

**monitor**

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**2021**

MEDIA KIT

PRINT | DIGITAL | WEB | E-NEWS | SOCIAL

# ABOUT THE MONITOR

## TRUSTED INDUSTRY SOURCE

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**monitor**

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 articles and resources for the equipment leasing & finance professional, including the industry leading rankings of equipment finance companies; Monitor 100 & Monitor 101+.

As the media brand for equipment finance, MonitorDaily delivers the most informative and relevant coverage of our industry everyday. 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.

For Advertising opportunities, please contact:  
Susie Angelucci, Director of Advertising Sales  
Cell: 484.459.3016  
Email: [Susie.angelucci@monitordaily.com](mailto:Susie.angelucci@monitordaily.com)

Monitor continues to evolve to deliver diverse and in-depth content that meets the industry's informational needs. MonitorDaily provides articles, 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.

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## Ask About Monitor's Discount Advertising Packages!

The following pages of Monitor's 2021 media kit provide information about Monitor's several advertising platforms. All of the prices are "a la carte". **If your company is considering advertising on more than one platform, there are numerous discounts available to you!** So as you're paging through the 2021 media kit, keep in mind the opportunity to "package" our offerings and take advantage of discounts.

Please contact Susie Angelucci, Director of Advertising at 484.459.3016 or [susie.angelucci@monitordaily.com](mailto:susie.angelucci@monitordaily.com) to discuss your 2021 plans and the many package options available to you!

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# AUDIENCE

**15K**  
SUBSCRIBERS

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 **15K** readers across a variety of platforms including print, e-mail, website, livestreams 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.

## SEGMENTS...

**27%**

INDEPENDENT

**26%**

BANK/ BANK OWNED

**22%**

BROKER

**15%**

SERVICE PROVIDER

**8%**

CAPTIVE

**3%**

OTHER/VENDOR/  
MANUFACTURER

# 2021 EDITORIAL CALENDAR

ISSUE		TOPIC/FOCUS	FEATURES	BONUS DISTRIBUTION
<b>Jan/Feb</b>	Space: 2/22 Material: 2/26	<b>INNOVATION</b>	Most Innovative Companies Asset Managers' Roundtable 2021 Sector Outlook	ELFA Equipment Management Conference
<b>Mar/Apr</b>	Space: 3/29 Material: 4/2	<b>FUNDING ISSUE / TOP 25 INDEPENDENTS</b>	Annual Ranking of Top 25 Independents Funding Sources / Capital Markets Buy Side Update	ELFA Annual Funding Conference ELFA/IMN Investors Conference AACFB Annual Conference
<b>May/Jun</b>	Space: 5/3 Material: 5/7	<b>TECHNOLOGY / NEXT GENERATION PROFILES</b>	Annual Vendor Rankings Next Generation Profiles Views from Technology Leaders	
<b>Mon100</b>	Space: 6/14 Material: 6/18	<b>2021 MONITOR 100</b>	Spotlight on New Arrivals/Leadership Comprehensive Analysis & Dimensioning Ranking by Assets, Volume & More	ELFA Annual Funding Conference ELFA/IMN Investors Conference AACFB Annual Conference
<b>Jul/Aug</b>	Space: 7/26 Material: 7/30	<b>2021 MONITOR 101+</b>	Ranking of Companies 101+ Spotlight on New Arrivals/Leadership Company & Executive Profiles	
<b>Sep/Oct</b>	Space: 9/13 Material: 9/17	<b>2021 FALL CONFERENCES/ INAUGURAL BROKERS' REPORT</b>	Report on Top Brokers in Equipment Finance 3rd Annual Monitor Icon Award Winners Views from Technology Leaders	ELFA Annual Conferences AACFB Commercial Financing Expo Annual NACLB Conference NEFA Funding Symposium
<b>Nov/Dec</b>	Space: 11/1 Material: 11/5	<b>WOMEN IN EQUIPMENT FINANCE/ DIVERSITY &amp; INCLUSION/ BANK 50</b>	Women in Equipment Finance Profiles Ranking of Top U.S. Bank Affiliates D&I in Equipment Finance	Various Industry Conferences Throughout the Year

# 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



# E-NEWS

**15K**  
SUBSCRIBERS

## E-NEWS ADVERTISING

MonitorDaily's E-news and Weekly Wrap-Up provide an unmatched audience reach for advertisers and sponsors. Reach over **15K** e-news subscribers with banner ads placed directly in the daily and weekly newsletters in a variety of attention-catching spots and one ad size that allows ample space for you to design a message tailored to your audience.

## RATES

DURATION	FREQUENCY (TIMES PER WEEK)				
	1X	2X	3X	4X	5X
12 Months	\$5,350	\$9,595	\$13,580	\$17,585	\$20,380
6 Months	3,160	5,685	8,050	10,450	12,085
3 Months	1,925	3,450	4,895	6,345	7,350

## ALSO, CONSIDER E-NEWS "THOUGHT LEADERSHIP" ADVERTISING

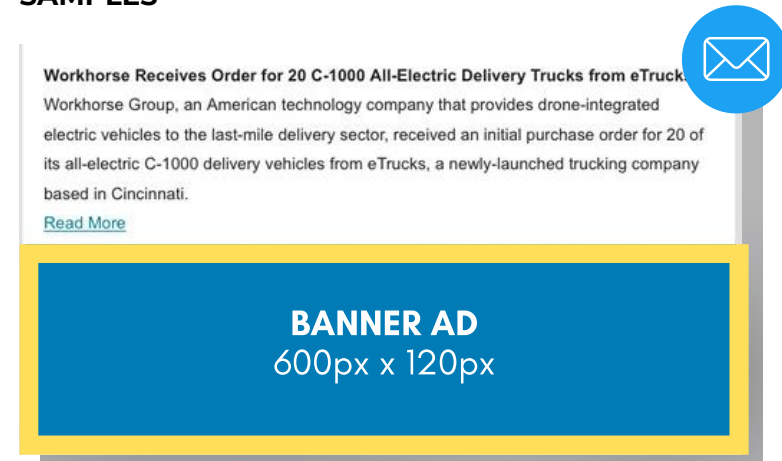
Demonstrate your expert commentary with our thought leadership opportunity! Showcase your expertise and start a dialogue to establish brand trust. Advertisers provide a logo or headshot and a link to a thought leadership video or article/blog and we share and promote it via our e-news, website & social media.

- Your content to be featured in the MonitorDaily e-news for 30 days.
- Your content on MontiorDaily homepage for 30 days

## RATE

DURATION	
1 Month	\$2,495

## SAMPLES



**Workhorse Receives Order for 20 C-1000 All-Electric Delivery Trucks from eTrucks**

Workhorse Group, an American technology company that provides drone-integrated electric vehicles to the last-mile delivery sector, received an initial purchase order for 20 of its all-electric C-1000 delivery vehicles from eTrucks, a newly-launched trucking company based in Cincinnati.

[Read More](#)

**BANNER AD**  
600px x 120px



**Thought Leadership**

**ABC BANK**

**JOE SMITH, PRESIDENT ABC BANK, DISCUSSES LEADERSHIP DURING CRISIS**

Joe Smith, President ABC Bank, Discusses Leadership During Crisis

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[Watch video](#)

# WEBSITE

**100K + 30K**  
MONTHLY IMPRESSIONS + VISITORS

## BANNER ADVERTISING - BUNDLED THREE IN ONE!

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 **100K** monthly page impressions. MonitorDaily provides several different banner ad placements across all areas of the website for both desktop and mobile, offering maximum visibility and audience engagement for one rate.

### Leaderboard

Our most exclusive and visible ad, positioned at the top of the MonitorDaily website

### Skyscraper

Our largest ad zone, designed to catch the attention of your targets

### Top Box

Running along the right side of the page, your ad will rotate between two spots instead of one!

### RATES

CONTRACT COST (DURATION)			
BANNER TYPE	12 MONTHS	6 MONTHS	3 MONTHS
All Banners	\$5,100	\$2,895	\$1,895

\*Includes one of each: leaderboard, skyscraper & box banner

### SAMPLES



# DEDICATED EMAIL

**15K**  
SUBSCRIBERS

## MONITORDAILY EXCLUSIVE "DEDICATED" EMAIL

MonitorDaily Dedicated Email is an exclusive email with your company's message sent to our **15K** readers. In addition, your company's message will be included in our daily e-news every day for the entire week. Take advantage of this spotlight opportunity to publish your company's message to Monitor's readers.

- Your company message delivered in an exclusive email to Monitor's **15K** e-news subscribers

## PERFECT FOR:

- New product/services announcements
- Event promotions
- Deal highlights
- Partnership announcements
- New company divisions
- Introduce personnel additions

## Please contact for customized pricing

Please contact Susie Angelucci at 484-459-3016 or email [susie.angelucci@monitordaily.com](mailto:susie.angelucci@monitordaily.com)

## SAMPLE

**monitor**  
A Message from our Sponsor



### XY Technology Announces Cutting Edge Product



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**XY TECHNOLOGY CO.**

Read More

# DIRECTORIES

**15K**  
SUBSCRIBERS

## PRINT + ONLINE DIRECTORIES: Funding Sources and Service Providers

The Monitor publishes annual print & online directories showcasing Service Providers and Funding Sources in the industry – connecting your products and services to key decision makers. Monitor’s Directory has recently been restructured and bundled to include more visibility across all print and digital platforms. All directory listings include promotion on Monitor’s e-news, website & digital magazine. Company listings include company description, services/products provided, contact information, company logo and a direct link to your company’s website.

- Dedicated email – Directory sent directly to **15K**
- Ad included in the print directory
- Ad included in the digital edition
- Profile in Monitor's online services directory
- Profile in Monitor's digital magazine directory
- Featured in Monitor's e-news resources

## RATES

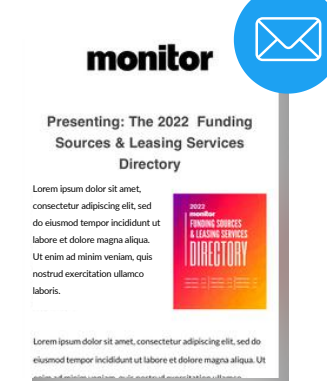
PRINT DIRECTORY	PRINT LISTING	ONLINE LISTING	COST
Full Pg Ad	Premium Listing	12 Months	\$2,795
Third Pg Ad	Premium Listing	12 Months	1,695
Premium Listing	Premium Listing	12 Months	1,450
N/A	N/A	12 Months	1395
Premium Listing	Premium Listing	N/A	695

## SAMPLES

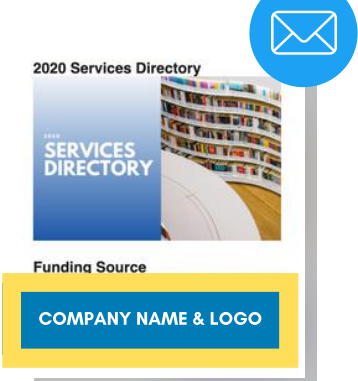
### PRINT



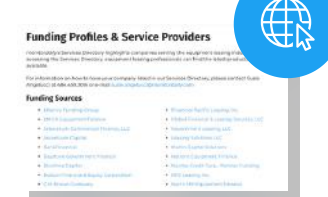
### DEDICATED EMAIL



### E-NEWS



### ONLINE DIRECTORY



### DIGITAL DIRECTORY



# FUNDING SOURCE ISSUE

## "SPOTLIGHT PACKAGE"

**15K**  
SUBSCRIBERS

### FUNDING SOURCE SPOTLIGHT

Showcase your company with a full page spotlight ad in the Monitor's annual Funding Source issue. In addition, your ad will be visible on all Monitor platforms including print, dedicated email, e-news and online directory. Provide your own informational and promotional content about your company to highlight your experience, specialties, customer base, and introduce your management team to over **15K** readers.

### Annual Funding Source Package Options Include:

- Full page ad in annual Funding Source issue
- Feature in Funding Source digital edition
- Inclusion in e-news Funding Source resources
- 12-month online Funding Source directory listing
- Exposure via various social media outlets
- Distribution at major industry conferences

### RATES

PRINT AD	ONLINE FUNDING SOURCE DIRECTORY	COST
Full Pg Spotlight	N/A	\$1,595
Full Pg Spotlight	12 Months Listing	2,395
Full Pg Spotlight + Premium Listing	12 Months Listing	2,895

### SAMPLES

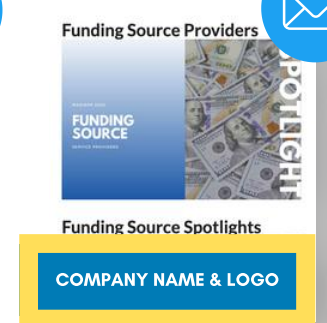
#### PRINT



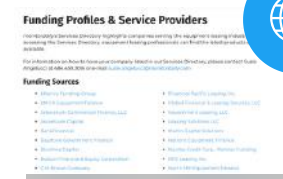
#### DEDICATED EMAIL



#### E-NEWS



#### ONLINE DIRECTORY



#### DIGITAL DIRECTORY



# EMPLOYMENT ADS

**18K+**  
MONTHLY PAGE VIEWS

## FEATURED EMPLOYER/JOB POSTING

The most cost-effective hiring solution in the equipment finance industry - Monitordaily's Featured Employer job postings reaches over **15K** readers every day and generates more than **18K** page views during a typical 30-day posting period, ensuring maximum exposure to a wide audience of potential applicants.

- Your company logo and job included in the Monitordaily Enews broadcast every day for duration of your posting to **15K**
- Your company logo and job featured prominently on our Homepage
- Your company logo and job featured on the Monitordaily Employment page with direct link to your company
- Your company logo and job featured on landing page of the digital magazine
- Your job featured in our Talent+ email broadcast

## RATES

WEB CONTRACT RATES		
ONLINE POSTING OPTIONS	# OF POSTINGS	COST PER POSTING
Standard 30-Day Posting	Single	\$690
	Each additional ad or reposting an ad	\$585

## PREPAID MULTIPLE POSTING CONTRACT

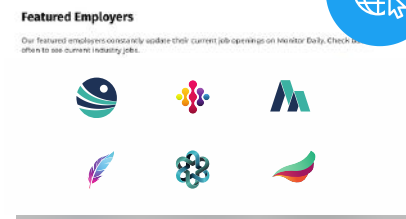
Contract and pre-pay for three or more 30-day web postings and take advantage of significant savings! These prepaid postings may be used at any time within your 12-month contract period.

## RATES

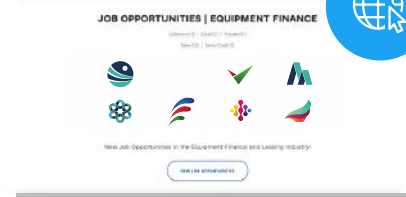
WEB CONTRACT RATES		
ONLINE POSTING OPTIONS	# OF POSTINGS	COST PER POSTING
Prepaid Multiple Posting Contract	3-6	\$530
	7-10	\$485
	10+	\$345

## SAMPLES

### WEBSITE



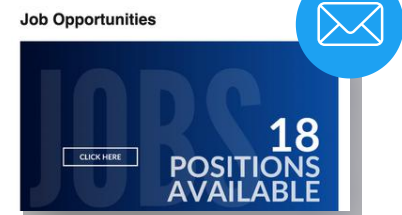
### DIGITAL MAGAZINE



### E-NEWS



### TALENT+



# LIVE+ LIVESTREAM

## LIVE+

Monitor's Live+ took the industry by storm in 2020. Monitor's livestream events offer a "live" virtual platform for equipment finance professionals to engage in the most important current issues impacting our industry. Whether it's a panel of industry experts or an interview with a leading commentator, Monitor Live+ events have become an industry favorite to stay connected and informed with what's happening in equipment finance. Our livestreams are attended by hundreds of industry professionals "live", and are recorded and shared with our **15K+** subscribers via e-news and also posted on social media! Ask about our exclusive "Lightning Talks" offering, an opportunity to pitch your product or service directly to our audience in a personal setting.

## PLATINUM SPONSORSHIP

- Moderator or panelist seat
- Introductory script (50 words) for host
- Slide show (5 slides)
- Attendee polling during livestream
- Logo placement during conference and in all pre- and post-conference promotions
- Conference attendee list provided

**RATE \$3700**

## GOLD SPONSORSHIP

- Slide show (5 slides)
- Logo placement during conference and in all pre- and post-conference emails
- Conference attendee list provided

**RATE \$1700**

\*Package offerings may vary per event

## LOGO SPONSORSHIP

- Logo placement during conference and in all pre- and post-conference emails
- Conference attendee list provided

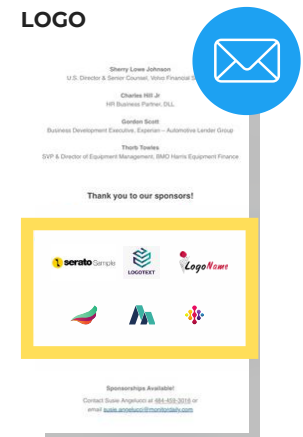
**RATE \$750**

## SAMPLES

### PLATINUM/GOLD



### LOGO



# LIVE+ LIGHTNING TALKS

## LIGHTNING TALKS WITH YOU

New from Monitor Live+ is our Lightning Talks. Companies can now engage our devoted Live+ audience by showcasing their innovations, product features, demonstrations, Q&A sessions and more in 50-minute "Lightning Talk" sessions. Take advantage of this opportunity to connect with our audience. Limited availability



## OPEN-ENDED GUIDELINES + STRUCTURE

- Newly-Released Features/Services
- Problem/Solution Q & A
- Customer Testimonials
- Product Demo
- Case Studies
- 30 minute presentation
- 20 minute overtime/Q&A
- Total 50 minutes allotted time

**RATE** \$1495

# PODCAST+

## PODCAST+ SPONSORSHIP

Monitor's podcast series dedicated to the equipment financing industry features interviews with industry leaders about the topics that cover every facet of the industry from leadership and strategy to marketing, operations, risk management and updates on various equipment sectors.

Sponsorship opportunities for the podcast are available and will provide direct outreach to our **15K** subscribers in the equipment finance industry. In addition, our podcasts are offered on the MonitorDaily website and available on iTunes, Spotify, Google Podcasts and a variety of other podcast platforms as well as on Vimeo and LinkedIn – providing multiple channels to reach the publication's audience!

- 30-second promotional video in the podcast or company logo with a 30-second scripted voiceover
- Your banner included in all Monitor promotion

**RATE \$995**

## EXCLUSIVE PODCAST+

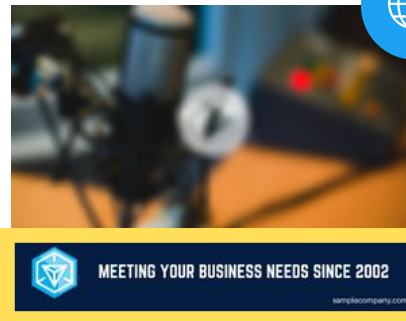
Collaborate with Monitor's editors to curate your very own Podcast+ episode! This upgraded sponsorship includes:

- 30-minute podcast episode featuring your company's exclusive content
- Promotional video or slideshow during the podcast
- Your banner included in all Monitor promotion

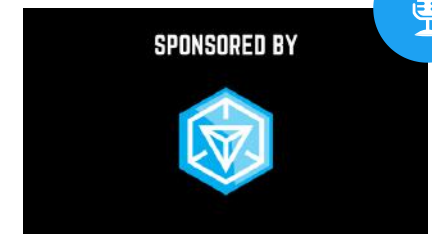
**RATE \$1995**

## SAMPLES

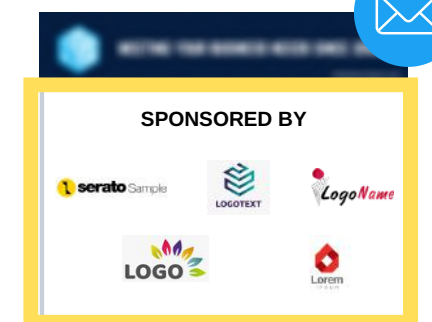
### BANNER



## VIDEO/VOICEOVER



### LOGO



# SOCIAL MEDIA



**100+%**  
GROWTH Y/Y

## SOCIAL MEDIA

Monitor's social media has grown over **100%** in the past 12 months. Your company can reap the benefits of our social platform and audience reach we've built through sponsored posts. We can do this by sharing your link or sharing your post.

## SHARED LINK

Want to reach our highly engaged audience on social media? You can sponsor your posts or even share your own via Monitor's Facebook, Twitter & LinkedIn and leverage our social platforms to extend your brand reach and drive awareness.

- We share your link directly to our followers with 50 words of copy provided by your company
- Your link will be pinned to the top of our LinkedIn and Twitter for 5 days

## SHARED POST

Share your great article using our social platform as a launchpad to drive brand visibility and thought leadership.

- We repost/share a link that your company has already published on your social media

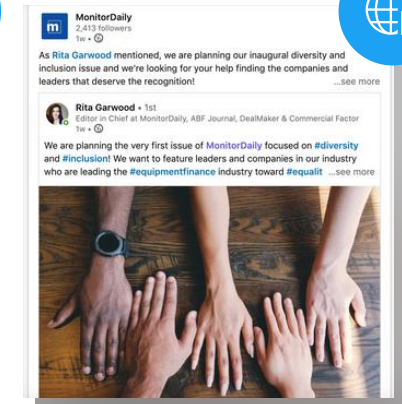
**RATE \$995**

## SAMPLES

### SHARED LINK



### SHARED POST





# DISRUPTED+:

## MONITOR IN-PERSON CONFERENCE SERIES

### DISRUPTED+

The Monitor in-person Conference Series is supported by our generous partners and sponsors. These sponsorship packages are designed to provide value to your brand through exposure to attendees who are industry leaders and decision makers.

### PLATINUM PACKAGE

- Company logo included in all pre- and post-event communications
- Company logo included on all conference registration and signage
- Company logo included on conference backdrop/banner

### GOLD PACKAGE

- Company logo included in all pre- and post-event communications
- On-site recognition items (pens, notepads, etc.)
- Corporate flier/handout in conference booklet/folder

### SILVER PACKAGE

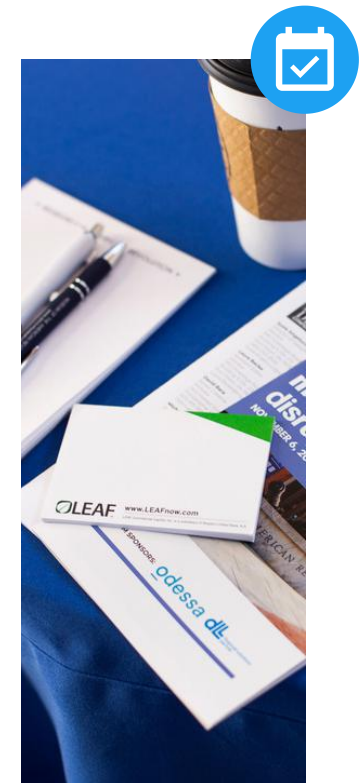
- Company logo included in all pre-event communications
- Company logo included at conference registration
- Company logo included in event recap promotion

### RATES

\*Package offerings and rates may vary per event

\*Monitor in-person Disrupted+ events discontinued temporarily due to COVID-19

### PHOTOS



# SPECS: PRINT + DIGITAL

## PRINT AD SPECS

**Full Page Float:** 8" x 10"

**Full Page Trim:** 8.75 x 10.875"

**Full Page Bleed:** 9.0" x 11.125"

**Two Page Spread:** Trim size 17.5" x 10.875", add .125" on all four sides for a full bleed = 17.75" x 11.125", keep live matter .25" in from trim

**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"

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. 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.

## NEW! - DIGITAL AD SPECS

**Digital Ad:** 600px x 800px for premium ads, 600px x 600px for standard ads

Every Monitor print ad includes a free banner ad to be placed in our digital magazine. Not sure where to start? Follow these great tips and your banner is sure to be successful: 1) Be unique. Utilizing your company logo and colors will help your banner stand out from the rest; 2) Keep it simple. A bold, clean design can go a long way; 3) Be enticing. A great call to action is the best way to gain clicks on your banner ad.

Maximum Animation Length: 30 seconds or three complete loops

HTML, 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.

# SPECS: EMAIL OFFERINGS

## E-NEWS

**Horizontal Banner:** 600px x 120px

Banners on the Daily E-News are horizontal.

Banner Size: Maximum size is 600 pixels wide by 120 pixels high.

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. Third-party ad serving/tracking: because most corporate email systems reject Javascript embedded in email, we cannot accept code-based ad serving.

## THOUGHT LEADERSHIP

**Company logo:** Max file size

**Headshot (if applicable):** Max file size

Approx. 5 word title, 20 word blurb + link to content

Accepted Formats: .JPG or .PNG

Company logo should be high res, 300 dpi, in CMYK or RGB color format.

We will place the provided content into our Thought Leadership format

## DEDICATED EMAIL

**Company Image:** 1200px x 420px

**Company Logo:** Max file size

**Company Message:** Up to 500 words + link

Accepted Formats: .JPG or .PNG

Company image should be high res 300dpi, in CMYK or RGB color format.

Company logo should be 72 or higher dpi, in CMYK or RGB color format.

You may provide up to 500 words of copy + a click through link to more information/content

We will place the provided content into our Dedicated Email format

# SPECS:

## DIRECTORIES + SPOTLIGHT

### DIRECTORY PRINT ADS

**Full Page Float:** 7.75" x 9.875"

**Full Page Trim:** 8.25" x 10.375"

**Full Page Bleed:** 8.5" x 10.675"

**Third Page:** 2.375" x 9.25"

Premium Ad listings are created by Monitor using information provided from an online form.

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.

### FUNDING SOURCE SPOTLIGHT

**Company logo:** Max file size

**Headshot or image (if applicable):** Max file size

Approx. 500 words

Online listings are created by Monitor using information provided from an online form.

Accepted Formats: .JPG, .PNG or .PDF

Company logo and headshot should be high res, 300 dpi, in CMYK color format.

# SPECS:

## SOCIAL MEDIA, EMPLOYMENT + WEBSITE

### SOCIAL MEDIA

**Shared Link:** Please provide a link to the content you'd like us to share on our social media pages

**Shared Post:** Please provide a link to the post you'd like us to repost, retweet and share on our social media pages

### EMPLOYMENT ADS

**Company logo:** Max file size

Will be displayed at 250px x 150px

Accepted Formats: .JPG or .PNG

Company logo should be 72 dpi, in CMYK or RGB color format

### WEBSITE

**Leaderboard:** 728px x 90px

**Skyscraper:** 300px x 600px

**Top Box Banner:** 300px x 250px

Accepted Formats: GIF, JPG, HTML and HTML5

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

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

Maximum Animation Length: 30 seconds or three complete loops

HTML, 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.

# SPECS:

## MONITOR PLUS PRODUCTS

### LIVE+

**Slide show/script:** up to 3 slides (Google Slides or PDF) + 300 word script

**Poll questions:** up to 5 questions (Maximum 140 characters per question), multiple choice and true/false questions only

**Logo: 250px width** (File type: .jpg, .png or .tiff)

Our Platinum Sponsorship includes a panel seat, a brief slide show accompanied by a short script to be read by the moderator, the ability to poll the conference attendees (up to 5 times), as well as logo placement in all pre- and post-conference emails.

Our Gold Sponsorship allows your company to place a brief slide show accompanied by a short script to be read by the moderator as well as logo placement in all pre- and post-conference email communications.

Our Logo Sponsorship is an a la carte item that allows your company's logo to be placed on all pre- and post-conference emails. This option has the ability to put your company in front of 12K+ industry professionals.

### PODCAST+

**Logo:** minimum of 500x500px (file type: .jpeg, .png or vector)

**Video:** 0-30 seconds long, 1080p or higher resolution (file type: .mp4 or .mov)

**Banner:** 600x120px, still image/graphic (file type: .jpeg or .png)

**Participation:** Please contact for participation information

Sponsorship allows a sponsor to provide:

- 1) a 30-second promotional video in the podcast or,
- 2) company logo with a 30-second scripted voiceover

The sponsor will also get to place a promotional banner ad below the podcast video. This will be placed in emails and on the Monitor website.

- 3) Company logo in the "sponsors" section in podcast email blasts.

### DISRUPTED+

**Specs:** Please contact for all specs

# SPECS: LIVE+ LIGHTNING TALKS

## LIVE+ LIGHTNING TALKS

**Powerpoint:** 30 minute presentation. Format: Powerpoint or PDF

**Video:** 20 minute video presentation. Format: .mp4 or link, 1080p resolution

**Logo:** 250px width. Format: .jpeg or .png