

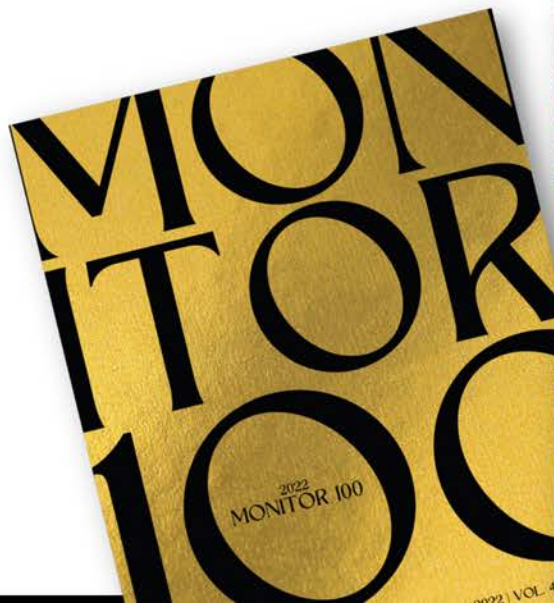
monitor

The Independent Voice of Equipment Finance

2024

MEDIA KIT

PRINT | DIGITAL | E-NEWS | SOCIAL | EVENTS



ABOUT THE MONITOR

TRUSTED INDUSTRY SOURCE FOR 50+ YEARS

monitor

For 50 years, Monitor has been the most powerful voice of equipment finance. We're the #1 source for industry news, information, in-depth articles and interviews delivered through our various platforms, including:

- Print and digital magazine publications
- Daily and weekly e-news
- Podcasts and livestreams
- Industry rankings and data
- Premium content platform, Monitor Suite
- Converge Conference in Philadelphia

Industry professionals have relied on Monitor to stay current with the most important issues facing equipment finance. We're committed to bringing you everything you need in order to understand and confront the issues of today so that you can create a better tomorrow.

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

Cell: 484.459.3016

Email: Susie.angelucci@monitordaily.com

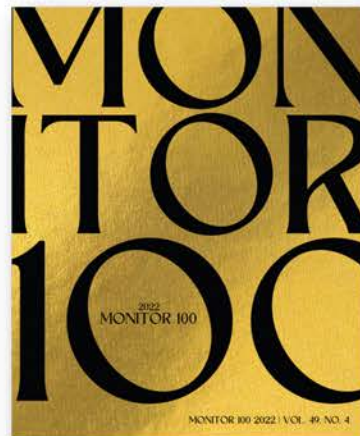


TABLE OF CONTENTS

The following pages of Monitor's 2024 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 2024 media kit, keep in mind the opportunity to "package" our offerings and take advantage of discounts.



PG. 3		AUDIENCE
PG. 4		EDITORIAL CALENDAR
PG. 5		PRINT & DIGITAL MAGAZINE
PG. 6		CONVERGE 2024 EVENT
PG. 7		E-NEWS & THOUGHT LEADERSHIP
PG. 8		WEBSITE
PG. 9		DEDICATED EMAIL WITH SPONSORSHIP
PG. 10		PRINT & ONLINE DIRECTORIES
PG. 11		FUNDING SOURCE SPOTLIGHT
PG. 12		EMPLOYMENT ADS
PG. 13		MONITOR SUITE
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 **14K** 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.

14K
SUBSCRIBERS

7K
TOTAL SOCIAL
MEDIA FOLLOWERS

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**

2024 EDITORIAL CALENDAR

ISSUE / DEADLINES	PRINT FOCUS	FEATURES	BONUS DISTRIBUTION
JAN/ FEB Space: 1/28 Material: 2/1	BEST COMPANIES	<ul style="list-style-type: none"> • Best Companies • Asset Management Roundtable • 2024 Asset Class Outlooks 	<ul style="list-style-type: none"> • Various Industry Conferences throughout the Year
MAR/ APR Space: 3/2 Material: 3/6	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 National Funding Conference • NEFA Finance Summit
MON 100 Space: 4/29 Material: 5/3	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
MAY/ JUN Space: 6/3 Material: 6/7	NEXTGEN / VENDOR FINANCE	<ul style="list-style-type: none"> • Annual Vendor Rankings • 2024 Next Generation Profiles • Creating Effective & Inclusive Workplaces 	<ul style="list-style-type: none"> • Various Industry Conferences throughout the Year
JUL/ AUG Space: 7/8 Material: 7/12	MONITOR 101+ / BROKERS / CUTTING EDGE TECH	<ul style="list-style-type: none"> • Ranking of 101+ Largest Companies in EF • Broker's Take Center Stage • Emerging Technologies 	<ul style="list-style-type: none"> • AACFB Commercial Financing Expo • Various Industry Conferences throughout the Year
SEP/ OCT Space: 9/23 Material: 9/27	2024/25 ANNUAL FUNDER & SERVICES DIRECTORY	<ul style="list-style-type: none"> • Guide to funding sources, service providers & associations serving the equipment finance industry. 	<ul style="list-style-type: none"> • Various Industry Conferences throughout the Year
SEP/ OCT Space: 9/30 Material: 10/4	FALL CONFERENCE / ICONS / TECHNOLOGY	<ul style="list-style-type: none"> • 2024 Monitor Icons • Views from Technology Leaders • The Most Important Issues in EF Today 	<ul style="list-style-type: none"> • ELFA Annual Funding Conference • NEFA Funding Symposium
NOV/ DEC Space: 10/28 Material: 11/1	TOP WOMEN IN EQUIPMENT FINANCE/ BANK 50	<ul style="list-style-type: none"> • 2024 Top Women in EF Profiles • Ranking of Top U.S. Bank Affiliates • Views from the Top Women in EF 	<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 **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
SUBSCRIBERS

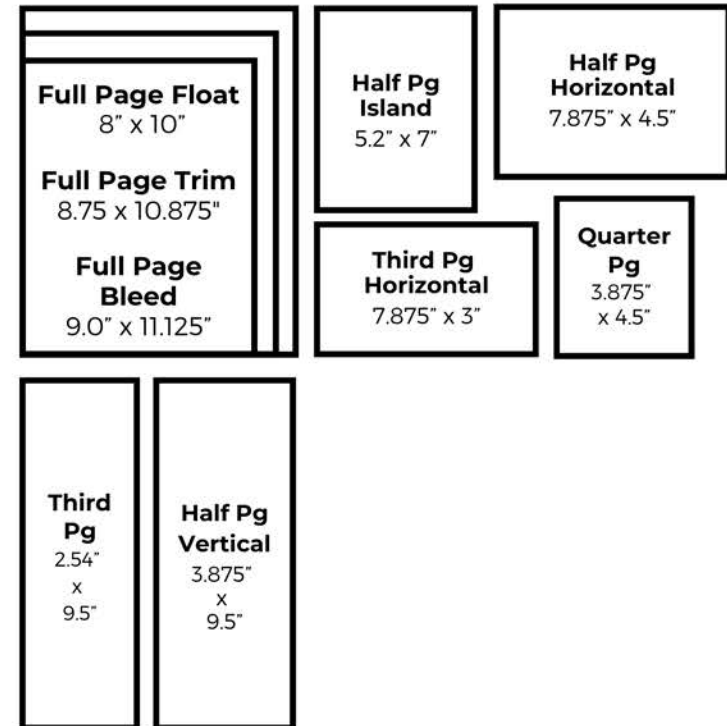
*Ask About Monitor's Discount Advertising Packages!

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:



CONVERGE 2024 EVENT

MAY 15TH - 16TH, 2024 | PHILADELPHIA, PA

Monitor, celebrated its 50th anniversary with hundreds of industry leaders in June 2023. Converge brought leaders across the equipment finance sector to Philadelphia to celebrate the industry's value and explore the future together.

In an effort to continue the collaborative work of building the future, Monitor will host a second Converge event from May 15 - 16, 2024.

Converge 2024 will be another opportunity for industry leaders of all ages and in all segments to come together and discuss the most pertinent issues the industry is facing. Attendees will tackle these issues together through dynamic discussions, in which tactical ideas and solutions will emerge. Attendees will also utilize upcoming technology as the industry continues to discuss and explore artificial intelligence and the ever-evolving digital future.

Converge will conclude with an award ceremony to honor the best and brightest leaders and rising stars of equipment finance, with awards emerging from the Monitor 100 ranking. Don't miss the opportunity to build the future of equipment finance with hundreds of leaders across the industry!

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

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



E-NEWS

E-NEWS ADVERTISING

Monitordaily E-news and Weekly Wrap-Up provide an unmatched audience reach for advertisers and sponsors. Reach more than **14K** 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. Banners ads rotate within both Daily and Weekly Wrap up. Space is limited. Reserve early.

RATES:

DAILY E-NEWS FREQUENCY (TIMES PER WEEK)						WEEKLY WRAP UP*
DURATION	1X	2X	3X	4X	5X	Occurs One Time Per Week
12 MONTHS	\$5,785	\$10,380	\$14,690	\$19,015	\$22,050	Plus+ \$5,785
6 MONTHS	\$3,415	\$6,145	\$8,705	\$11,305	\$13,075	Plus+ \$3,415
3 MONTHS	\$2,085	\$3,735	\$5,295	\$6,860	\$7,950	Plus+ \$2,085

* Weekly wrap-up is a summary of the top news stories from the week, plus Resource Guides, Profiles, Listings & more.

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](#)



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

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!

DESKTOP & MOBILE 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	\$5,900	\$3,200	\$2,100

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

SAMPLES:

The screenshot shows the Monitor website interface with several ad placements highlighted:

- LEADERBOARD - 728px x 90px**: Located at the top of the page.
- TOP BOX 300px x 250px**: Located on the right side of the page, above the Skyscraper.
- SKYSCRAPER 300px x 600px**: Located on the right side of the page, below the Top Box.

The website content includes sections for "Today's News" and "Monitor Podcast Series".

DEDICATED EMAIL

WITH SPONSOR

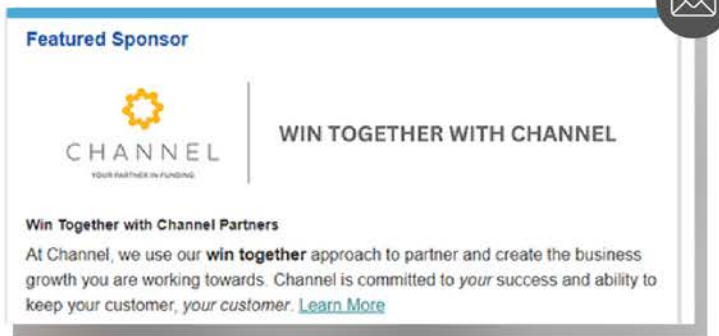
MONITOR EXCLUSIVE "DEDICATED" EMAIL

Monitor Dedicated Email is an exclusive email with your company's message sent to our **14K** 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.

- Your company message delivered in an exclusive email to Monitor's **14K** E-news subscribers
- Featured in Monitor's E-news for 5 days

SAMPLES:

FEATURED SPONSOR



Featured Sponsor

CHANNEL
YOUR PARTNER IN FUNDING

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](#)

PLEASE CONTACT FOR CUSTOMIZED PRICING

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

14K
SUBSCRIBERS

*Ask About Monitor's Discount Advertising Packages!

DEDICATED EMAIL



monitor
A Message from our Sponsor



SPONSORED BY

MITSUBISHI HC CAPITAL AMERICA

Building on its combined success in commercial financing throughout the United States and Canada, Mitsubishi HC Capital America is committed to helping dealers, vendors, partners and customers pursue growth opportunities. More than interest rates and short-term transactions, our team excels at becoming a true business partner.

Experience: finance experts across North America offer significant skill sets and expertise in the industries they serve. The company is proud to employ strategic thinkers who help each business make the right finance decisions at the right time.

Consultative approach: the company's approach to financing involves taking the time to learn about a customer's business, market position, challenges and strategy before suggesting a financing solution or program. Mitsubishi HC Capital America's

PRINT & ONLINE DIRECTORIES

MONITOR OFFERS TWO DIRECTORIES

1 ANNUAL 2024/25 FUNDING SOURCE & SERVICE DIRECTORY

Monitor publishes annual print directories showcasing Service Providers and Funding Sources in the industry - connecting your products and services to key decision makers. 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 **14K** subscribers
- Featured in Monitor's E-news resources
- Posted & Shared on LinkedIn

PRINT DIRECTORY RATES:

Option #1: Premium Listing Only - \$695

Option #2: 1/3 Page & Free Premium Listing - \$1025

Option #3: Full Page & Free Premium Listing - \$1995



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

ONLINE DIRECTORY RATES:

Online Directory: 12 month listing - **\$1395**

See below for all bundled options & discounts.

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
#1	FULL PG AD	PREMIUM LISTING	12 Months	\$2,795
#2	THIRD PG AD	PREMIUM LISTING	12 Months	\$1,995
#3	PREMIUM LISTING	PREMIUM LISTING	12 Months	\$1,675
#4	N/A	N/A	12 Months	\$1,395
#5	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 **14K** readers.

14K
SUBSCRIBERS

*Ask About Monitor's Discount Advertising Packages!

FUNDING SOURCE PACKAGE OPTIONS INCLUDE:

- Full page ad in Annual Funding Source issue
- 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

FUNDING SOURCE SPOTLIGHT RATES:

Option #1: Full Page Spotlight Ad Only - **\$1,695**

Option #2: Full Page Spotlight Ad + 12 month online Funding Source listing - **\$2595 (savings of \$495)**

Option #3: Full Page Spotlight Ad + 12 month online Funding Source listing + Premium Listing in 24/25 Annual Directory - **\$3095 (savings of \$690)**

SAMPLES:

PRINT

The print sample shows a full-page layout. On the left, there's a vertical orange bar with 'spotlight' and 'FUNDING SOURCES'. The main content area includes a company logo, contact information, a detailed description of services, and a photo of the management team. A circular icon with an open book symbol is positioned to the right of the print sample.

DEDICATED EMAIL

monitor
Presenting: The 2023
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 **14K** 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 **14K** 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

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

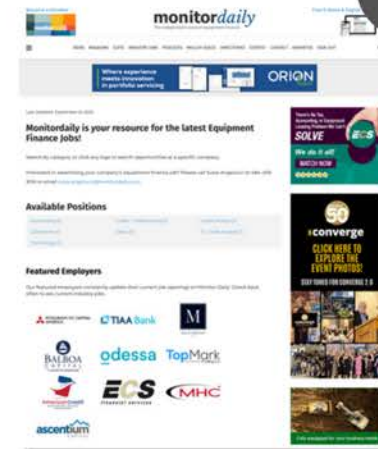
Contract and pre-pay for three or more 30-day web postings and take advantage of significant savings! These prepaid postings may be used at any time within your 12-month contract period.

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



E-NEWS



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

MONITOR SUITE

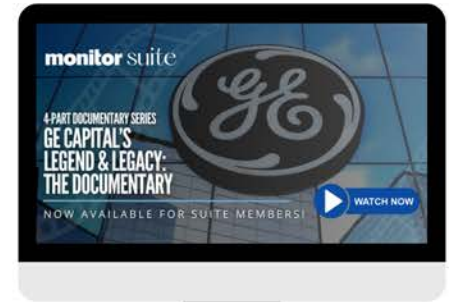
PREMIUM CONTENT SUBSCRIPTION SERVICE

monitor suite

Monitor Suite is the only “premium” subscription service specifically tailored for the equipment finance industry, providing high-quality video series and documentaries, the entirety of Monitor's history of data reports, members-only livestreams and much more. In 2024, Monitor Suite will be expanding its product offerings even further.

Examples of Monitor Suite’s Premium Content include:

- Documentaries: Multi-part documentaries on the most important topics facing equipment finance companies today.
- Podcasts: In depth interviews with leaders both inside and outside our industry discussing the hottest issues.
- Equipment Finance Masters: Video interviews with “best in class” industry leaders, both past and current. Leaders will share their mastery and passion for their craft.
- Livestreams: Exclusive livestreams for Suite members only including quarterly economic outlooks.



DOCUMENTARIES



LIVE+



RANKINGS & DATA



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 **14K+** subscribers via E-news and posted on social media!

14K
SUBSCRIBERS

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

SPONSORSHIP INCLUDES:

- 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+

0 Shares 0 Likes 0 Comments

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+

0 Shares 0 Likes 0 Comments

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 stage 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+

EXCLUSIVE "CUSTOM" PODCAST+ SPONSORSHIP

Collaborate with Monitor's editors to curate your very own Podcast+ episode!

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 **14K** 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!

- 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
- Posted and shared on LinkedIn.

INCLUSIONS:

- Sent directly to our 14K subscribers
- Featured in Enews all week
- Posted and shared on LinkedIn
- Remains available on our website indefinitely

RATE: \$1995

See pg. 22 for all specs

14K
SUBSCRIBERS

*Ask About Monitor's Discount Advertising Packages!

SAMPLES:

Monitor Podcast Series

Share Test Sign up

Where to Listen:



Don't miss a single podcast! Sign up to be included in our Podcast e-mail!

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 HFS 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



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

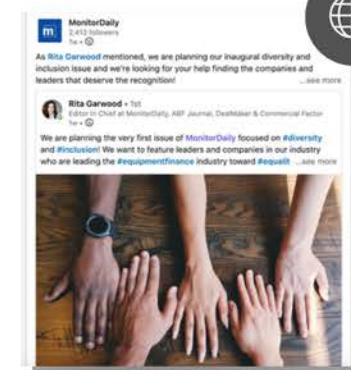


***Ask About Monitor's Discount Advertising Packages!**

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 & 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



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

[Congratulations to Company/Person!]

PLACE LOGO HERE

COMPLETED EXAMPLE



"Culture is everything. It is the foundation for success at our company."

Congratulations to Jane Johnson!

SPARTAN CAPITAL

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

BLANK TEMPLATE



Place a quote or copy of up to 20 words in this space. Place a quote or copy of up to 50 words in this space. Place a quote or copy of up to 50 words in this space.

[Congratulations to Company/Person!]

PLACE LOGO HERE

COMPLETED EXAMPLE



SPARTAN CAPITAL

Congratulations to Spartan Capital!

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.

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)

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

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 + WEBSITE 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 + URL link

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: 800px wide, high resolution 300dpi

Company Logo: Max file size

Company Message: Recommendation, 500 words max with a URL "Call to action" 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. 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

WEBSITE

Leaderboard: 728px x 90px

Mobile Leaderboard: 300px x 100px

Skyscraper: 300px x 600px

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.

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.

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.