



UNRIVALED

monitor | 2025 Media Kit

Monitor helps financiers, technologists, advisors and service providers elevate their brands in the \$1.2T Equipment Finance industry—
like no one else.

Print | Digital | Website | E-News | Directories | Industry Jobs

Over 50 Years of Equipment Finance Industry Leadership

“Monitor publications, events and activities have been an unrivaled daily driver of information, insights and growth opportunities for equipment finance industry participants for over five decades. We deliver vehicles for enhanced brand recognition, referral volume, syndication and funder relationships, data, insights and the most coveted and powerful recognition engine to build a brand on.

More than that, we connect and develop people, fuel new ideas and deliver results that position our clients to win for the road ahead.”



Lisa Rafter, Publisher and CEO

monitor

The industry's daily driver of e-news and insights along with the most powerful print publication in the industry.

abfjournal

One of the leading specialty finance publications serving lenders, advisors, sponsors and service providers.

monitor suite

A collection of premium research, data and insights to help financiers make better business decisions.

converge

workshops > awards > networking

Events that focus on building the innovative future of equipment finance with fellow industry leaders.



Small Business Finance Insights is an online publication serving TPOs and their funding sources.

secured

commercial capital research

Commercial capital providers can unlock breakthrough research insights, quickly and affordably.



Commercial Finance industry specialists in executive recruitment since 1972



A leadership program designed to build, challenge and inspire best-in-class leaders within the equipment finance industry.

Decision Makers Depend on *Monitor*

Monitor's audience is comprised of over 15,000 loyal equipment finance industry executives, institutional capital providers, next generation leaders, third-party originators, advisors, service providers and more. Our solutions are delivered through a variety of platforms but assemble to deliver a single powerful value element:

We're *the daily driver* of better business decision making in the commercial equipment finance industry.



83%

Of industry senior executives are subscribed to Monitor publications

71%

Of industry senior executives interact with Monitor publications at least 3x per week

64%

Of our subscriber list has been subscribed for over 10 years



>15,000

Print and Digital Subscribers



>800,000

Annual Email Newsletter Opens

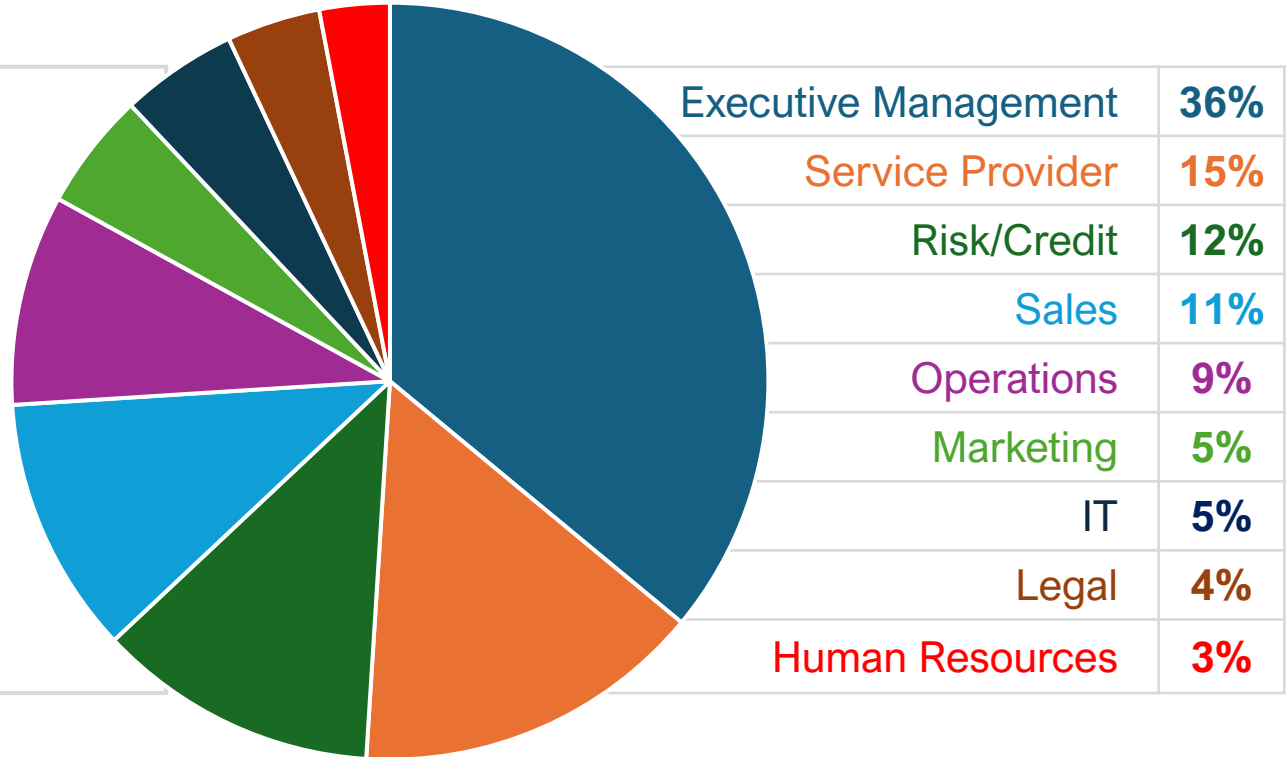


>1,800,000

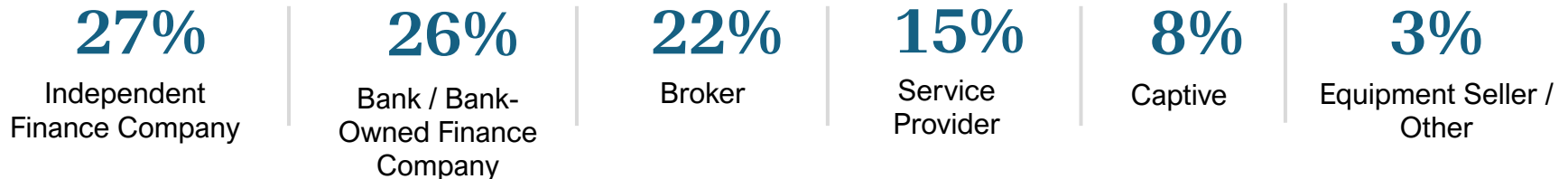
Annual Website Visits

Audience Breakdown

15,000+
subscribers to
print and e-news



Segments



Media Kit Elements

The following pages of *Monitor's* 2025 media kit provide information about several advertising platforms. Prices are “a la carte.” **If your company is considering advertising on more than one platform, discounts are available!**

As you review the 2025 media kit, consider how you might bundle our offerings to maximize your savings. For more information on custom package options and discounts, please give us a call.

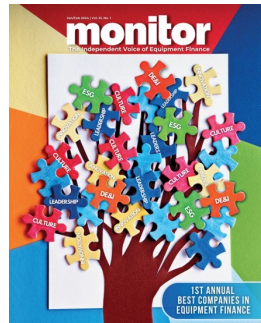
- 6 | EDITORIAL CALENDAR
- 7 | EDITIONS
- 9 | E-NEWSLETTER
- 10 | WEBSITE
- 11 | DEDICATED EMAIL WITH
- 12 | THOUGHT LEADERSHIP
- 13 | DIRECTORY OPTIONS
- 15 | EMPLOYMENT ADS
- 16 | LINKEDIN
- 17 | SECURED RESEARCH
- 18 | SMALL BUSINESS FINANCE INSIGHTS
- 20 | SPECIFICATION APPENDIX



2025 Editorial Calendar

Issue	Dates	Print Focus	Features	Bonus Distribution
JAN/FEB	Space: 1/13 Material: 1/17	BEST COMPANIES	<ul style="list-style-type: none"> • Best Companies • Notable Company Anniversaries • 2025 Asset Class Outlooks 	<ul style="list-style-type: none"> • Various Industry Conferences throughout the Year
MAR/APR	Space: 2/10 Material: 2/14	FUNDING SOURCES / TOP 30 INDEPENDENTS	<ul style="list-style-type: none"> • Annual Ranking of Top 30 Independents • Funding Sources / Capital Markets • Buy Side Update / M&A Outlook 	<ul style="list-style-type: none"> • ELFA Funding • NEFA Spring • AACFB Annual
MAY/JUN	Space: 3/31 Material: 4/4	NEXTGEN / VENDOR FINANCE	<ul style="list-style-type: none"> • Annual Vendor Rankings • 2025 Next Generation Profiles & Insights • 2019 NextGen: Where are They Now? 	<ul style="list-style-type: none"> • Various Industry Conferences throughout the Year
MONITOR 100	Space: 5/19 Material: 5/23	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: 6/23 Material: 6/27	MONITOR 101+ / BROKERS / CUTTING EDGE TECH	<ul style="list-style-type: none"> • Ranking of 101+ Largest Companies in EF • Brokers Take Center Stage • Emerging & Cutting-Edge Technology • Working Capital/Cash Flow 	<ul style="list-style-type: none"> • AACFB Commercial Financing Expo
SEP/OCT	Material: 9/2 Material: 9/5	ANNUAL FUNDER & SERVICES DIRECTORY	<ul style="list-style-type: none"> • Guide to Funding Sources, Service Providers, and Technologies Serving the Equipment Finance Industry 	<ul style="list-style-type: none"> • Various Industry Conferences throughout the Year
SEP/OCT	Space: 9/8 Material 9/12	FALL CONFERENCE / ICONS / MARKET LEADERS	<ul style="list-style-type: none"> • 2025 Monitor Icons • Views from Technology Leaders • The Most Important Issues in EF Today • Market Leaders Top 5 Asset Classes 	<ul style="list-style-type: none"> • ELFA Annual Conference • NEFA Fall Conference
NOV/DEC	Space: 10/6 Material: 10/10	TOP WOMEN IN EQUIPMENT FINANCE / BANK 50	<ul style="list-style-type: none"> • 2025 Top Women in EF Profiles • Ranking of Top 50 U.S. Bank Affiliates • Views from the Top Women in EF 	<ul style="list-style-type: none"> • Various Industry Conferences throughout the Year

Editions: There is No Substitute



15,000 Strong.

Our editions (Print + Flipbook + Digital) are on the desk and website browsers of virtually every equipment finance decision maker and 15,000 industry participants. With additional circulation at major industry conferences throughout the year, **there is no substitute for this kind of brand visibility.**

Published seven times each year, *Monitor* features include several rankings — the Monitor 100 and 101+, Top 30 Private Independents, Top 40 Vendor and Bank 50, plus annual NextGen and Top Women in EF and unmatched coverage of the most pressing issues facing the sector.



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.

Editions



>15,000

Print and Digital Subscribers

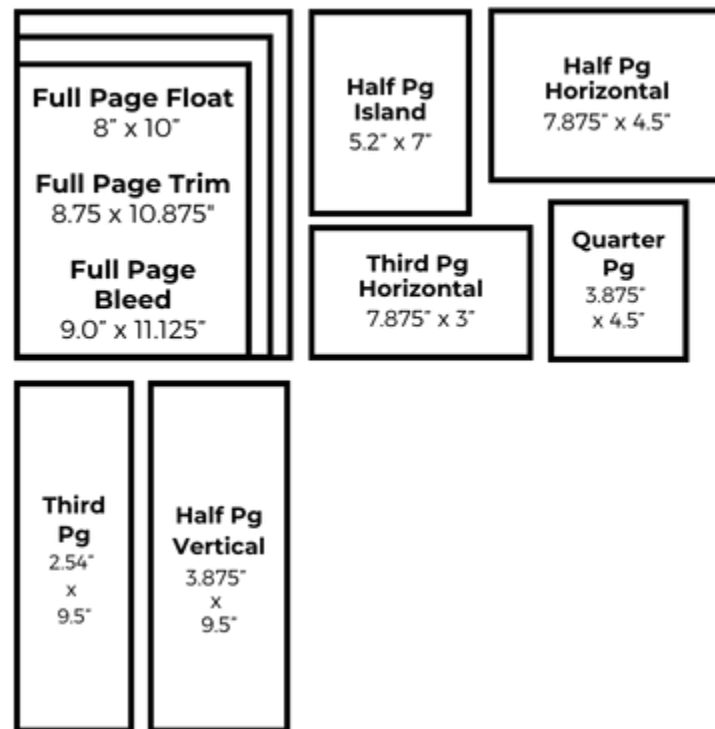


>200,000

Annual Digital Edition Interactions

Rates & Specs:

INSERTION FREQUENCY AND 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	\$2,340	\$2,305	\$2,265
Half Page	\$2,270	\$2,090	\$1,990	\$1,955	\$1,920	\$1,890	\$1,855
Third Page	\$1,850	\$1,685	\$1,610	\$1,580	\$1,550	\$1,510	\$1,480
Quarter 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



E-News: The Daily Driver

Over 300,000 Clicks Every Year

It's unimaginable to work in equipment finance without starting your day with *Monitor's* daily e-news. For decades, the industry has trusted e-news for the news, insights, and resources to drive their business decisions—daily.

If you are looking to drive more than just brand awareness and uncover actionable sales opportunities, *Monitor's* daily e-news powers new business relationships.

Over 15,000 subscribers click e-news content more than 300,000 times annually. Think bigger and get growing.

DAILY E-NEWS FREQUENCY (TIMES PER WEEK)						WEEKLY WRAP-UP
Duration	1X	2X	3X	4X	5X	PLUS+
12 Months	\$6100	\$10,795	\$15,280	\$19,775	\$22,900	
6 Months	\$3550	\$6,390	\$9,055	\$11,750	\$13,600	
3 Months	\$2,175	\$3,885	\$5,510	\$7,135	\$8,275	
						Occurs 1X Per Week



Website: High ROI Brand Elevation

More Than 1.8MM Annual Site Visits

What happens when you combine the power of e-News click activity, heavy organic search volumes and one of the most bookmarked sites in its sector, resulting in direct site actions?

News, opinions, thought leadership, data, podcasts, livestreams, jobs, events, directories and more are housed within the Monitor web experiences and surrounded by advertiser “run of site” display advertising. A very affordable entry point creates an opportunity for high ROI brand impact.

One Price, Three Ads!

CONTRACT COST (DURATION)			
Banner Type	12 Months	6 Months	3 Months
All Banners	\$6100	\$3,300	\$2,175

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



Launching by year-end 2024, Monitor will deploy a new, sophisticated web experience designed to elevate content and advertiser value.

Dedicated Email: Amplify Your Story



Our List. Our Email Credibility. Your Brand.

Monitor's 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.

Showcase your firm's:

- New product releases
- White papers
- Company announcements
- Personnel news
- Deal highlights
- Event promotions

For Customized Pricing:

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

Experience
Dedicated Email



Thought Leadership: Level Up

Seeing Your Brand is One Thing. Targets Experiencing Your Intellectual Capital is Another Level.

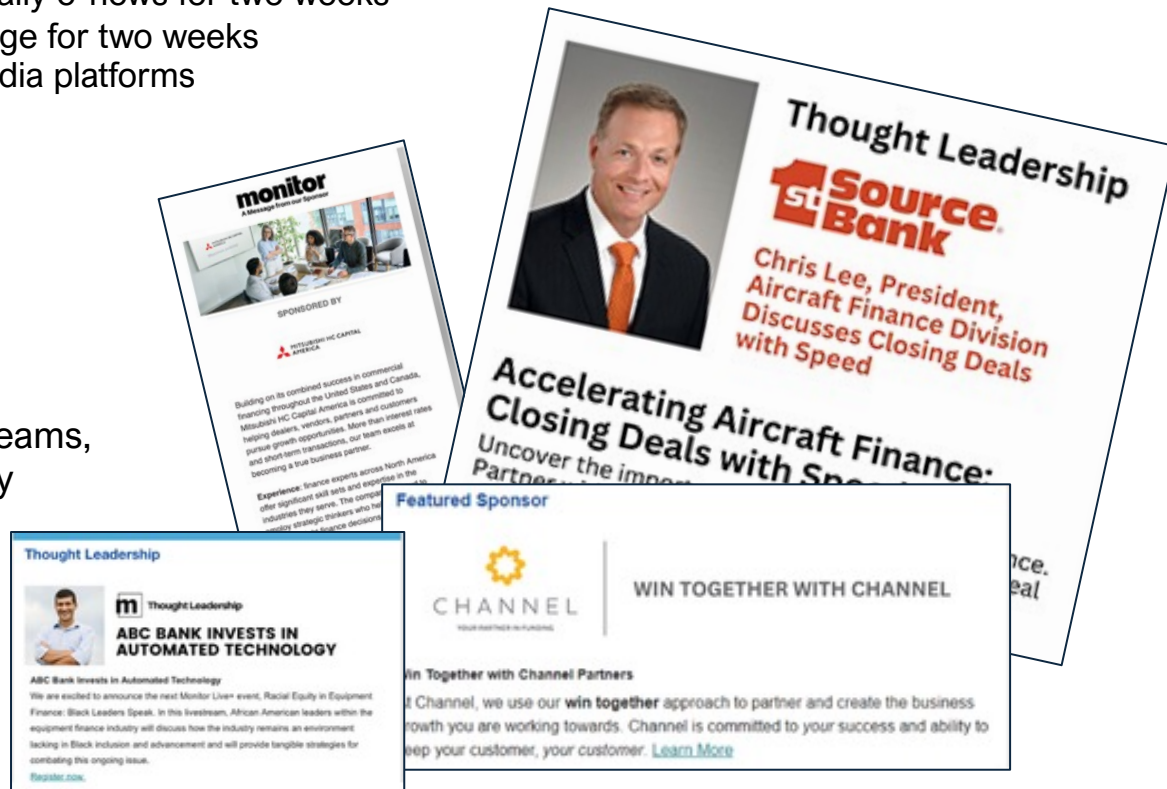
Demonstrate your expert commentary with our thought leadership opportunity! Showcase your expertise and start a dialogue to establish brand visibility. Advertisers provide a logo, headshot and a link to a thought leadership video or article/blog and we share and promote it via our E-news, website and social media.

- Your content featured in the Monitor daily e-news for two weeks
- Your content on Monitor daily homepage for two weeks
- Your content posted on our social media platforms

Investment: \$2,650

For More Customized Products:

Ask about our custom podcasts, livestreams, advertorials, research reports, company profiles & more.



Directories & Company Spotlights:

Ensure your Company is an Answer.

Comprehensive Print and Online Directory Listings to Ensure Your Company is an Answer When the Market Seeks Solutions.

In early in conference season, *The Funding Source* feature in March/April edition offers a spotlight on participating lenders.

The Annual 2025/26 Service Provider & Funding Source Directory is released in October as companies work to secure strong year-end finishes and develop business plans for the coming year.

Online listings are "always on," featured in daily e-news and on the Monitor website.

See pricing on next page.

Launching by year-end 2024 as part of the website enhancement, Monitor will deploy a modern, searchable directory for financiers and service providers.

monitordirectories
Seek Funding. Discover Service Providers.
Find Answers.

Lenders
A growing collection of finance companies ranging from banks to brokers with profile information to power partnerships, deal activity, and career growth.

Service Providers
Assembling a resource directory platform to legal and from other service providers.

AMUR EQUIPMENT FINANCE
200 W 3rd St
Grand Island, NE 68801
800-954-0000
http://amurequipment.com

Amur is one of the largest independent equipment finance companies in the country. We are a certified Great Place to Work® and dedicated to ensuring that our customers and employees share the same passion to grow and succeed. Monitoring relationships across the landscape of Amur's industry to differentiate itself in the market. We hold true to our people, focused on the success of our 25 years, ensuring consistently exceptional service and a customer service reputation that our lender and end-user companies partners and our customers. Amur serves equipment finance industries including transportation, construction, commercial and industrial equipment, technology, food service, agriculture, recycling and storage. Amur is active in both small, mid and middle market financing, engineering transactions from \$500K to \$5 million across a wide range of credit profiles and with terms of up to 60 months.

IN BUSINESS SINCE: 1990
TRADE ASSOCIATIONS: ELFA, NEFA, AACEF
COMPANY TYPE: Independent
DEAL SIZE RANGE: \$50K-\$5MM
AVERAGE DEAL SIZE: \$60K
TERMS: 1-5 Years
CREDIT QUALITY: A, B & C Quality

ASCENTIUM CAPITAL
23870 Highway 59 North
Kingwood, TX 77339
P: 281-722-8200
F: 800-446-3670
www.ascentiumcapital.com/career-forecasting

David Lytle, Executive Vice President, Ascentium Capital Group Manager
P: 281-900-1445
david.lytle@ascentiumcapital.com

Fast Flexible Financing
Ascentium Capital is a division of Regions Bank, specializes in providing a broad range of business equipment financing, leasing and loans across the United States. The company's solutions are designed to benefit equipment manufacturers and distributors as well as direct to business customers. Differentiate your offer by using Ascentium's award-winning finance platform to offer alternative business financing and leasing products up to \$1 million and over 60 helpful small business loans up to \$250,000.

By incorporating fast and flexible financing from Ascentium into your sales process, you can offer confident customers that help you capture new business. Ascentium's convenient solution includes quick quotes, application only up to \$40,000 on standard assets and 250,000 on fleet assets, quick, credit decisions and simplified documentation. Ascentium also offers extensive marketing and sales support to help you drive revenue.

Team up with Ascentium Capital to accelerate sales and enhance your customer relationships. Contact us today to learn more! Ascentium Capital can offer financing.

IN BUSINESS SINCE: 2011
TRADE ASSOCIATIONS: ELFA, AACEF, NEFA
COMPANY TYPE: Division of Regions Bank
DEAL SIZE RANGE: \$50K-\$5MM
AVERAGE DEAL SIZE: \$100K
TERMS: 2-7 Years
CREDIT QUALITY: A, B & C Quality (Structuring Required)

monitor
www.monitordaily.com

monitor spotlight
FUNDING SOURCES

ascentium CAPITAL
AscentiumCapital.com

CONTACT
Ascentium Capital
23870 Highway 59 North
Kingwood, TX 77339
(281) 902-1445

WHO WE ARE
David Lytle
EVP - Ascentium Group Manager
(281) 902-1445
david.lytle@ascentiumcapital.com

Bank of America
Bank of America is a leading national bank based around the world. As a member of the Bank of America Financial Group, we offer a wide range of financial products and services to meet the needs of our customers. We are committed to providing exceptional service and support to our customers. We are a member of the Bank of America Financial Group, which is a leading provider of financial products and services. We are committed to providing exceptional service and support to our customers. We are a member of the Bank of America Financial Group, which is a leading provider of financial products and services. We are committed to providing exceptional service and support to our customers.

GENERAL INFORMATION
Company Type: Bank Affiliate
Trade Associations: ELFA, NEFA, AACEF
In Business Since: 2011

FUNDING INFORMATION
Funding Source Type: Bank Affiliate
Source of Funds: Bank Lend
Annual Funded Volume: \$140B
Funding Speed: 1-2 weeks

TRANSACTION PROFILE
Deal Size Range: Up to \$250K
Term: 5-7 Years
Average Term: 60 Months
Products Offered: Equipment Financing and Leasing, Small Business/Working Capital Loan
Scope of Geographic Activity: National

Fast. Flexible. Financing.

Directories & Spotlights

The Funding Source Issue

The Funding Source Issue (Published Mar/Apr)	Investment
Full Page Spotlight Ad	\$1895

2025/26 Service Provider & Funding Source Directory

The Annual Directory (Published Q4)	Investment
Full Page + Premium Listing	\$2095
Third Page + Premium Listing	\$1095
Premium Listing Only	\$750

Online Directory Only

Online Listing Period	Investment
12 months	\$1395

Bundle and Save!

Contact Susie Angelucci at 484-459-3016 or email susie.angelucci@monitordaily.com and ask about our custom package options for further savings.

Employment: Find Your People

Job Posting/Featured Employer

The most cost-effective hiring solution in the equipment finance industry, Monitor'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 and job will be included in:

- Monitor's daily e-news broadcast for the duration of your posting to **15K** subscribers
- Your company logo & job featured prominently on our homepage
- Your company & job featured on Monitor's employment page with direct link to your company
- Logo and job featured on a landing page of the digital magazine
- Jobs are posted on LinkedIn

WEB CONTRACT RATES

Online Posting Options	# of Postings	Cost per Posting
Standard 30-Day Posting	Single	\$690
	Each Additional Ad or Reposting an Ad	\$620

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.

Current Job Postings

Our current job postings are constantly updated. Check back often to see current industry jobs. To inquire about placing a job posting, contact **Susie Angelucci**.

Accounting (1) **NEW** - Asset Management (1)
NEW - Client Services (1) **NEW** - Operations (2)
NEW - Sales (9)

FEATURED EMPLOYERS

EverBank

MITSUBISHI HC CAPITAL
AMERICA

Contract
CAPITAL

TopMar

Jobs & Career | Featured Employers

Monitor brings together the most effective job posting capability in the industry, unmatched professional placement expertise and the talent development programs to build the next great generation of equipment finance leaders.

Tokyo Century (USA) Inc.

trio capital
Business Lending | Reimagined

PEAC
SOLUTIONS

NME

EF
EASTERN
FUNDING

EQUIFY
FINANCIAL

Source
Bank

WINTRUST
ASSET FINANCE

[Click here for all available industry job positions/opportunities](#)

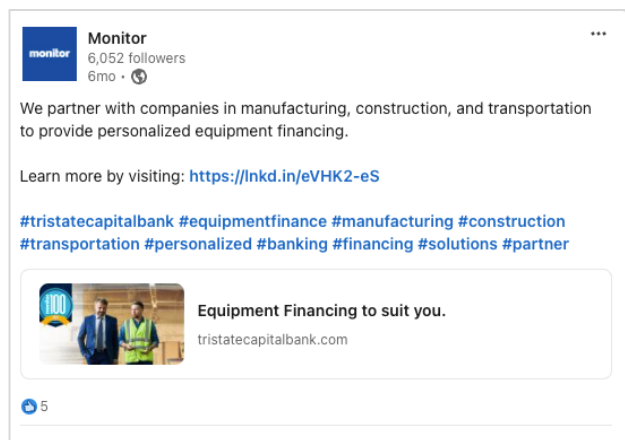
WEB CONTRACT RATES

Online Posting Options	# of Postings	Cost per Posting
Prepaid Multiple Posting Contract	3-6	\$550
	7-10	\$495
	10+	\$445

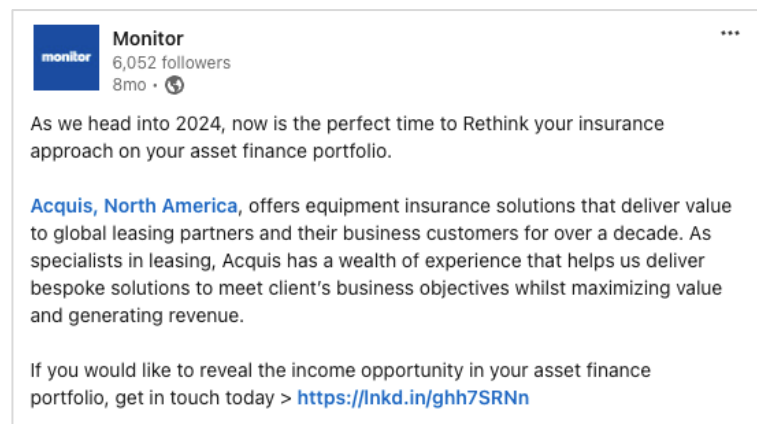
Get Social: Elevate Your Brand

We have two offerings that elevate your brand to growing list of 8,000+ followers, a “shared link” or a “shared post”. Both options include your content being featured on LinkedIn alongside our ongoing daily content.

Your content will be pinned to the top of each of our social media pages for 5 business days (for example, if your content is pinned on a Monday, it will remain there until the following Monday).



SHARED LINK: For a shared link, provide a URL to your page (blog, website update, etc.) and 50 words of copy that gets people excited to click. We'll post it to our followers and pin it to the top of our LinkedIn for 5 days.



SHARED POST: For a shared post, provide links to content you've already posted on social media (Facebook, Twitter, LinkedIn). We'll share or repost it, adding 50 words of copy from Monitor's perspective to enhance the message or direct followers to your content.

Rates: \$995/post

Reach the lenders that power almost 50% of United States GDP

Small Business Finance Insights (SBFI) serves the small business lending sector with unmatched research, data and insights to power growth and better business decisions.

8,000+

Small Business Lenders, Brokers,
Advisors and Intermediaries

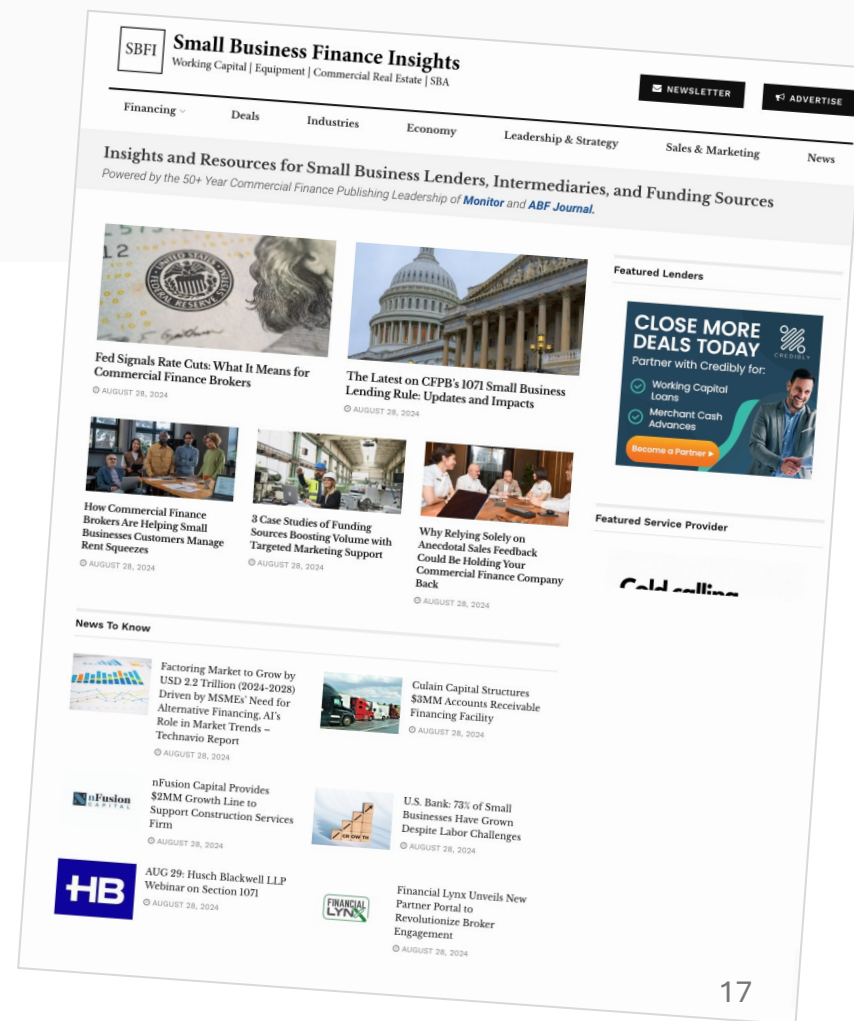
1,500+

Intermediary Funding Sources

Covering all types of small business lending (equipment, SBA, working capital and real estate), SBFI delivers a premium channel to enhance awareness and consideration of your company as a funder or service provider to small business lenders. **Through email newsletter, web display advertising and more, advertisers have the low-cost opportunity to maximize reach and ROI in this sector.**

Pricing follows, but for more information:

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



WEEKLY NEWSLETTER

Duration	Horizontal Banner (600x120)	Box Banner (300x250)
12 Months	\$5,850	\$4,295
6 Months	\$3,255	\$2,735
3 Months	\$1,795	\$1,495

WEB CONTRACT COST (DURATION)

Banner Type	12 Months	6 Months	3 Months
All Banners	\$4425	\$2400	\$1575

Research & Insights

Fed Signals Rate Cuts: What It Means for Commercial Finance Brokers

The Latest on CFPB's 1071 Small Business Lending Rule: Updates and Impacts

Let's Bust Some Myths.

Think we only finance transportation equipment? Think again.

[Click now](#) to see how we've got you covered from asphalt pavers to Zambonis.



INDUSTRY VOICES: Seizing Opportunity in Today's Equipment Finance Market as a Third-Party Originator

How Commercial Finance Brokers Are Helping Small Businesses Customers Manage Rent Squeezes

3 Case Studies of Funding Sources Boosting Volume with Targeted Marketing Support

Why Relying Solely on Anecdotal Sales Feedback Could Be Holding Your Commercial Finance Company Back

Insights and Resources for Small Business Lenders, Intermediaries, and Funding Sources

Powered by the 50+ Year Commercial Finance Publishing Leadership of [Monitor](#) and [ABF Journal](#).

Cold calling like it's 1999?

There's a better way.

sawbux



CFGMS
UNDERWRITER AGENCY

CFGMS IS HIRING UNDERWRITERS!

- ✓ Start your path to success
- ✓ Master the art of revenue-based financing underwriting
- ✓ Learn with us, Fund with us.

[JOIN CFGMS](#)

Featured Lenders

CLOSE MORE
DEALS TODAY

Print Specs

Full Page Float: 8" x 10"

Full Page Trim: 8.75 x 10.875"

Full Page Bleed: 9.0" x 11.125"

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"

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

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 if 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.

E-News + Digital Specs

BANNERS FOR MONITOR E-NEWS

Banner Size: 600px x 120px

All art must be smaller than 256KB 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.

BANNERS FOR SBFI E-NEWS

Box Banner Size: 300px x 250px

Horizontal Banner Size: 600px x 120px

All art should have a maximum file size of 256K 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 as your accomplishments.

DEDICATED EMAIL

Company Image: 600px x 200px, at 72dpi with URL link

Company Logo: 250px x 125px at 72dpi with URL link

Company Call to Action Button: 120px x 60px at 72dpi with URL link

Company Message: Recommendation, 500 words max with no active links in message

Accepted Formats: .JPG or .PNG

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.

Directory + 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.