

Thought Leadership & Sponsored Content

Seeing Your Brand is One Thing, Having Your Target Audience Experience Your Expertise is Another

Monitor's Thought Leadership and Sponsored Content opportunities give your company a platform to share insights, perspectives, and intellectual capital with the equipment finance industry. By showcasing your commentary, you build authority, spark dialogue, and strengthen your reputation as a trusted voice.

Includes:

E-News Featured Sponsor

Highlighted in Monitor's e-news for 21 days.

Website Placement

Your content on Monitor's homepage for 21 days.

Social Media Feature

Your content posted on our social media platforms.

The Value of Thought Leadership/Sponsored Content

Authority & Credibility

Position your executives and brand as trusted voices in the specialty finance sector.

Extended Visibility

30 days of consistent promotion across multiple channels keeps your message top of mind.

Brand Differentiation

Highlight your company's expertise in a competitive marketplace.

Content Versatility

Showcase blogs, videos, or articles — whatever format best tells your story.

Investment: \$2,650

Thought Leadership



Source Bank

Tom Reilly
President, Construction Equipment Financing Division

Supply Chain Resilience: How Proactive Financing is Securing the Future for Contractors

Proactive financing and pre-approved credit limits enable contractors to quickly seize opportunities and build resilience amid supply chain disruptions. [Learn More](#)

DataCRaiM Welcomes Chawla to Advisory Board

DataCRaiM added Sanjeev Chawla to its advisory board. Chawla is a serial entrepreneur, former CEO and seasoned technology leader with 20+ years of experience building and scaling global businesses across telecom, healthcare IT and AI-powered communications.

Siemens Financial Marks One-Year Milestone for Siemens Pay Later Portal

Siemens Financial Services Commercial Finance Americas is marking the one-year anniversary of its Siemens Pay Later Portal, a digital platform designed to streamline the process for the Extended Payment Terms solution for Siemens-related invoices.

Featured Thought Leadership

Equipment Finance in 2025: 6 Themes, and Technology's Role

Michael Mousdale explores the outlook for the year ahead, and the role technology can play in resilience and growth in equipment finance. Discover his six themes for 2025 and find out more.

Alfa



Michael Mousdale
Associate Director