

# 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 **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!

- 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 15K subscribers
- Featured in Enews all week
- Posted and shared on LinkedIn
- Remains available on our website indefinitely

**RATE: \$1995**

**15K**  
SUBSCRIBERS

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### SAMPLES:

#### Monitor Podcast Series

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Where to Listen:



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#### 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

