

A low-angle, close-up photograph of a yellow bulldozer. The bulldozer's large, treaded tire is prominent in the lower left foreground. The yellow body of the machine, including the cab and engine compartment, extends towards the upper right. The background is a bright, slightly hazy sky. The overall composition is dynamic and industrial.

monitor

2026

MEDIA KIT

Print | Digital | Thought Leadership | 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 virtual experience

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

secured commercial capital research

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

MOLLOY ASSOCIATES

Commercial finance industry specialists in executive recruitment since 1972.

STRIPES Leadership Program

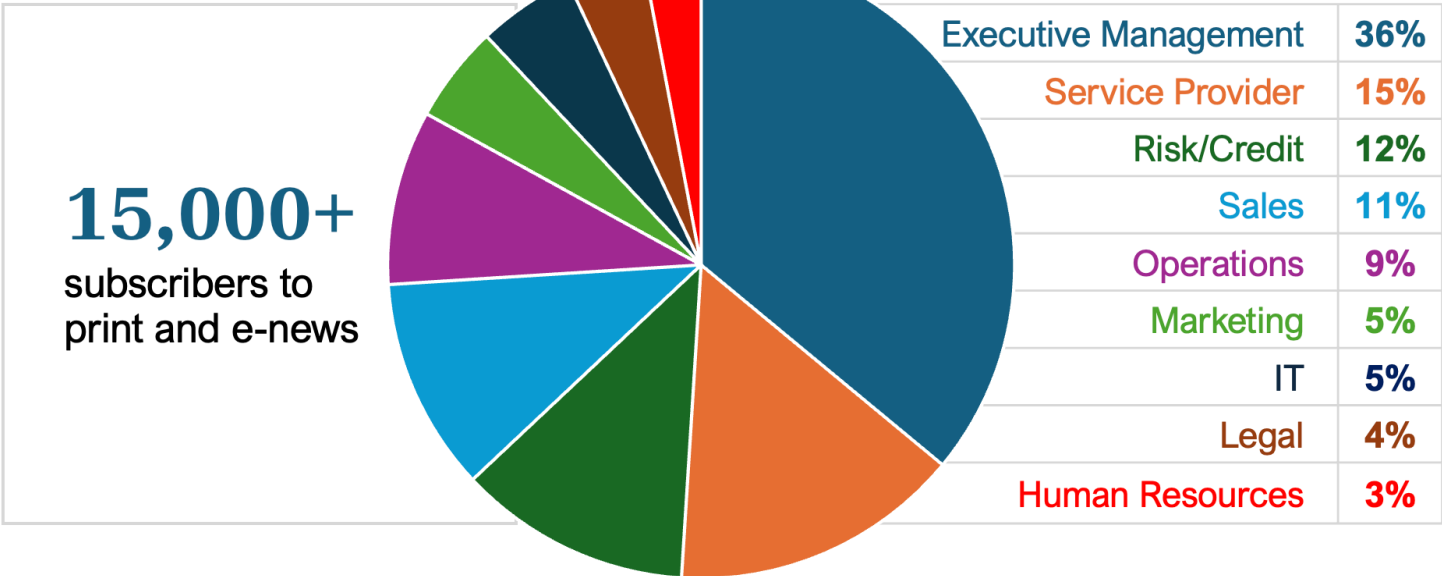
A leadership program designed to build, challenge & inspire best-in-class leaders within the equipment finance industry.

Decision Makers Depend on Monitor

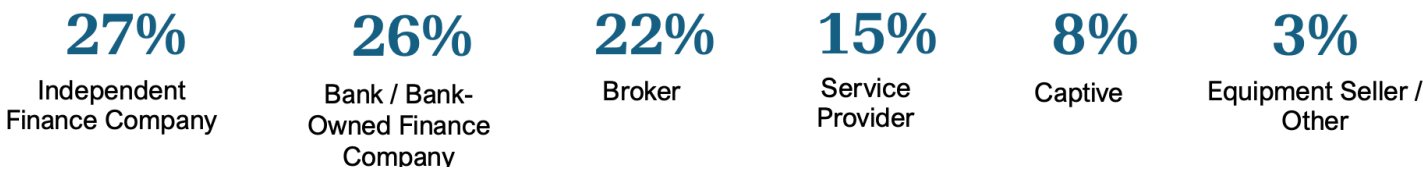
Monitor's audience is comprised of over 15,000 loyal equipment finance industry executives, institutional capital providers, next generation leaders, third-party originators, advisors, service providers and more. Our solutions are delivered through a variety of platforms but assemble to deliver a single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

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

Audience Breakdown



Segments



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

Table of Contents

The following pages of Monitor's 2026 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 2026 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.

- 4 | Editorial Calendar**
- 5 | Magazine**
- 6 | E-News**
- 7 | Website**
- 8 | Dedicated Email**
- 9 | Thought Leadership**
- 10 | Directories**
- 11 | Employment**
- 12 | Social Media**
- 13 | Podcasts**
- 14 | Livestream**
- 15 | Converge**
- 16 | Equipment Finance Originator**
- 17 | Specifications Appendix**



Editorial Calendar

ISSUE	DATES	PRINT FOCUS	FEATURES	BONUS DISTRIBUTION
JAN/FEB	Space: 1/19 Materials: 1/23	Best Companies	• Best Companies • Notable Company Anniversaries • 2026 Asset Class Outlooks	• Various Industry Conferences throughout the Year
MAR/APR	Space: 3/2 Materials: 3/6	Funding Sources / Top 30 Independents	• Annual Ranking of Top 30 Independents • Funding Sources / Capital Markets • Buy Side Update / M&A Outlook	• ELFA Funding • NEFA Spring • AACFB Annual
MAY/JUN	Space: 5/4 Materials: 5/8	NextGen / Vendor Finance	• Annual Vendor Rankings • 2026 Next Generation Profiles & Insights	• Various Industry Conferences throughout the Year
MONITOR 100	Space: 6/10 Materials: 6/15	Monitor 100	• Rankings by Assets, Volume, and More • Comprehensive Analysis & Dimensioning	• Various Industry Conferences throughout the Year
JUL/AUG	Space: 7/13 Materials: 7/17	Monitor 101+ / Market Leaders	• Ranking of 101+ Largest Companies in EF • Market Leaders in Top 5 Asset Classes	• AACFB Commercial Financing Expo
SEPT/OCT	Space: 8/17 Materials: 8/21	2026-27 Annual Funding & Services Directory	• Guide to Funding Sources, Service Providers, and Technologies Serving the Equipment Finance Industry	• Various Industry Conferences throughout the Year
SEPT/OCT	Space: 8/24 Materials: 8/28	Fall Conference / Most Influential	• Most Influential People in Equipment Finance	• ELFA Annual Conference • NEFA Fall Conference
NOV/DEC	Space: 9/21 Materials: 9/25	Top Women in EF / Bank 50	• 2026 Top Women in EF Profiles • Ranking of the Top 50 U.S. Bank Affiliates • Views from the Top Women in EF	• Various Industry Conferences throughout the Year

Magazine: There is No Substitute



15,000 Strong.

Monitor Magazine — available in print, flipbook, and digital formats — reaches virtually every decision-maker in equipment finance, with more than 15,000 industry participants engaging with each edition. In addition to subscriber circulation, Monitor is distributed at major industry conferences throughout the year, giving advertisers extended reach at the sector's most influential gatherings.

Published seven times annually, Monitor combines must-read rankings, special issues, and in-depth coverage of market trends.

Our issue editions include:

Rankings:

- Monitor 100
- Monitor 101+
- Top 30 Independents
- Top 40 Vendor
- Asset Classes
- Bank 50

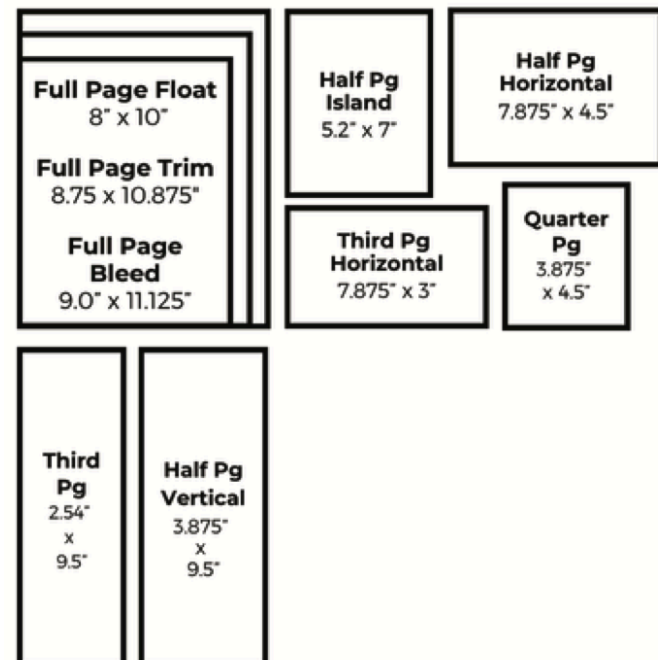
Recognitions:

- Best Companies
- NextGen
- Most Influential
- Top Women

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 Cover	\$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

monitor*daily*
The Independent Voice of Equipment Finance

EF News | Suite | Funding Directory | Services Directory | Careers | Magazine



Here's how one client uses EEaaS to take an innovative approach and stay sustainable.

Key Equipment Finance

Featured News

North Mill Equipment Finance Closes \$525MM Securitization

This marks the company's second securitization of the year and brings NMEF's cumulative issuance volume to over \$3.1 billion.

Why Every Small Business Needs \$50K in Protection Technology

Rising cyber threats are forcing predictable equipment investments that create financing opportunities in a market most lenders ignore.



Editor's Picks

Credit & Risk in 2025: Managing Changing Credit Conditions through Experience, Discipline and Innovation

As uncertainty roils the economy, credit and risk executives from 36th Street Capital and Amur Equipment Finance reveal how they're managing volatility, tightening standards, and finding opportunity in a bifurcated lending landscape.

Using AI to Eliminate Bottlenecks and Boost Efficiency: Q&A with Aaron Case, President of TFS Solutions

TFS Solutions' Aaron Case shares how his team is using AI to speed up credit decisions, cut manual work and boost partner satisfaction. Tune in to hear how automation is reshaping the front lines of equipment finance, without losing the human touch. [Listen to the Podcast Here.](#)



Over 250,000 Clicks Every Year

Monitor's Daily E-News and the Weekly Wrap-Up deliver unmatched reach and engagement across the equipment finance industry.

With more than 15,000 subscribers and over 250,000 clicks annually, these newsletters connect your brand to the decision-makers who shape strategies, close deals, and drive growth.

The Value of E-News

Unmatched Audience Reach

Daily and weekly touchpoints with 15,000+ industry professionals.

Daily & Weekly Visibility

Appear in both daily news editions and/or the Weekly Wrap-Up, with options of 1-6x frequency per week.

Rotating Banner Placements

Ads rotate positions within each send, maximizing visibility.

Content Integration

Ads appear within breaking news, analysis, and market insights that professionals value.

DAILY E-NEWS FREQUENCY (TIMES PER WEEK)

WEEKLY WRAP-UP

Duration

1X

2X

3X

4X

5X

Occurs 1X Per Week

12 Months

\$6,230

\$11,020

\$15,590

\$20,180

\$23,360

\$6,230

6 Months

\$3,630

\$6,520

\$9,240

\$11,990

\$13,880

\$3,630

3 Months

\$2,220

\$3,970

\$5,630

\$7,280

\$8,450

\$2,220

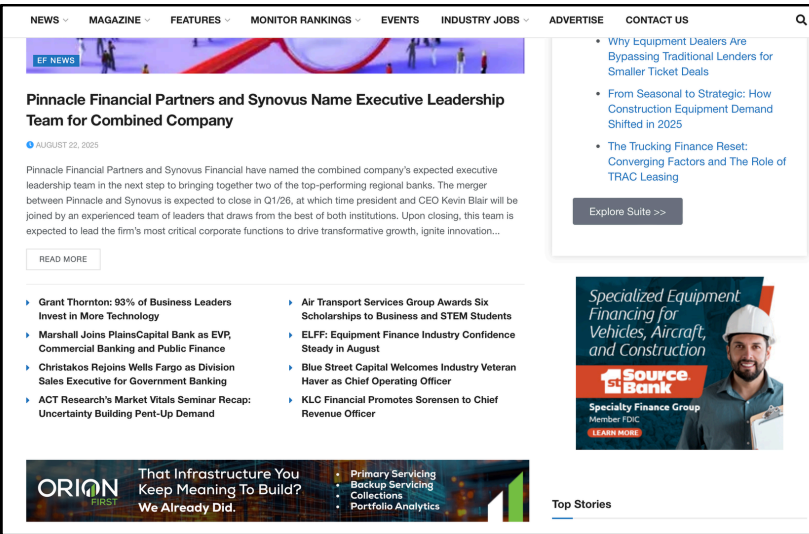
PLUS

Website: High ROI Brand Elevation

More Than 1.6MM Annual Views

Combine e-News click activity, strong organic search traffic, and one of the most bookmarked sites in its sector to drive direct site actions.

The Monitor web experience — featuring news, opinions, thought leadership, data, podcasts, livestreams, jobs, events, directories, and more — is paired with “run of site” display advertising to reach your audience wherever they engage.



Research's Market Vitals Seminar Uncertainty Building Pent-Up

Commercial vehicle outlook seminar featured an OEM panel including Hyundai Translead; Charles Chilton, vice president and IC Bus at International Motors; and T.J. Reed, president and CEO of Specialty Vehicles.

August 22, 2025 in EF News Reading Time: 1 min read



The 73rd commercial vehicle outlook seminar, Market Vitals: The Current & Future, took place on Aug. 20 – 21, 2025.

The panel including Sean Kenney, CEO at Hyundai Translead; Charles Chilton, vice president and IC Bus at International Motors; and T.J. Reed, president and CEO of Specialty Vehicles. Panelists agree that uncertainty continues to be the buzzword of the industry. Participants are challenged by tariff and policy changes while navigating shifts in supply and demand.



One Price, Three Banners

Includes one of each:

Leaderboard/Inline
Premium ad at the top and in-line throughout all pages for maximum visibility.

Skyscraper
Large attention-grabbing ad to reach your target audience throughout all pages.

Box
Right-side placement for consistent brand exposure throughout the site.

CONTRACT COST (DURATION)			
Banner Type	12 Months	6 Months	3 Months
All 3 Banners	\$6,220	\$3,370	\$2,220

Dedicated Email: Amplify Your Story

Our list. Our credibility. Your brand.

Monitor's Dedicated Email delivers your company's message directly to more than 15,000 subscribers — in a stand-alone exclusive email that is not part of the daily E-News. This exclusive format ensures your message receives full attention from the equipment finance community's most influential professionals.

Includes:

Your Company's Message

Your company's message delivered in an exclusive email to Monitor's 15k e-news subscribers.

E-News Featured Sponsor

Highlighted in Monitor's e-news for 5 days.

The Value of Dedicated Email

Exclusive Exposure

A stand-alone communication that ensures your message isn't competing for attention.

Extended Visibility

Five days of E-News features keep your message top-of-mind.

Brand Authority

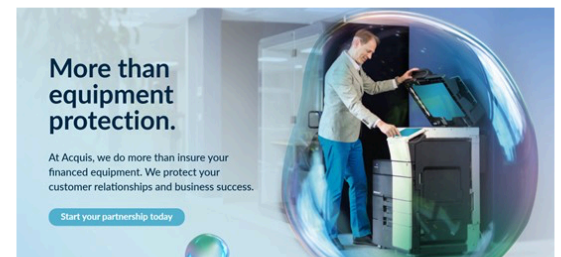
Position your company as a leader by aligning with Monitor's trusted reputation.

Top-of-Funnel Awareness

Build visibility with new audiences while strengthening recognition with existing contacts.

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

monitor
A Message from our Sponsor



A Practical Way to Reduce Risk and Generate Revenue

Recent research shows that **85% of SMBs plan to invest in new business equipment within the next 12 months**. With this market growth on the horizon, Acquis is here to help you stay ahead. Our fully outsourced equipment insurance solution is designed to protect more than just assets — we help safeguard your customer relationships, reduce risk, and create new revenue streams — all **at no cost to your business**.

Here's what our program delivers:

- Comprehensive coverage from day one of the finance agreement
- Post-sale insurance validation to streamline your sales process
- Minimized disruption with fast, reliable claims handling
- Protection that strengthens customer loyalty
- Revenue from day one, with no added servicing burden

Whether you're looking to improve the customer experience or optimize operational efficiency, our solution helps you do both — while generating additional income.

Sound interesting? Let's set up a quick conversation. Reach us anytime at lets_talk@acquisinsurance.com

Looking forward to connecting,

The Acquis Team

Featured Sponsor

BankFinancial
Equipment Finance

Your Partner, Not Your Competitor.

As **The Bank for Independent Lessors**, BankFinancial Equipment Finance specializes in funding equipment finance transactions for third-party sources from all Lessor segments. [Learn More](#)

Editor's Picks

Vendor Finance in 2025: Speed, Certainty, & Smarter Strategy

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.

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

Investment: \$2,650

Directories & Company Spotlights

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

Funding Source Issue Feature

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

The Funding Source Issue (Published Mar/Apr)	
Ad Spotlight	Investment
Full Page Spotlight Ad	\$1,995

Annual Service Provider & Funding Source Directory

The Annual 2026-27 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.

The Annual Directory (Published Q4)	
Listing Type	Investment
Full Page + Premium Listing	\$2,295
Third Page + Premium Listing	\$1,250
Premium Listing Only	\$750

Online Directory Listings

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

Online Directory Listing	
Online Listing Period	Investment
12 Months	\$1,395

Bundle & Save

Ask about our custom package options for further savings.

Service Provider Directory

To inquire about a listing, contact Susie Angelucci at 484-459-3016 or email her at susie.angelucci@monitordaily.com

Service Provider Type

☐ Asset/Equipment Management

☐ Collections/Recovery

☐ Consultants

☐ Credit/Risk Management

☐ Payment Services

☐ Equipment Inspections

☐ Executive Recruiting

☐ Insurance



Learn More >>



Learn More >>



Learn More >>

Funding Source Directory

To inquire about a listing, contact Susie Angelucci at 484-459-3016 or email her at susie.angelucci@monitordaily.com

Company Search

Apply filter >>



Learn More >>



Learn More >>



Learn More >>



FUNDING SOURCES

CONTACT

1st Source Bank
100 N. Michigan Street
South Bend, IN 46601
(574) 235-2733

WHO WE ARE



Christopher Craft
Specialty Finance Group Division
President & Chief Operations Officer
(574) 235-2055
ccraft@1stsource.com



Amy Bobson
SFG Deposit Sales Manager
(574) 235-2873
bobsona@1stsource.com



Tom Reilly
Construction Equipment Financing Division President
(574) 235-2738
reillyt@1stsource.com



1stsource.com/sfg

1st Source Bank's Specialty Finance Group (Monitor Bank 50 ranked No. 20) has been funding vehicle fleets since its founding in 1976 as part of a Forbes top ranked (No. 26) bank with roots dating to 1883. We have funded Aircraft since 1986 and Construction Equipment since 1990. Our long-term relationship approach, expertise and commitment to timely quality service, makes a positive difference for our clients. As a closely held, publicly traded bank, with strong capital and reserves, plus a Baa1 S&P rating (highest safety rating), 1st Source Bank also remains a prudent place for clients to maintain deposit accounts.

Member FDIC. Subject to credit approval. Equal Housing Lender.

GENERAL INFORMATION

Company Type
Bank

Trade Associations

- ACRA
- NBAA
- VAI
- NVLA
- IADA
- AED
- CLPP
- NAFA

In Business Since
1976

FUNDING INFORMATION

Funding Source Type

- Lender
- Lessor

Source of Funds
Interest

Special Services

- Application Only Programs

TRANSACTION PROFILE

Deal Size Range
\$50K-\$45MM

Term
1-10 Years Depending on Collateral

Average Term
24-72 Months

Products Offered

- EFA
- Finance Lease
- FMV
- Lease Intended as Security
- Leveraged Debt
- Lines of Credit
- Loans
- Operating Lease
- Sale/Leaseback
- Split-Trac
- Synthetic Loans
- TRAC
- True Lease
- Direct Funding to Commercial Lessors

Scope of Geographic Activity
United States as well as Brazil, Mexico

Employment: Find Your People

Monitor's Featured Employer job postings are the most cost-effective way to recruit in the equipment finance industry. With more than 15,000 subscribers reached daily and over 10,000 page views generated during a typical 30-day posting period, your openings receive maximum visibility among the professionals who matter most.

Includes:

E-News Feature

Placement in Monitor's Daily E-News to over 15k subscribers for the full duration of your posting.

Website Placement

Your company logo & job featured prominently on our homepage & our employment page with a direct link to your company.

Digital Magazine Feature

Your logo and job listing featured on a landing page of Monitor's digital magazine.

Social Media Feature

Your logo and job listing posted on LinkedIn.

The Value of Monitor's Employment Offerings

Unmatched Reach

15,000+ subscribers see your posting in their inbox daily + 10,000+ web page views during a standard 30-day posting.

Targeted Audience

Reach professionals actively working in equipment finance.

Multi-Channel Exposure

Presence in E-News, on the website, and in the digital magazine.

Jobs & Career

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.

Current Openings

Sales (13)

Credit (2)

Operations (1)

Featured Employers

ascentium
CAPITAL

BALBOA
CAPITAL
A DIVISION OF AMERIO BANK

Banterra
Machine Tool Finance

CIVISTA
LEASING & FINANCE

M
MOLLY ASSOCIATES

TopMark
Funding, LLC

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

nationwide basis to employers. To inquire about recruiting services, contact **Scott Preiser**.

STRIPES builds, challenges and inspires best-in-class leaders through a 6-month program. To inquire about STRIPES' 8th cohort, beginning Fall 2025, contact **Susan Campbell**.

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**.

NEW - Asset Management (2) Credit (1)
NEW - Credit Analyst (1) NEW - Sales (15) NEW - Sales - Technology (1)

FEATURED EMPLOYERS

WEB CONTRACT RATES

Ad Size	# of Postings	2X
Standard 30-Day Posting	Single	\$690
	Each Additional Ad or Reposting an Ad	\$620
Prepaid Multiple Posting Contract	3 - 6	\$550
	7 - 10	\$495
	10+	\$445

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.

Social Media: Get Social

We have two offerings that elevate your brand to growing list of 9,000+ followers, a “shared link” or a “shared post”. Both options include your content being featured on LinkedIn alongside our ongoing daily content.

Shared Link

How It Works: Monitor shares a link to your company’s website (such as a blog post, press release, or new service page) directly with our LinkedIn & Facebook followers.

What You Provide: A graphic, a link and up to 50 words of suggested copy for context.

Shared Post

How It Works: Monitor reposts content your company has already published on social media (LinkedIn and/or Facebook), extending its reach to our audience.

What You Provide: A link to your original social media post and optional copy to supplement or reinforce the message.

**Monitor**
7,114 followers
6d • Edited • 

Register: <https://lnkd.in/grFtwNvH>

Your credit process probably involves way too many spreadsheets, endless committee meetings, and someone manually reviewing deals that should be obvious yes or no decisions. If you're spending time where you shouldn't have to, this webinar is for you.

Join [northteq](#) alongside [Equifax](#), [Stearns Bank N.A.](#), and [Geneva Capital, LLC](#) on August 22 at 12 pm EST to learn how to automate the no-brainers while keeping your risk controls intact.

Real-world examples, tools that actually work, and no fluff.

WEBINAR

5 Essentials Every Leader Should Understand About Credit Automation
Friday, August 22 · 12:00pm EST
[save your seat](#)

nôrthteq

EQUIFAX

**Monitor**
7,114 followers
3mo • 

Still stuck in legacy systems? DataScan360 is transforming Equipment Finance—connecting origination, audit, servicing, and risk in one seamless platform. Ditch the silos.

Embrace the future: <https://lnkd.in/dgr9JbwW>

**DataScan**
3,338 followers
3mo • 

[+ Follow](#)

Still relying on outdated systems to manage dealer lending? As dealer portfolios grow more complex, the old way simply doesn't work anymore. It's time to make the shift with DataScan360. Connect your entire operation—from credit origination to audit, servicing, and risk management—all in one seamless platform. Are you ready to transform your lending process? Check us out: <https://lnkd.in/gU9-fxdU>

Dealer Commercial Lending


Simplified


 **DATASCAN**

The Value of Social Media

Expanded Reach

Access a growing audience of 9,000+ equipment finance professionals.

Community Integration

Appear directly in the daily feed industry professionals are already scrolling, liking, and sharing.

Consistent Reinforcement

Keep your brand top of mind by appearing regularly alongside Monitor’s respected industry updates.

Investment: \$995/Post

Podcasts: Conversations That Count

Monitor's Podcast+ series brings the voices of the equipment finance industry directly to its audience. Each episode features conversations with industry leaders on the issues, innovations, and strategies shaping the market. Distributed through YouTube, MonitorDaily.com, Apple Podcasts and Spotify and promoted to Monitor's 15,000+ subscribers, Podcast+ combines editorial credibility with multi-platform reach to position your brand as part of the industry conversation.

Includes:

Dedicated Podcast Episode

15–30 minutes featuring your company's exclusive content with questions developed with Monitor's editorial team

Companion Q&A Article

A written feature on Monitor's site that extends the conversation and reinforces your message.

Dedicated Podcast Email

A dedicated email sent to 15,000+ subscribers spotlighting your podcast episode.

Social Media Post

A branded social media post to Monitor's 9,000+ followers.

E-News Feature

Your episode promoted in Monitor's Daily E-News for one full week.

Company Branding (Optional)

Add a 30-second promotional video or company logo with a 30-second voiceover for added exposure.

The Value of Monitor's Podcasts

Cross-Platform Reach

Distribution on Monitor's site, Apple Podcasts, YouTube, Spotify, E-News, dedicated email and social media.

Community Positioning & Credibility

Demonstrate commitment to industry dialogue & benefit from Monitor's decades-long reputation as the industry's voice.

Multi-Format Content

Audio, video and written Q&A provide multiple ways for audiences to engage.

Monitor Podcast: Modernizing Underwriting in Equipment Finance: AI, Data & Real Results

Traditional underwriting in equipment finance is holding lenders back — manual data entry, inconsistent decision-making and limited data access are costing time and deals.

In this episode of the Monitor Podcast, Editor-in-Chief Rita Garwood talks with Carolina Patiño, Product Manager at Kin Analytics, about how lenders are using automation, AI, and predictive analytics to modernize underwriting and drive real results.

Listen to hear:

- Where legacy workflows are still failing
- The tools driving speed and smarter credit decisions
- How alternative data is shaping new credit models
- What successful modernization looks like — from first step to full-scale

[LISTEN TO THE PODCAST](#)[WATCH THE PODCAST](#)[READ THE ARTICLE](#)

Gut-driven decisions, paper-heavy workflows and inconsistent credit criteria are no longer cutting it in equipment finance. In this episode, Monitor Editor-in-Chief [Rita Garwood](#) interviews [Carolina Patiño](#) of [Kin Analytics](#) about the shift to modern, data-driven underwriting.

They discuss:

- The top challenges with traditional underwriting
- The role of automation, predictive analytics, and alternative data
- Where manual processes still dominate—and why
- How leading lenders are getting results from tech-driven transformation
- What it takes to balance innovation with compliance

If you're looking to streamline credit processes, improve approval rates, or scale without overloading your team, this episode is for you.

Listen to the podcast: <https://lnkd.in/gNcFQrh4>

Read the article: <https://lnkd.in/giFwvMwp>

Investment: \$1,995

Live+ Livestream: Ideas In Action

Collaborate with Monitor's editors to curate your very own 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 a panel of experts or a one-on-one interview, these livestreams are attended live by hundreds of professionals and then distributed to Monitor's 15,000+ subscribers via E-News, dedicated email, website and social media.

Includes:

Panelist/Moderator Role

Feature your executive as a thought leader on a live panel or as a moderator for the event.

Introductory Script

A 50-word company overview read by the host at the start of the livestream.

Company Branding

Logo placement during the livestream and across all event promotions. Incorporate up to three branded slides or a 1-minute company video.

Attendee List

Full livestream attendee list provided for follow-up opportunities and lead generation.

Social Media Post

A branded social media post to Monitor's 9,000+ followers.

E-News Feature

Your livestream featured in Monitor's Daily E-News for added visibility.

Dedicated Livestream Email

An exclusive email sent to Monitor's 15,000+ subscribers to promote your event.

The Value of Monitor's Live+ Livestreams

High Perceived Value

Live events are seen as premium experiences, elevating brand credibility.

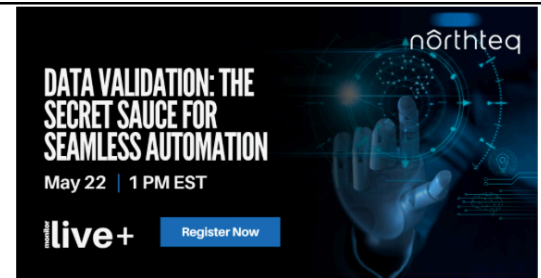
Real-Time Engagement & Community Connection

Reach professionals live in an interactive setting and become part of industry-defining conversations.

Multi-Channel Distribution

Extended reach through dedicated email, E-News, website and social media promotion.

Investment: \$3,995



Data validation: The secret sauce for seamless automation

A Monitor Livestream | May 22, 2025 | 1:00 p.m. EST
In Partnership with Northteq

[Click Here to Register!](#)

Automation promises faster processes, fewer manual tasks, and smoother operations, but it only delivers if your data is accurate. When incorrect or inconsistent data flows through automated systems, errors multiply, decisions get delayed, and trust in your technology breaks down.

In this webinar with Northteq and Monitor Daily, we'll focus on why data validation is essential to making automation effective in equipment finance. You'll hear how lenders can avoid common pitfalls by ensuring the information driving their automated workflows is complete, correct, and consistent across every system.

From syncing applications to servicing, we'll show how clean data keeps automation working for you, not against you.



Moderator (Middle)
Kristian Dolan, Northteq



Join us on May 22 at 1:00 p.m. EST for Data Validation: The Secret Sauce for Seamless Automation, a Monitor livestream in partnership with [northteq](#).

Automation promises faster processes, fewer manual tasks, and smoother operations, but it only delivers if your data is accurate. When incorrect or inconsistent data flows through automated systems, errors multiply, decisions get delayed, and trust in your technology breaks down.

In this livestream with Northteq, we'll focus on why data validation is essential to making automation effective in equipment finance. You'll hear how lenders can avoid common pitfalls by ensuring the information driving their automated workflows is complete, correct, and consistent across every system. From syncing applications to servicing, we'll show how clean data keeps automation working for you, not against you.

Register Now: <https://lnkd.in/gVr73krm>

Converge: The Virtual Experience

Converge is Monitor's flagship virtual event designed to tackle the equipment finance industry's most pressing challenges through focused, collaborative working sessions. This isn't a conference with passive presentations — it's an interactive environment where industry leaders roll up their sleeves to examine real-world issues, share insights, and co-create practical solutions. Converge will be hosted twice in 2026:

Spring 2026: The Future of Credit & Risk in Equipment Finance

Fall 2026: Talent, Leadership & the Next Generation

Through facilitated group discussions and targeted breakout sessions, Converge delivers a curated, results-driven experience. Attendees engage in deep dives on core topics, explore fresh approaches, and leave with concrete strategies they can implement immediately within their organizations.

For sponsors, Converge offers a unique opportunity to position their brand at the heart of these high-value conversations, aligning themselves with innovation and progress in equipment finance. Sponsorship packages are designed to integrate your brand seamlessly into the attendee journey before, during, and after the event — maximizing exposure and engagement.

Sponsorship Opportunities:

- **Event Intro Sponsor** (Investment: \$2,995)
Kick off the Converge with your brand front and center through a custom intro and attendee engagement.
- **Playbook Sponsor** (Investment: \$3,595)
Align your brand with the Converge Playbook and maximize visibility before, during, and after the event.
- **Breakout Session Sponsor** (Investment: \$2,195)
Showcase your brand before breakout sessions with a commercial or short video played for Converge attendees.
- **Break Sponsor** (Investment: \$1,495)
Showcase your brand during scheduled breaks with a commercial or short video played for Converge attendees.
- **Logo Sponsor** (Investment: \$550)
Build brand awareness with consistent logo placement across event channels.



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

Equipment Finance Originator

Equipment Finance Originator by Monitor is a weekly newsletter, providing ideas, research, data, deals, news and insights designed to empower brokers and funding sources in equipment finance with the dedicated platform they deserve. Equipment Finance Originator is built to serve the niche but powerful community where deals may be smaller, but their impact is immeasurable.

Equipment Finance Originator's audience is comprised of 8,500+ brokers and 1,500+ funding sources. Our newsletter helps advertisers connect with origination partners and funding sources to fuel growth.

The Value of Equipment Finance Originator

Reach a Niche Power Audience

Connect directly with 10,000 engaged small business lenders and third-party originators who drive deal flow in equipment finance.

Weekly Visibility

Stay top of mind with a weekly cadence that keeps your brand consistently in front of decision-makers.

Align with Industry Credibility

Position your company as a leader by aligning with Monitor's trusted reputation.

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

Insights and Resources for Small Business Lenders, Intermediaries, and Funding Sources — Powered by **Monitor**



Meet BriteLine™

Funding That Moves at the Speed of Business

CLOSE MORE DEALS | MORE COMMISSIONS | FAST & FLEXIBLE

Featured Insights

The Equipment Finance Boom: How OBDD Creates Potential for Significant Demand Growth

The One Big Beautiful Bill Act, signed into law on July 4, 2025, has restored 100% bonus depreciation through 2029 and increased Section 179 limits to \$2.5 million, fundamentally altering the economics of equipment investment. These changes create the potential for substantial increases in equipment financing demand, though the actual market response will depend on how quickly businesses understand and act on these new incentives.

[Learn More >>](#)

TITLED DISCOUNTING

THAT'S THE **TIMEPAYMENT ADVANTAGE**
BROKERS CAN COUNT ON.



TIMEPAYMENT.COM



Auto Repair Revolution: How Electric Vehicles Are Impacting Traditional Mechanics

The Healthcare Payment Challenge: Why Medical Practices Are Losing Profitability Treating Patients

The Franchise Fee Challenge: Why Franchisees Face Certain Cash Flow Pressures

The Digital Banking Revolution That Changes Everything: Why Grasshopper's AI Move Just Disrupted Traditional SBA Lending

The Silent Small Business Killer: How Rising Insurance Costs Are Forcing Desperate Financing Decisions

Sales-Based Financing: Danger Ahead?

The "Speed Trap": Are Instant Approvals Leading to Instant Regret?

Net 30 is Dead: Why B2B Payments Became a 90-Day Nightmare



Registration is Now Open!
OCTOBER 27-29, 2025
THE RENAISSANCE AT SEAWORLD
CLBASSOCIATION.COM



Industry Associations

AACFB: The AACFB supports commercial finance brokers with education, networking and a nationwide community committed to ethical, successful business growth.

NEFA: The National Equipment Finance Association provides opportunities to connect at numerous virtual programs, six regional events and two conferences annually.

IFA: The International Factoring Association provides education, networking and resources for professionals in the factoring and receivables finance industry.

ELFA: Discover how ELFA empowers the \$1 trillion equipment finance

Specification Appendix

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.

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, .PNG, .PSD, or .AI

Company logo should be 300dpi, 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.

DEDICATED EMAIL

Company Image: 600px x 200px, at 300dpi with URL link

Company Logo: Max file size at 300dpi with URL link

Company Call to Action Button: 120px x 60px at 300dpi with URL link

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

Subject Line Copy: 6-10 word subject line that is reflective of the brand & content of the dedicated email.

Accepted Formats: .JPG, .PNG, .PSD, or .AI

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.

Digital Specs (Con't)

LIVE+ LIVESTREAMS

Slideshow/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

Company Logo: Max file size at 300dpi

Accepted Formats: .JPG, .PNG, .PSD, or .AI

SOCIAL MEDIA POST - SHARED LINK

Company Logo: Max file size at 300dpi (Accepted formats; JPG, .PNG, .PSD, or .AI)

Link to Original Post: Link to the content you'd like us to share

Accompanying Copy: Recommendation, 50 words max

SOCIAL MEDIA POST - SHARED POST

Link to Original Post: Link to the original LinkedIn post you'd like us to share

Accompanying Copy: Recommendation, 50 words max

EMPLOYMENT ADS

Company Logo: Max file size at 300dpi

Accepted Formats: .JPG, .PNG, .PSD, or .AI

Job Listing Copy: A brief company description.

Job Description: The job description and requirements, plus job location and job title. (No Max. Word Count)

Application instructions: Information or a link for applicants to apply.

PODCASTS

Company Logo: Max file size at 300dpi (Accepted formats: .JPG, .PNG, .PSD, or .AI)

Headshot: Max file size (Accepted formats: .JPG or .PNG)

Promotional Video or Voiceover: 30 second promotional video (1920px x 1080px, Accepted formats: .mp4) or 30-second script for voiceover (Accepted formats: .DOCX or .PDF)

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, .PSD, or .AI

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.

Online form link: <https://www.monitordaily.com/funding-profile/>

ONLINE FUNDING SOURCE DIRECTORY

Online form link: <https://www.monitordaily.com/funding-profile/>

ONLINE SERVICE PROVIDER DIRECTORY

Online form link: <https://www.monitordaily.com/services-profile/>