

Website: High ROI Brand Elevation

More Than 1.7MM 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.

Leadboard/Inline Banner

Newlane Finance
SIMPLIFYING EQUIPMENT FINANCE TOGETHER

Featured Thought Leadership

The Data Problem Behind Underwriting
Data quality starts at intake, influencing underwriting, credit models, risk assessment, and ultimately, the decisions made throughout the lending process. [Learn More.](#)

When Speed and Discipline Align
Clear decision trails help lenders move faster while serving dealers, brokers, and borrowers with consistency and confidence throughout the lifecycle. [Learn More.](#)

2026 Medical & Healthcare Market Update
U.S. hospital performance improved modestly through the first half of 2025, though margins remain under pressure from rising costs and a shifting payer mix. Kaufman Hall's National Hospital Flash Report found operating margins improved month-over-month in March, the first month of the year with a year-over-year increase.

Skyscraper Banner

Odessa
4-6 months to go-live.
Not a two-year rebuild.
[Learn More](#)

Magazine

Field Audits in Lender Finance: From Compliance Check to Strategic Tool

2026 Monitor 101+: A Smaller Field, A Sharper Rebound

Asset Class Rankings Show Trucking's Still-Soft Market and Tech's Continued Grip

2026 Trucks & Trailers Market Update

2026 Construction Market Update

The 'Front Door' to Equipment Finance: An Industry Opportunity Hiding in Plain Sight

Monitor Podcasts & Livestreams

Podcast 146: Speed, Trust, and AI: Jim Noel on Killing Friction

SPEED, TRUST, AND AI: JIM NOEL ON KILLING FRICTION BETWEEN BROKERS AND FUNDERS

Box Banner

Alfa
DON'T LET OUTDATED SYSTEMS WRITE YOUR FUTURE.
TIME TO TURN THE PAGE?

CHANNEL
YOUR PARTNER IN FUNDING
EQUIPMENT FINANCE
WORKING CAPITAL
[LEARN MORE](#)

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.

[Click Here to View A Sample](#)

CONTRACT COST (DURATION)

Banner Type	12 Months	6 Months	3 Months
All 3 Banners	\$6,540	\$3,810	\$2,330