the Monitor 100 and Monitor 101+, annual rankings of the top equipment finance companies in the U.S. All print ads include a free digital ad to be placed within our digital interactive magazine. The Monitor's digital edition has recently been re-formatted in order to provide both a better experience for readers and to provide advertisers with new ways to reach our audience.

RATES

| INSERTION FREQUENCY (COST PER INSERTION) | | | | | | | |
|--|---------|---------|---------|---------|---------|---------|---------|
| Ad Size | 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 |
| | | | | | | | |
| 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 |

SAMPLES

PRINT



PLUS, FREE DIGITAL AD



*Ask About Monitor's Discount Advertising Packages!

See pg. 17 for all specs