



**monitor**

---

**2022**

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 nearly 50 years. As the leading independent source of industry articles and resources for equipment leasing and finance professionals, Monitor also publishes sought after rankings of equipment finance companies, including the Monitor 100, Monitor 101+, Bank 50, Top 25 Private Independents and Vendor Finance 40.

Each business day, Monitor delivers the most informative and relevant coverage of equipment finance. Whether in print, digital, social media, podcasts or live streams, Monitor is committed to serving the equipment finance ecosystem with need-to-know information and forward-looking insight. Our audience of professionals is comprised of organizational executives, decision makers and rising next generation talent from the industry's top companies.

Monitor continues to evolve to deliver diverse and in-depth content that meets the industry's informational needs by providing articles, news, analysis, commentary and tools to guide industry professionals through the complex equipment finance industry.

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)



# TABLE OF CONTENTS

## Ask About Monitor's Discount Advertising Packages!

The following pages of Monitor's 2022 media kit provide information about several advertising platforms. Prices are "a la carte." **If your company is considering advertising on more than one platform, numerous discounts are available to you!** As you page through the 2022 media kit, keep in mind the opportunity to "package" our offerings and take advantage of discounts.

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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, digital, e-mail, website, podcasts, 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

# 2022

# EDITORIAL CALENDAR

ISSUE	PRINT FOCUS	FEATURES	BONUS DISTRIBUTION	PODCAST+, LIVE+, PULSE+	
JAN/ FEB	Space: 1/18 Material: 1/21	<b>INNOVATION / ASSET MANAGEMENT</b>	<ul style="list-style-type: none"> <li>Most Innovative Companies</li> <li>Asset Managers' Roundtable</li> <li>2022 Sector Outlook</li> </ul>	<ul style="list-style-type: none"> <li>Various Industry Conferences throughout the Year</li> </ul>	<p><b>Podcast+</b> 2022 Outlooks, Innovation</p> <p><b>Live+</b> Cultivating Innovation at Your Company</p> <p><b>Pulse+</b> Innovation Video Roundtable In-depth Video Interviews with Innovators</p>
MAR/ APR	Space: 2/21 Material: 2/25	<b>FUNDING / TOP 25 INDEPENDENTS</b>	<ul style="list-style-type: none"> <li>Annual Ranking of Top 25 Independents</li> <li>Funding Sources / Capital Markets</li> <li>Buy Side Update</li> </ul>	<ul style="list-style-type: none"> <li>ELFA Annual Funding Conference</li> <li>ELFA/IMN Investors Conference</li> <li>AACFB Annual Conference</li> <li>NEFA Finance Summit</li> </ul>	<p><b>Podcast+</b> Funding Sources, Private Independents</p> <p><b>Live+</b> Securitization/Capital Markets Update</p> <p><b>Pulse+</b> Funding Source Video Roundtable Interviews with the Leaders of Independents Video: Top 25 Private Independents Ranking Highlights</p>
MAY/ JUN	Space: 4/25 Material: 4/29	<b>TECHNOLOGY / NEXT GENERATION PROFILES</b>	<ul style="list-style-type: none"> <li>Annual Vendor Rankings</li> <li>Next Generation Profiles</li> <li>Views from Technology Leaders</li> </ul>	<ul style="list-style-type: none"> <li>Various Industry Conferences throughout the Year</li> </ul>	<p><b>Podcast+</b> Technology, NextGen</p> <p><b>Live+</b> NextGen</p> <p><b>Pulse+</b> NextGen Video Roundtable Technology Video Roundtable Video: Vendor 40 Highlights</p>
MON 100	Space: 6/13 Material: 6/17	<b>2022 MONITOR 100</b>	<ul style="list-style-type: none"> <li>Ranking by Assets, Volume &amp; More</li> <li>Spotlight on New Arrivals/Leadership</li> <li>Comprehensive Analysis &amp; Dimensioning</li> </ul>	<ul style="list-style-type: none"> <li>ELFA Annual Funding Conference</li> <li>ELFA/IMN Investors Conference</li> <li>AACFB Annual Conference</li> <li>Various Industry Conferences throughout the Year</li> </ul>	<p><b>Podcast+</b> Monitor 100 Interviews</p> <p><b>Pulse+</b> Monitor 100 Leaders Video Roundtable In-Depth Interviews with Monitor 100 Companies Video: Unpacking the Monitor 100</p>

(cont. on pg. 5)

# 2022

# EDITORIAL CALENDAR

ISSUE	PRINT FOCUS	FEATURES	BONUS DISTRIBUTION	PODCASTS + LIVESTREAMS + PULSE+	
JUL/ AUG	Space: 7/18 Material: 7/22	<b>2022 MONITOR 101+ / DIVERSITY, EQUITY &amp; INCLUSION</b>	<ul style="list-style-type: none"><li>Ranking of Companies 101+</li><li>DE&amp;I in Equipment Finance</li><li>Company &amp; Executive Profiles</li></ul>	<ul style="list-style-type: none"><li>Various Industry Conferences throughout the Year</li></ul>	<b>Podcast+</b> DE&I, Monitor 101 Interviews <b>Live+</b> Diversity, Equity & Inclusion <b>Pulse+</b> Video Interviews with DE&I Leaders In-Depth Interviews with Monitor 101+ Companies Video: Monitor 101+ Highlights
SEP/ OCT	Space: 8/22 Material: 8/26	<b>2022 FALL CONFERENCES/ ICON AWARDS/ TECHNOLOGY</b>	<ul style="list-style-type: none"><li>4th Annual Monitor Icon Award Winners</li><li>Views from Technology Leaders</li><li>Brokers in Equipment Finance</li></ul>	<ul style="list-style-type: none"><li>ELFA Annual Conference</li><li>AACFB Commercial Financing Expo</li><li>NEFA Funding Symposium</li></ul>	<b>Podcast+</b> Monitor Icon Interviews <b>Live+</b> Technology Must Haves for EF <b>Pulse+</b> Technology Video Roundtable In-Depth Interviews with Monitor Icons Third-Party Originator Video Interviews
NOV/ DEC	Space: 10/31 Material: 11/4	<b>WOMEN IN EQUIPMENT FINANCE/ BANK 50</b>	<ul style="list-style-type: none"><li>Women in Equipment Finance Profiles</li><li>Ranking of Top U.S. Bank Affiliates</li><li>Views from Top Women in EF</li></ul>	<ul style="list-style-type: none"><li>Various Industry Conferences throughout the Year</li></ul>	<b>Podcast+</b> Women in Equipment Finance, Bank 50 Interviews <b>Live+</b> Breaking the Glass Ceiling: Practical Advice from Women Leaders in EF <b>Pulse+</b> Women in EF Video Roundtable In-Depth Interviews with Bank 50 Leaders Video: Bank 50 Highlights

# PRINT + DIGITAL

**15K**  
SUBSCRIBERS

## PRINT + DIGITAL + FLIPBOOK

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



# LINKEDIN POST

## (BONUS FOR MAGAZINE FEATURED ADVERTISERS)

### LINKEDIN POST

A free-value add LinkedIn post is included as added reach for advertising company's in the issue that include annual Rankings, Lists and Individuals.

- LinkedIn post for NextGen and Women's issues are people-focused and use the headshot, badge, quote/copy (optional)
- Monitor Rankings' LinkedIn posts highlight your company and utilize the image and copy provided from your profile, plus badge
- Monitor List for Most Innovative highlight your company and utilize the image or person from the company profile

All social media cards are designed by Monitor's media team. If you prefer, you may create your own, following the guidelines below:

**Full Social Media Card:** 1600px wide x 900px high

**Headshot (NextGen, Women & Most Innovative):** 588px wide x 588px high

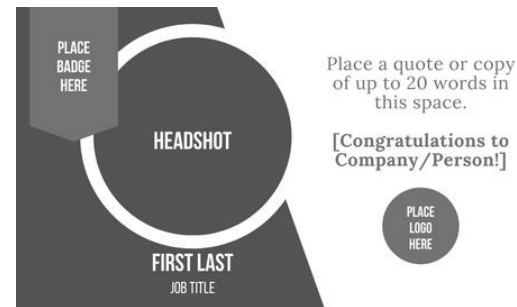
**Company Logo:** No more than 288px high

**Company Message:** Up to 20 words for NextGen, Women & Most Innovative, up to 30 words for all ranking issues  
All designs must include "congrats" message. Ranking issue (Monitor 100, Bank 50, etc.) social media cards must include company rank

### SAMPLES

#### NEXGEN, WOMEN & MOST INNOVATIVE ISSUES

##### BLANK TEMPLATE



##### COMPLETED EXAMPLE



#### MONITOR RANKINGS (MONITOR 100, BANK 50, ETC.)

##### BLANK TEMPLATE



##### COMPLETED EXAMPLE





# 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 more than **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	\$5,510	\$9,885	\$13,990	\$18,110	\$21,000
6 Months	3,255	5,855	8,290	10,765	12,450
3 Months	1,985	3,555	5,040	6,535	7,570

## ALSO, CONSIDER THOUGHT LEADERSHIP/SPONSORED CONTENT

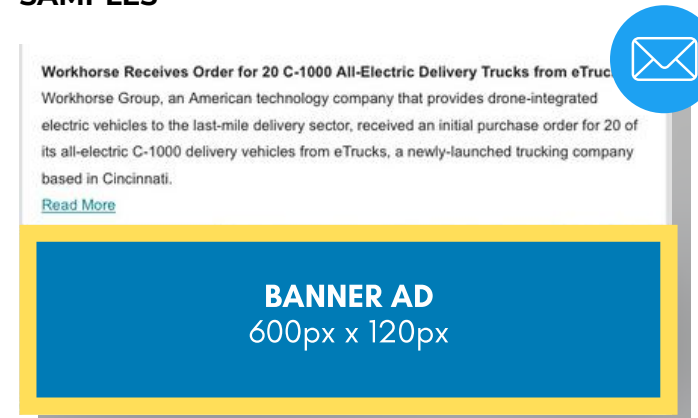
Demonstrate your expert commentary with our thought leadership opportunity! Showcase your expertise and start a dialogue to establish brand trust. Advertisers provide a logo, headshot and a link to a thought leadership video or article/blog and we share and promote it via our e-news, website & social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

- Your content to be featured in the Monitordaily e-news for 30 days.
- Your content on Monitordaily homepage for 30 days
- Your content posted on our social media platforms

## 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. Monitor is the most reliable and influential equipment finance media brand available today and consistently gets **100K** monthly page impressions. Monitor 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

**LEADERBOARD - 728px x 90px**

**TOP BOX 300px x 250px**

**SKYSCRAPER 300px x 600px**

**Today's News**

Taylor Hires Kharbada as Head of Data Science, Wheeler as Head of Product & Business Development

River Capital Finance Adds Jones as Senior Vice President

CIT Arranges \$15MM in Project Financing for Solar Farm in Texas

Ritchie Bros. Acquires Rouse Services

ATSG Delivers Boeing 767 Freighter on Five-Year Lease to Astral Aviation of Kenya

Ryder Launches \$50MM Corporate Venture Capital Fund

ACT: Rising CV Demand Forecasts Represent Pull-Forward of Cyclical Expectations

**Marlin Reports Recovering Income Levels in Q3; Origination Levels Still Below 2019**  
By Phil Neuffer  
OCT 30, 2020 - 8:20 am  
Marlin Business Services reported Q3/20 net income of \$2.7 million compared with net loss of \$5.9 million in the prior quarter and net income of \$7.4 million in Q3/19. Marlin also reported a 66% year-over-year decrease in total sourced origination volume in the quarter...read more

**Monitor Podcast Series**  
from Monitor  
1 of 18 | PODCAST 18: Chang... | H M  
JEFFREY BILBREY

# DEDICATED EMAIL

**15K**  
SUBSCRIBERS

## MONITOR EXCLUSIVE "DEDICATED" EMAIL

Monitor Dedicated Email is an exclusive email with your company's message sent to our **15K** subscribers. 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
- Featured in Monitor's e-news for 5 days

## 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

# PRINT + ONLINE DIRECTORIES

**15K**  
SUBSCRIBERS

## ANNUAL 2022/23 FUNDING SOURCE & SERVICE PROVIDER DIRECTORY

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

### PRINT DIRECTORY

- Print directory is mailed with the Fall Conference Issue
- Distributed at all major annual industry conferences
- Directory emailed directly to **15K**
- Ad included in the digital edition
- Profile in Monitor's digital magazine directory
- Featured in Monitor's e-news resources

### ONLINE DIRECTORY

- Profile in Monitor's online services directory
- Profile in Monitor's digital magazine directory
- Featured in Monitor's e-news resources

### RATES

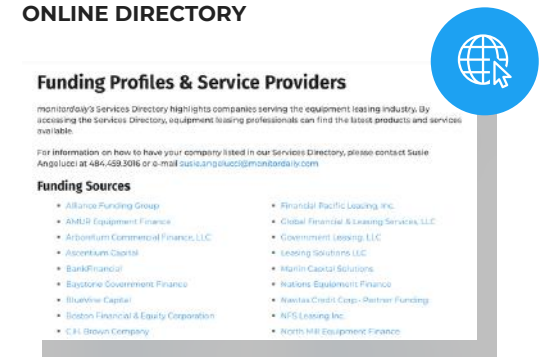
PRINT DIRECTORY	PRINT LISTING	ONLINE LISTING	COST
Full Pg Ad	Premium Listing	12 Months	\$2,795
Third Pg Ad	Premium Listing	12 Months	1,995
Premium Listing	Premium Listing	12 Months	1,695
N/A	N/A	12 Months	1,395
Premium Listing	Premium Listing	N/A	695

### SAMPLES

#### PRINT



#### ONLINE 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

**spotlight**  
FUNDING SOURCES

**companyname**  
companyname@sktetoqohere.com

**CONTACT**  
Company Name  
123 Street, Suite 100  
City, State, ZIP  
Phone: (123) 456-7890  
www.companyname.com

**WHO WE ARE**  
Executive Contact  
Title and Position  
Phone and Email  
www.companyname.com

**GENERAL INFORMATION**  
Company Type  
Year of Founding  
In-Business Since  
2010  
Trade Associations  
NAIIB  
NACE  
NAFTA  
FINANCIAL INFORMATION  
Funding Source Type  
Sector: Primary Capital  
Sector: Other  
Source of L's: N/A  
Bank Lines  
Annual Capital Volume  
\$1.2MM

**TRANSACTION PROFILE**  
Deal Size Range  
\$5 - \$10M  
\$5M - \$25M  
None  
\$100M+

**TRANSACTION PREFERENCE**  
Equipment Category  
Not Asset Dependent  
Credit Quality  
A Quality

Simple, Quick and Fair Approvals. We Fund Deals From \$250k to \$3million.



#### DEDICATED EMAIL

**monitor**



### Presenting: The 2022 Funding Sources Spotlight

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# 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 reach over **15K** readers every day and generate 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

## 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

Featured Employers  
Our featured employers constantly update their current job openings on Monitor Daily. Check us often to see current industry jobs.

### E-NEWS

Job Opportunities | Equipment Finance  
Chief Financial Officer (1) Collections (1)  
Credit (1) NEW - Documentation (1) NEW - Equipment (1)  
NEW - Sales (1) NEW - Senior Credit (1)

FEATURED EMPLOYERS

### DIGITAL MAGAZINE

JOB OPPORTUNITIES | EQUIPMENT FINANCE  
New Job Opportunities in the Equipment Finance and Leasing Industry

### TALENT+

Job Opportunities  
CLICK HERE  
**18**  
POSITIONS AVAILABLE

# LIVE+ LIVESTREAM

## LIVE+ = "LIVE" EVENTS

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 in real time and are recorded and shared with our **15K+** subscribers via e-news and posted on social media!

## PLATINUM SPONSORSHIP

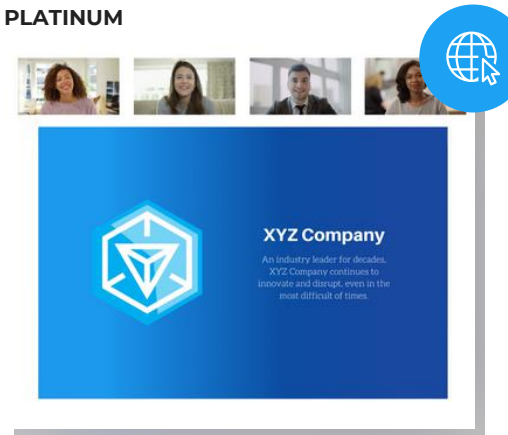
- Moderator or panelist seat
- Introductory script (50 words) for host
- Slide show (3 slides)
- Attendee polling during livestream
- Logo placement during conference and in all pre- and post-conference promotions
- Conference attendee list provided

**RATE** \$3700

\*Package offerings may vary per event depending on format of livestream

## SAMPLES

### PLATINUM



# 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 "CUSTOM" PODCAST+

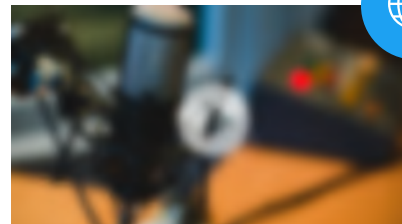
Collaborate with Monitor's editors to curate your very own Podcast+ episode! This upgraded sponsorship includes:

- 30-minute podcast episode featuring your company's exclusive content
- Company logo with a 30-second scripted voiceover
- Your banner included in all Monitor promotions

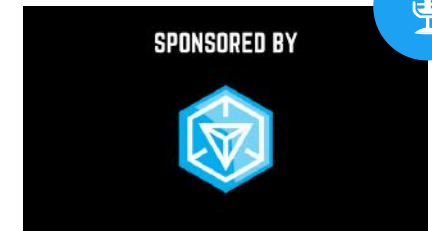
**RATE \$1995**

## SAMPLES

### BANNER



### VOICEOVER



### LOGO





# SOCIAL MEDIA



**5,000**  
TOTAL FOLLOWERS

## SOCIAL MEDIA

We have two offerings, a “shared link” or a “shared post”. Both options include your content being featured on all of our social media platforms alongside our ongoing daily content.

**Your content will be pinned to the top of each of our social media pages for 5 business days (if your content is pinned on a Monday, it will remain there until the following Monday, etc).**

## SHARED LINK

For a “shared link”, your company will provide a link to a page on your website. You can highlight a new blog post, an updated look on your website, etc. Provide up to 50 words of copy along with your link. This copy should be from Monitor's perspective, and get people excited to click and see what your link has to offer.

- 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 Facebook, LinkedIn and Twitter for 5 days

## SHARED POST

For a “shared post”, your company will provide links to content you have already posted on social media. For best results, we recommend utilizing a piece of content that has been posted on Facebook, Twitter & LinkedIn. You can highlight a press release or other exciting news that your company has already shared to social media. On all platforms, we will share/repost your post and add the copy that you provide. This copy should be from the Monitor's perspective, and can add to what the original post included or just direct people to check it out.

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

**RATE \$995 PER LINK/POST**

## SAMPLES

### SHARED LINK

MonitorDaily  
2,413 followers

ABC Company announces new vendor finance platform, Vendify, with an expected launch date of Jan 25, 2022. This new platform... See more...

**ABC COMPANY ANNOUNCES NEW VENDOR FINANCE PLATFORM - LAUNCHING 2022**

ABC COMPANY: Vendify Coming January 2022  
vendify.com · 3 min read

1 · 1 Comment

Like Comment Share Send

### SHARED POST

MonitorDaily  
2,413 followers

As Rita Garwood mentioned, we are planning our inaugural diversity and inclusion issue and we're looking for your help finding the companies and leaders that deserve the recognition! ...see more

Rita Garwood · 1st  
Editor in Chief at MonitorDaily, ABF Journal, DealMaker & Commercial Factor

We are planning the very first issue of MonitorDaily focused on #diversity and #inclusion! We want to feature leaders and companies in our industry who are leading the #equipmentfinance industry toward #equallt ...see more

# POLLING+

**15K+**  
E- NEWS SUBSCRIBERS

## POLLING+

Our newest product, Polling+, gives you the ability to poll our 15K+ e-news subscribers and our highly engaged and active LinkedIn audience. This is a great opportunity for companies to ask industry-related questions on a mass scale to get the true industry pulse on trending, hot-button topics.

**Please note:** your questions must be reviewed and approved by our Editor in Chief to ensure quality and relevance.

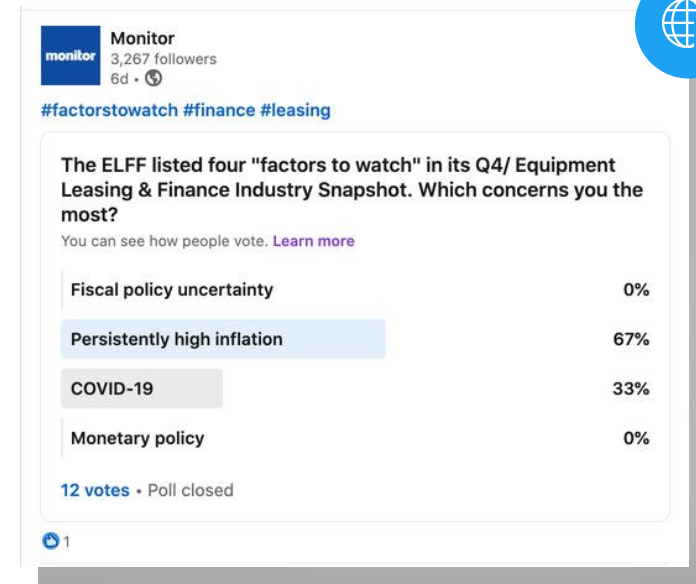
- Your poll question is shared directly to our 3,000+ followers on LinkedIn
- Your poll will be shared with our audience of 15K+ e-news subscribers for 3 days
- Your poll will be pinned to the top of our profile for 3 days
- Your poll question and results will remain on our profile indefinitely
- Poll results will be shared with your company

## PERFECT FOR

- Measuring industry interest in new technology, innovation, business models, or leadership to learn what our industry values most
- Forecast industry trends and make future predictions by collecting industry data to inform research
- Capture feedback by gathering information on what your audience thought about a topic that you are trying to initiate
- Conduct an industry-wide survey
- Determine how you can provide more value to your audience
- Test and build your audience rapport

**RATE** \$995/POLL

## SAMPLE



# SPECS: PRINT

## 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 if original image resolution 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.

# SPECS:

## LINKEDIN POST

### (BONUS FOR MAGAZINE FEATURED ADVERTISERS)

#### LINKEDIN POST SPECS

##### IF DESIGNED BY MONITOR

**Headshot or Company Image:** Minimum 1080px wide x 1080px high (file type: jpeg or .png)

**Company Logo:** Max file size (file type: jpeg or .png)

**Company Message:** Up to 20 words for NextGen, Women & Most Innovative, up to 30 words for all ranking issues

All designs will include "congrats" message. Ranking issue (Monitor 100, Bank 50, etc.) social media cards will include company rank

#### LINKEDIN POST SPECS

##### IF DESIGNED BY ADVERTISER

**Full Social Media Card:** 1600px wide x 900px high (file type: jpeg or .png)

**Headshot (NextGen, Women & Most Innovative):** 588px wide x 588px high

**Company Logo:** No more than 288px high

**Company Message:** Up to 20 words for NextGen, Women & Most Innovative, up to 30 words for all ranking issues

All designs must include "congrats" message. Ranking issue (Monitor 100, Bank 50, etc.) social media cards must include company rank

# SPECS: EMAIL OFFERINGS

## E-NEWS

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

Banners on the Daily E-News are horizontal.

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

All art should have a maximum file size of 30K and should be in JPG, GIF or PNG format. Please supply the URL to where your banner should link. Animation is NOT supported. Code-based ad servicing is not supported due to restrictions within most corporate email servers. Third-party ad serving/tracking: because most corporate email systems reject Javascript embedded in email, we cannot accept code-based ad serving.

## THOUGHT LEADERSHIP/ SPONSORED CONTENT

**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 72 or higher 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

Thought leadership should provide content that displays you and your company's expertise and perspective on a certain topic while delivering educational information for readers. Thought leadership should not promote your company's specific products, services or other offerings. Simply put, the content should be about the topic, not your company.

Sponsored content is an avenue for you to directly get a desired message about your company out to the industry. It should highlight what specifically makes your company or what you are discussing unique in the industry. You can include details about your specific products, services and other offerings as well your accomplishments.

Monitor reserves the right to review submissions to determine which direction fits best.

# 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"

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.

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

## FUNDING SOURCE SPOTLIGHT

**Company logo:** Max file size

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

Approx. 500 words

Accepted Formats: .JPG, .PNG or .PDF

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

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

## SOCIAL MEDIA

**Shared Link:** Link to the content you'd like us to share, transparent company logo, up to 50 words of copy

**Shared Post:** Link to the post you'd like us to repost, retweet and share on our social media pages, up to 50 words of copy

# SPECS:

## EMPLOYMENT + WEBSITE

### EMPLOYMENT ADS

**Company Logo:** Must be at least 250x150 px at 72dpi  
Will be displayed at 250x150 px as well as 100x100 px

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: Must be smaller than 256 KB  
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 (PowerPoint format) + 50 word script

**Poll questions:** up to 3 questions (Maximum 140 characters per question), multiple choice and single choice questions only

**Logo:** Must be at least 250x150 px at 72dpi (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 3 times), as well as logo placement in all pre- and post-conference emails.

### PODCAST+

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

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

**Participation:** Please contact for participation information

Sponsorship allows a sponsor to provide:

1) 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.

2) company logo in the "sponsors" section in podcast email blasts.

### POLLING+

**Question(s):** Multiple choice question(s), up to 140 characters each

**Answers:** Multiple choice, up to four responses, up to 30 characters each

### POLL SUCCESS TIPS

- Keep it timely and relevant
- Keep your questions short, to the point, and succinct
- Be active in your response to drive engagement