

# PRINT & DIGITAL

## 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, plus our Special 50th Anniversary edition. Monitor features include 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.

**15K**  
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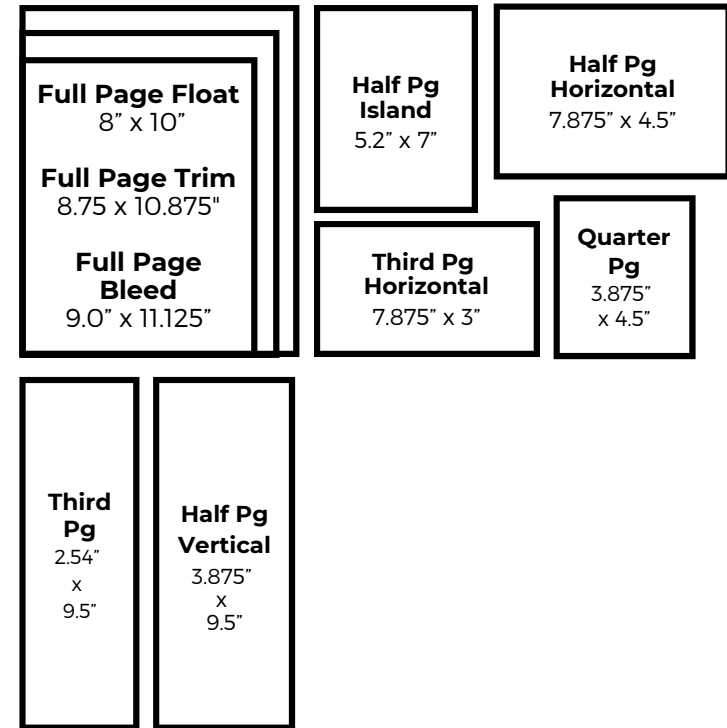
\*Ask About Monitor's Discount Advertising Packages!

The Monitor's digital edition is now provided in two formats – flipbook and digital – to provide readers with viewing options and advertisers with multiple ways to reach our audience.

### 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

### PRINT SAMPLES:



# 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

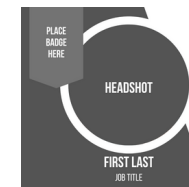
**Company Message:** Up to 20 words for NextGen, Women & Most Innovative, up to 30 words for all ranking issues

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



Place a quote or copy of up to 20 words in this space.

[Congratulations to Company/Person!]

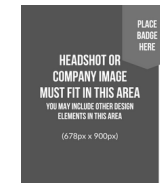
PLACE LOGO HERE

###### COMPLETED EXAMPLE



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

###### BLANK TEMPLATE



Place a quote or copy up to 30 words in this space. Place a quote or copy up to 30 words in this space. Place a quote or copy up to 30 words in this space.

[Congratulations to Company/Person!]

PLACE LOGO HERE

###### COMPLETED EXAMPLE

