



monitor

2023

MEDIA KIT

PRINT | DIGITAL | E-NEWS | SOCIAL | EVENTS

ABOUT THE MONITOR

TRUSTED INDUSTRY SOURCE FOR 50 YEARS



Monitor has been serving the unique informational needs of the equipment finance and leasing industry for 50 years. As the leading independent source of industry articles, podcasts, videos 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 30 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, videos or livestreams, 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. In 2022, Monitor launched Monitor Suite, the preeminent subscription platform for exclusive premium content, featuring high quality streaming series, a library of in-depth data reports, members-only events and much more.

For Advertising opportunities,
please contact: Susie Angelucci,
Director of Sales & Marketing

Cell: 484.459.3016
Email: Susie.angelucci@monitordaily.com

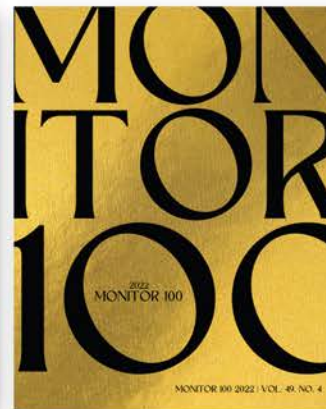


TABLE OF CONTENTS

The following pages of Monitor's 2023 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 2023 media kit, keep in mind the opportunity to "package" our offerings and take advantage of discounts.



| | |
|---------|----------------------------------|
| PG. 3 | AUDIENCE |
| PG. 4/5 | EDITORIAL CALENDAR |
| PG. 6 | PRINT & DIGITAL MAGAZINE |
| PG. 7 | 50TH ANNIVERSARY |
| PG. 8 | E-NEWS & THOUGHT LEADERSHIP |
| PG. 9 | WEBSITE |
| PG. 10 | DEDICATED EMAIL WITH SPONSORSHIP |
| PG. 11 | PRINT & ONLINE DIRECTORIES |
| PG. 12 | FUNDING SOURCE SPOTLIGHT |
| PG. 13 | EMPLOYMENT ADS |
| PG. 14 | LIVE+ LIVESTREAM |
| PG. 15 | PODCAST+ |
| PG. 16 | SOCIAL MEDIA |
| PG. 17 | LINKEDIN POSTS |
| PG. 18 | SIZES & SPECS |

AUDIENCE

Monitor's audience is comprised of equipment finance industry executives, organizational and next generation rising leaders, third-party originators and other members of the industry. 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.

15K
SUBSCRIBERS

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 & business owners.

58%

OPERATIONS MANAGEMENT

58% are mid & senior-level management professionals across multiple core business functions including risk, portfolio management, operations, asset management, sales, syndications & others.

6%

CORPORATE SUPPORT (LEGAL, HR, OTHER)

Corporate support team members & leaders, including those in legal, human resources, marketing & 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



2023 EDITORIAL CALENDAR

| ISSUE / DEADLINES | PRINT FOCUS | FEATURES | BONUS DISTRIBUTION |
|--|--|---|---|
| JAN/ FEB Space: 1/23 Material: 1/27 | MOST INNOVATIVE COMPANIES/ASSET MANAGEMENT | <ul style="list-style-type: none"> • Most Innovative Companies & People • Asset Managers' Roundtable • 2023 Sector Outlook | <ul style="list-style-type: none"> • Various Industry Conferences throughout the Year |
| MAR/ APR Space: 2/20 Material: 2/24 | FUNDING / TOP 30 INDEPENDENTS | <ul style="list-style-type: none"> • Annual Ranking of Top 30 Independents • Funding Sources / Capital Markets • Buy Side Update | <ul style="list-style-type: none"> • ELFA Annual Funding Conference • ELFA/IMN Investors Conference • AACFB Annual Conference • NEFA Finance Summit |
| 50TH Space: 5/15 Material: 5/19 | SPECIAL EDITION: 50TH ANNIVERSARY | <ul style="list-style-type: none"> • Profiles of the Founding Leaders of Equipment Finance & the People Who Are Shaping Its Future • Envisioning the Future of Equipment Finance • Technology's Role in the Industry's Evolution | <ul style="list-style-type: none"> • Various Industry Conferences throughout the Year • 50th Anniversary Gala Event |
| MAY/ JUN Space: 6/12 Material: 6/16 | TECHNOLOGY / NEXT GENERATION PROFILES / VENDOR TOP 40 | <ul style="list-style-type: none"> • Annual Vendor Rankings • Next Generation Profiles • Views from Technology Leaders | <ul style="list-style-type: none"> • Various Industry Conferences throughout the Year |



2023 EDITORIAL CALENDAR

| ISSUE / DEADLINES | PRINT FOCUS | FEATURES | BONUS DISTRIBUTION |
|---|---|---|---|
| MON Space: 7/3 100 Material: 7/7 | MONITOR 100 | <ul style="list-style-type: none"> • Ranking by Assets, Volume & More • Spotlight on New Arrivals/Leadership • Comprehensive Analysis & Dimensioning | <ul style="list-style-type: none"> • Various Industry Conferences throughout the Year |
| JUL/ AUG Space: 7/31 Material: 8/4 | MONITOR 101+ | <ul style="list-style-type: none"> • Ranking of Companies 101+ • First Annual Brokers List • Company & Executive Profiles • Brokers Roundtable | <ul style="list-style-type: none"> • Various Industry Conferences throughout the Year |
| SEP/ OCT Space: 9/4 Material: 9/8 | FALL CONFERENCES/ ICON AWARDS/ TECHNOLOGY | <ul style="list-style-type: none"> • 5th Annual Monitor Icon Award Winners • Views from Technology Leaders • Brokers in Equipment Finance | <ul style="list-style-type: none"> • ELFA Annual Funding Conference • AACFB Commercial Financing Expo • NEFA Funding Symposium |
| NOV/ DEC Space: 10/30 Material: 11/3 | WOMEN IN EQUIPMENT FINANCE/ BANK 50 | <ul style="list-style-type: none"> • Women in Equipment Finance Profiles • Ranking of Top U.S. Bank Affiliates • Views from the Top Women in Equipment Finance | <ul style="list-style-type: none"> • Various Industry Conferences throughout the Year |



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
SUBSCRIBERS

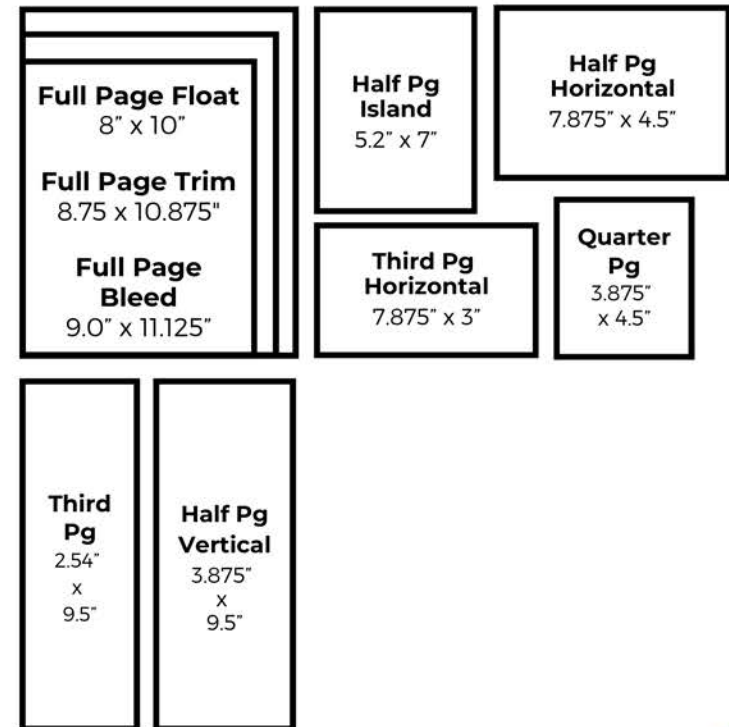
*Ask About Monitor's Discount Advertising Packages!

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:



50TH ANNIVERSARY

**GALA EVENT - JUNE 15TH, 2023 - PHILADELPHIA
AND SPECIAL 50TH COMMEMORATIVE ISSUE**

Year 2023 will mark 50 years since the very first Monitor was published and we will celebrate with a very special 50th Anniversary Commemorative edition & Gala event at the National Constitution Center in Philadelphia on June 15, 2023.

50TH ANNIVERSARY ISSUE WILL FEATURE

Monitor's 50th Anniversary issue will highlight the history of the equipment finance industry, celebrate its future and honor the people who have made this dynamic industry what it is today. This issue will explore how far the industry has come since Monitor was founded and explore what might unfold over the next 50 years.

FEATURES INCLUDE

- Walk Down Memory Lane of 50 Years In Equipment Finance
- Profiles of the Past & Current Leaders of Equipment Finance
- The Morphing Makeup of Industry Players
- Envisioning the Future of Equipment Finance
- Technology's Role in the Industry's Evolution
- M&A Trends Over the Last 50 Years
- The Rise of Securitization

AD RATES

Two-Page Spread \$6250

Full Page \$4250

Half Page \$2495

Quarter Page \$1450



THE GALA WILL FEATURE

- Awards ceremony designed to honor equipment finance leaders who have made the biggest impact on the industry over the last 50 years.
- Exhibits & videos showcasing the history and accomplishments of each decade of equipment finance.
- Cocktail reception with hors d'oeuvres, open bar throughout the evening & plated full course dinner.
- Roundtables & panel discussions for the afternoon of June 15 and the morning of June 16 in Center City Philadelphia.
- Keynote Speaker - Highly visible business leader sharing insights about Innovation, Leadership & the Future.

For sponsorship information, please contact
Susie Angelucci at susie.angelucci@monitordaily.com



E-NEWS

15K
SUBSCRIBERS

*Ask About Monitor's Discount Advertising Packages!

E-NEWS ADVERTISING

Monitordaily 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 that allow ample space for you to design a message tailored to your audience. Space is limited. Reserve early.

RATES:


| DAILY E-NEWS FREQUENCY (TIMES PER WEEK) | | | | | |
|---|---------|----------|----------|----------|----------|
| DURATION | 1X | 2X | 3X | 4X | 5X |
| 12 MONTHS | \$5,785 | \$10,380 | \$14,690 | \$19,015 | \$22,050 |
| 6 MONTHS | \$3,415 | \$6,145 | \$8,705 | \$11,305 | \$13,075 |
| 3 MONTHS | \$2,085 | \$3,735 | \$5,295 | \$6,860 | \$7,950 |

| WEEKLY WRAP UP | |
|----------------|---------|
| 12 MONTHS | \$6,335 |
| 6 MONTHS | \$3,750 |
| 3 MONTHS | \$2,290 |

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](#)



Get up to 50% lower payments for your lessees!

Lower Lease Payments Today for Better Days Tomorrow

[LEARN MORE](#)

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 visibility. 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 and 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 | \$2,650 |



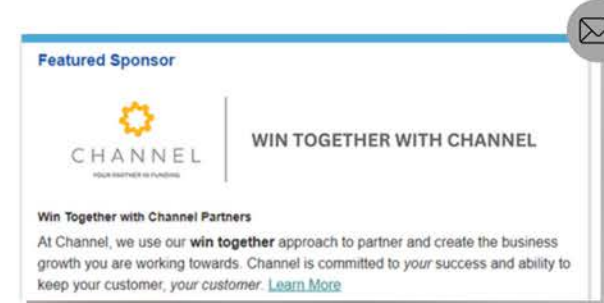
Thought Leadership

ABC BANK

JOE SMITH, PRESIDENT ABC BANK, DISCUSSES LEADERSHIP DURING CRISIS

Joe Smith, President ABC Bank, Discusses Leadership During Crisis
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.

[Watch video](#)



Featured Sponsor

CHANNEL
YOUR PARTNER IN FINANCE

WIN TOGETHER WITH CHANNEL

Win Together with Channel Partners
At Channel, we use our **win together** approach to partner and create the business growth you are working towards. Channel is committed to your success and ability to keep your customer, your customer. [Learn More](#)

WEBSITE

BANNER ADVERTISING - BUNDLED THREE IN ONE!

The monitordaily.com website publishes a wide variety of content including daily E-news, articles, editorials, opinion columns, podcasts 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.

100K + 30K
MONTHLY IMPRESSIONS + VISITORS

*Ask About Monitor's Discount Advertising Packages!

LEADERBOARD

Our most exclusive and visible ad, positioned at the top of the [Monitordaily](http://Monitordaily.com) website.

SKYSCRAPER

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

TOP BOX

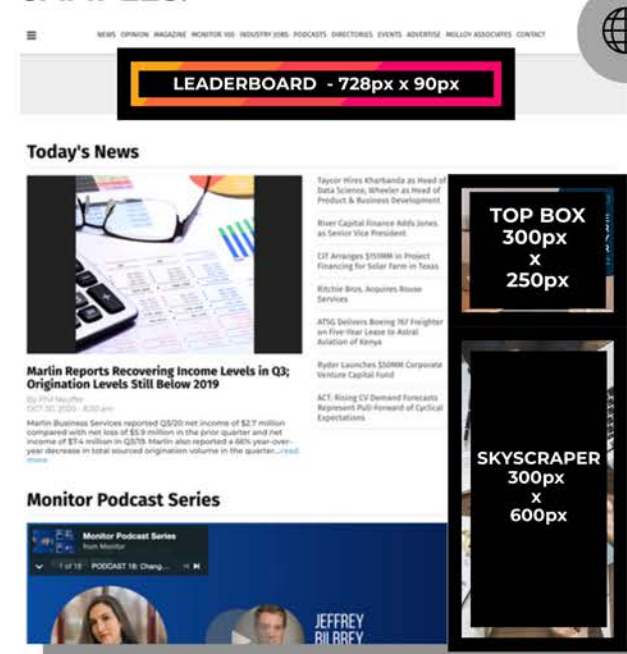
Running along the right side of the page, your ad will rotate between two spots instead of one.

RATES:

| CONTRACT COST (DURATION) | | | |
|--------------------------|-----------|----------|----------|
| BANNER TYPE | 12 MONTHS | 6 MONTHS | 3 MONTHS |
| ALL BANNERS | \$5,600 | \$3,050 | \$1,995 |

*Includes one of each (Leaderboard, Skyscraper & Box Banner)

SAMPLES:



DEDICATED EMAIL

WITH SPONSOR

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. Space is limited. Reserve Early.

15K
SUBSCRIBERS

***Ask About Monitor's Discount Advertising Packages!**

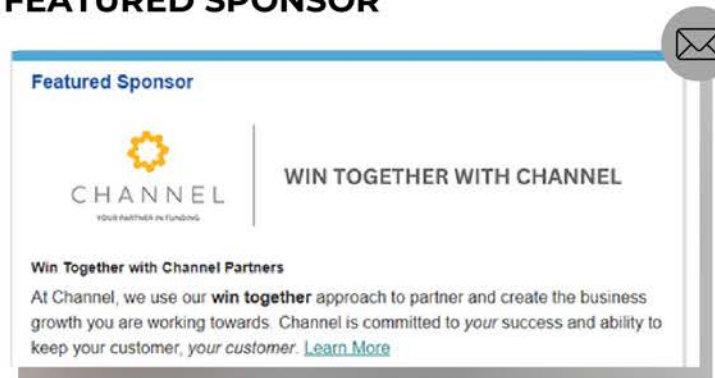
- Your company message delivered in an exclusive email to Monitor's **15K** E-news subscribers
- Featured in Monitor's E-news for 5 days

SAMPLES:

DEDICATED EMAIL



FEATURED SPONSOR



PLEASE CONTACT FOR CUSTOMIZED PRICING

Please contact Susie Angelucci at 484-459-3016 or email susie.angelucci@monitordaily.com



PRINT & ONLINE DIRECTORIES

MONITOR OFFERS TWO DIRECTORIES

1) PRINT & DIGITAL - ANNUAL 2023/24 FUNDING SOURCE & SERVICE 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 is mailed with the Fall Conference Issue
- Distributed at all major annual industry conferences
- Directory emailed directly to **15K** subscribers
- Featured in Monitor's E-news resources
- Posted & Shared on LinkedIn

RATES:

PREMIUM LISTING ONLY - \$695

FULL PAGE & FREE PREMIUM LISTING - \$1955

1/3 PAGE & FREE PREMIUM LISTING - \$1025

2) ONLINE DIRECTORY - FUNDING SOURCE & SERVICES PROVIDER DIRECTORY

Each company profile includes company description, services/products provided, contact information, company logo and a direct link to your company's website

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

RATES:

12 MONTH FEE - \$1395

COMBINE A PREMIUM LISTING IN PRINT DIRECTORY

+ 12 MONTH ONLINE DIRECTORY = \$1395 + \$695

LESS 20% DISCOUNT = \$1675

BUNDLED DISCOUNT PACKAGES:

| 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 | \$1,675 |
| N/A | N/A | 12 Months | \$1,395 |
| PREMIUM LISTING | PREMIUM LISTING | N/A | \$695 |

FUNDING SOURCE ISSUE

"SPOTLIGHT PACKAGE"

FUNDING SOURCE SPOTLIGHT

Showcase your company with a full page spotlight ad in the Monitor's Annual March/April Funding Source issue. 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.

15K
SUBSCRIBERS

*Ask About Monitor's Discount Advertising Packages!

ANNUAL FUNDING SOURCE PACKAGE OPTIONS INCLUDE

- Full page ad in Annual Funding Source issue
- Featured in Funding Source digital edition
- Featured in flipbook & digital edition
- Included 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 | \$1,695 |
| FULL PG SPOTLIGHT | 12 Months Listing | \$2,495 |
| FULL PAGE SPOTLIGHT + PREMIUM LISTING | 12 Months Listing | \$2,995 |

SAMPLES:

PRINT

companyname
companywebsite@gohere.com

CONTACT
Company Name
1234 Main Street
Anytown, NY 12345
Phone: (123) 456-7890
Email: info@companyname.com

ABOUT US
We are a leading provider of...
Our mission is to...
We serve clients in the...
Our team consists of...
We are proud to be a...
We are committed to...
We are looking for...
We are excited to...
We are proud to be a...
We are committed to...
We are looking for...
We are excited to...

GENERAL INFORMATION
Company Type
Years in Business
Industry Sector
Size
Geographic Focus
Key Markets
Funding Methodology
Funding Types
Geographic Focus
Key Markets
Funding Methodology
Funding Types

TRANSACTION PROFILE
Deal Size Range
Deal Count
Deal Type
Deal Stage
Deal Frequency
Deal Complexity
Deal Turnaround Time
Deal Success Rate
Deal Satisfaction
Deal Feedback

TRANSACTION PERFORMANCE
Funding Volume
Funding Speed
Funding Cost
Funding Risk
Funding Flexibility
Funding Reliability
Funding Transparency
Funding Accountability

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

DEDICATED EMAIL

monitor
Presenting: The 2022
Funding Sources Spotlight



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



EMPLOYMENT ADS

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 + job included in the MonitorDaily E-news broadcast every day for duration of your posting to **15K** subscribers
- Your company logo + job featured prominently on our Homepage
- Your company logo + job featured on the Monitor Employment page with direct link to your company
- Your company logo + job featured on landing page of the digital magazine

18K+
MONTHLY PAGE VIEWS

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

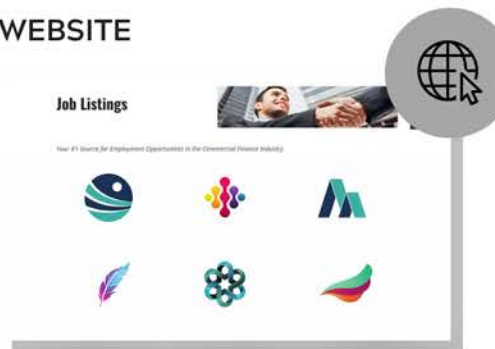
Contract and pre-pay for three or more 30-day web postings and take advantage of significant savings! These prepaid postings may be used at any time within your 12-month contract period.

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



LIVE+ LIVESTREAM

LIVE+ LIVESTREAM

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!

15K
SUBSCRIBERS

***Ask About Monitor's Discount Advertising Packages!**

PLATINUM SPONSORSHIP

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

RATE: \$4500

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

***** Limited Availability**

SAMPLES:

Monitor Live+

Share Tweet Email

Monitor Live+ The Human Side of Innovation

Innovative leaders in our industry and beyond are taking action to build future-ready teams. All too often, innovation is equated with technology, but there's much more to it. Innovation is all about solving problems to improve the human experience. While tech is often involved as an enabler, it always takes humans to bring awesome solutions to life.

Topics covered:

- Accelerate the development of an innovation culture within your team
- Activate the behaviors that lead to better teamwork and problem-solving
- Identify the skills of tomorrow that you can develop in yourself and your team today
- Apply practical takeaways to your professional work



Monitor Live+ The Human Side of Innovation – Thursday, July 28, 2022 [Click Here to View!](#)

Monitor Live+

Share Tweet Email

Monitor Live+ The Power of Connected Assets: What Equipment Finance Leaders Need to Know

We are more connected than any other time in history. And that connectivity continues to mature exponentially. In fact, 90% of the world's data was created over the past two years. We are now living in the early stages of what is known as Industry 4.0 or the fourth wave of the industry. And, unlike its predecessors, this fourth stage of the industrial revolution knows no boundaries. It's evolving at an exponential rate rather than a linear pace. One example of Industry 4.0 that we can all relate to is what the market calls IoT – or the Internet of Things. There's a growing network of internet-enabled and connected devices that we use every day: mobile devices, fitness trackers, security systems, refrigerators, farm machinery, automobiles, etc.

Topics covered:

- The power of connected assets, IoT and machine learning to shift the future of equipment finance
- What equipment finance leaders need to know to get ahead of the pace of change



The Power of Connected Assets: What Equipment Finance Leaders Need to Know – Tuesday, May 24, 2022 [Click Here to View!](#)

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 Apple Podcast, Spotify, Google Podcasts and a variety of other podcast platforms as well as on Vimeo and shared on LinkedIn – providing multiple channels to reach the publication's audience!

EXCLUSIVE "CUSTOM" PODCAST+

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

- 30-second promotional video in the podcast or company logo with a 30-second scripted voiceover
- 15-30-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

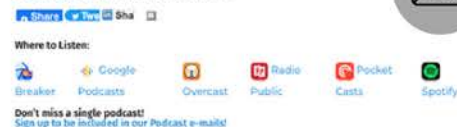
See pg. 23 for all specs

15K
SUBSCRIBERS

***Ask About Monitor's Discount Advertising Packages!**

SAMPLES:

Monitor Podcast Series



Episode 69: How Vendors & Equipment Manufacturers Can Benefit From Partnering With Financing Sources to Serve Customers With Less Than Perfect Credit

For many businesses, getting the financing they need for essential use equipment can be tough if they hit a rough patch. As a vendor or manufacturer of the equipment, it can be a challenge trying to obtain capital equipment financing for their customers' with less than perfect credit. These types of credits, also known as C, D or storied credits, do have options available to them. Ashley Whyman from NFS Leasing talks about those options and the benefits that a vendor or manufacturer can receive in partnering with financing sources to serve the sub-investment grade credit customer.



VOICEOVER



BANNER



SOCIAL MEDIA

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 LinkedIn 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

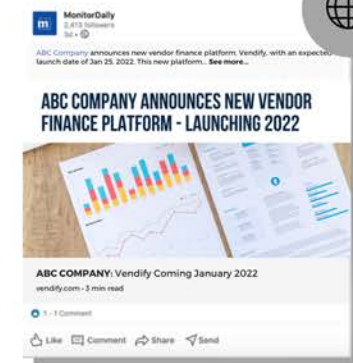
RATE: \$995 PER LINK/POST

See pg. 19 for all specs

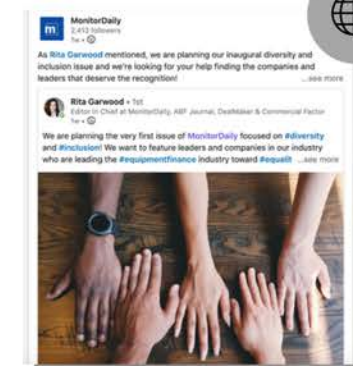
4.2K
TOTAL FOLLOWERS

***Ask About Monitor's Discount Advertising Packages!**

SAMPLES: SHARED LINK



SHARED POST



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



PRINT SPECS

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"

Full Page & Two Page Spreads: 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. Monitor is not liable for the final color output if a proof is not supplied.

LINKEDIN POST SPECS

(BONUS FOR MAGAZINE FEATURED ADVERTISERS)

LINKEDIN POST SPECS (IF DESIGNED BY MONITOR)

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

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

Company Message: Up to 20 words for NextGen, Women & Most Innovative, Up to 30 words or 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: .jpg 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

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

EMAIL OFFERING SPECS

BANNERS ON THE DAILY E-NEWS ARE HORIZONTAL

Banner Size: 600px x 120px

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. URL's with UTM codes are allowed. Animation is NOT supported. Code-based ad servicing and Third-party ad servicing/tracking are not supported.

THOUGHT LEADERSHIP / SPONSORED CONTENT

Company logo: Max file size

Headshot (if applicable): Max file size

Approx. 5 word title, 20 word information 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.

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.**

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.

Featured Sponsor On E-News:

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

DIRECTORIES & SPOTLIGHT SPECS

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.

EMPLOYMENT & WEBSITE SPECS

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.

MONITOR+ PRODUCT SPECS

LIVE+ LIVESTREAM

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: .jpg, .png or vector)

Banner: 600x120px, still image/graphic (file type: .jpg 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.