

# PRINT & DIGITAL

## PRINT + DIGITAL + FLIPBOOK

The print and digital edition of the Monitor is sent to **14K** subscribers and also circulated at the major industry conferences throughout the year. Monitor is published seven times each year. Monitor features include the Monitor 100, Monitor 101+, Bank 50, Top 30 Private Independents and Vendor 40 annual rankings of the top equipment finance companies in the U.S.

**14K**  
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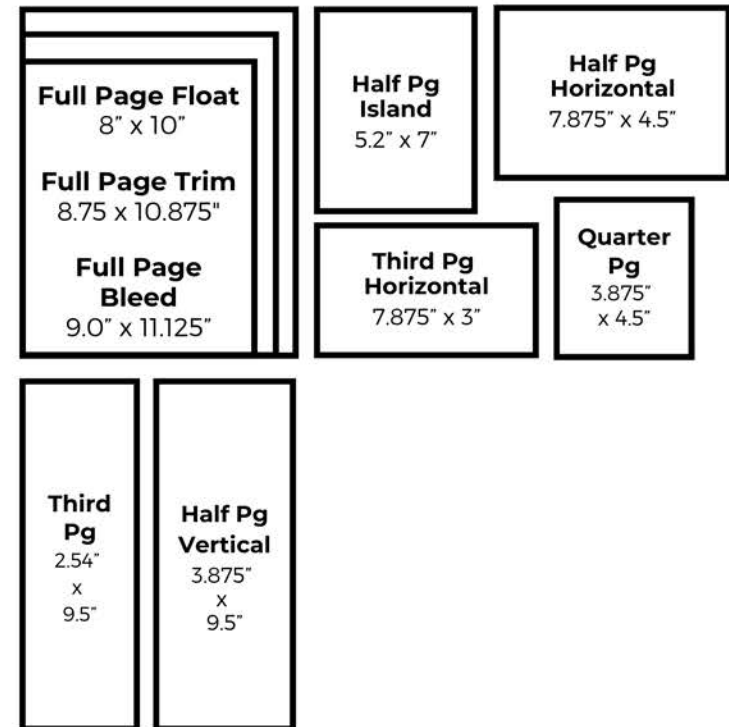
\*Ask About Monitor's Discount Advertising Packages!

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 & logo
- 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

### SAMPLES:

NEXGEN, WOMEN & MOST INNOVATIVE ISSUES

#### BLANK TEMPLATE



#### COMPLETED EXAMPLE



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

#### BLANK TEMPLATE



#### COMPLETED EXAMPLE

