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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, Monitor 101+, Bank 50, Top 25 Private Independents and Vendor 40 annual rankings of the top equipment finance companies in the U.S.

The Monitor's digital edition is now provided in two formats — flipbook and interactive — to provide readers with viewing options and advertisers with multiple ways to reach our audience. All print ads will appear in the digital flipbook and include a free digital ad to be placed within our digital interactive magazine.

RATES

INSERTION FREQUENCY (COST PER INSERTION)							
Ad Size	1x	2x	3x	4x	5x	6x	7x
Full Page	\$5,395	\$5,060	\$4,840	\$4,780	\$4,710	\$4,645	\$4,585
Half Page Island	2,770	2,570	2,425	2,380	2,341	2,305	2,265
Half Page	2,270	2,090	1,990	1,955	1,920	1,890	1,855
Third Page	1,830	1,685	1,610	1,580	1,550	1,510	1,480
Qtr Page	1,275	1,160	1,100	1,070	1,060	1,035	1,015
Back Cover	\$5,980	\$5,760	\$5,565	\$5,480	\$5,395	\$5,310	\$5,125
Inside Covers	5,880	5,660	5,465	5,390	5,315	5,235	5,075
Two Page Spread	7,205	6,930	6,650	6,565	6,470	6,380	6,065

SAMPLES

PRINT

