

monitor

2027

MEDIA KIT

Print | Digital | Thought Leadership | Industry Jobs

Over 50 Years of Equipment Finance Industry Leadership

"For more than five decades, we have been dedicated to informing, connecting and advancing the equipment finance industry. Our platforms reach the decision-makers shaping the market, giving our partners meaningful opportunities to build visibility, share thought leadership and connect with the audiences that matter most.

As the industry continues to evolve, so do we — expanding the ways we deliver trusted content, market intelligence and integrated marketing solutions across print, digital and live experiences. We're proud of the relationships we've built over the past 50+ years and look forward to helping our partners continue to grow alongside this industry."



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.

LeadHER
WOMEN'S LEADERSHIP SUMMIT
presented by monitor

A leadership community designed to connect, develop and elevate industry professionals.

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.

Table of Contents

The following pages of Monitor's 2027 Media Kit outline a variety of advertising opportunities available across our platforms.

All pricing is offered à la carte, with additional discounts available for companies advertising across multiple platforms.

As you review the 2027 Media Kit, consider bundling opportunities to expand your reach while maximizing your investment. For custom packages, multi-platform discounts and tailored marketing solutions, please contact our team.

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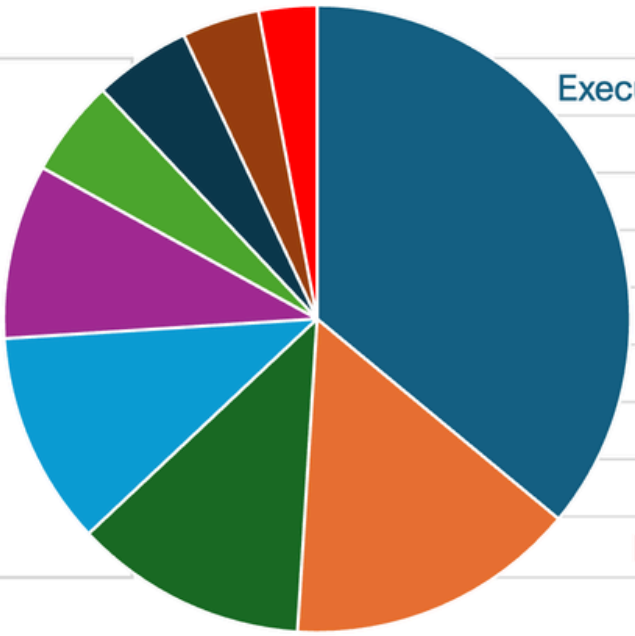
Decision Makers Depend on Monitor

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

15,000+
subscribers to print and e-news



Executive Management	36%
Service Provider	15%
Risk/Credit	12%
Sales	11%
Operations	9%
Marketing	5%
IT	5%
Legal	4%
Human Resources	3%

Segments

27%	**26%**	**22%**	**15%**	**8%**	**3%**
Independent Finance Company	Bank / Bank-Owned Finance Company	Broker	Service Provider	Captive	Equipment Seller / Other

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

Editorial Calendar

ISSUE	DATES	PRINT FOCUS	FEATURES	BONUS DISTRIBUTION
JAN/FEB	Space: 1/19 Materials: 1/22	**Best Companies**	• Best Companies • 2027 Asset Class Outlooks	• Various Industry Conferences throughout the Year
MAR/APR	Space: 3/1 Materials: 3/5	**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: 5/3 Materials: 5/7	**NextGen / Vendor Finance**	• Annual Vendor Rankings • 2027 Next Generation Profiles & Insights	• Various Industry Conferences throughout the Year
MONITOR 100	Space: 6/2 Materials: 6/4	**Monitor 100**	• Rankings by Assets, Volume, and More • Comprehensive Analysis & Dimensioning	• Various Industry Conferences throughout the Year
JUL/AUG	Space: 7/6 Materials: 7/9	**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: 8/30 Materials: 9/3	**2027-28 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: 9/7 Materials: 9/10	**Fall Conference / Most Influential**	• Most Influential People in Equipment Finance	• ELFA Annual Conference • NEFA Fall Conference
NOV/DEC	Space: 10/4 Materials: 10/8	**Top Women in EF / Bank 50**	• 2027 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:

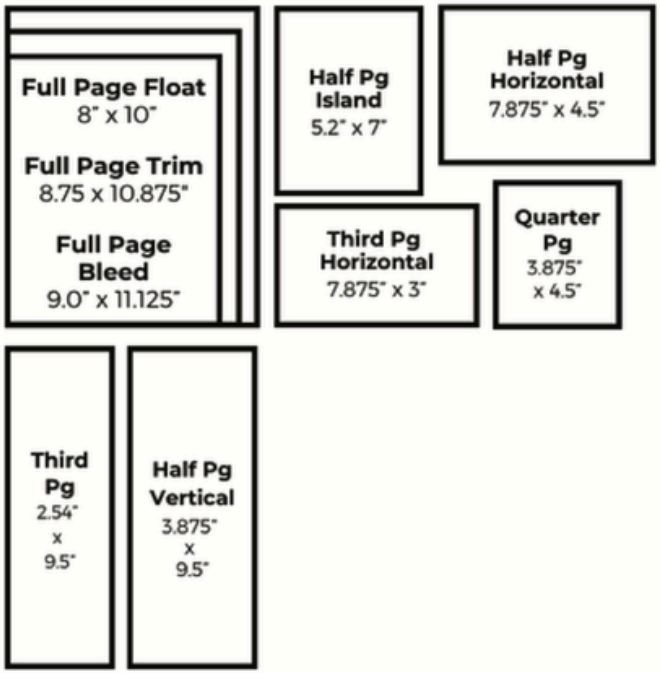
- Monitor 100
- Monitor 101+
- Top 30 Independents
- Top 40 Vendor
- Asset Classes
- Bank 50

Recognitions:

- Best Companies
- NextGen
- Most Influential
- Top Women

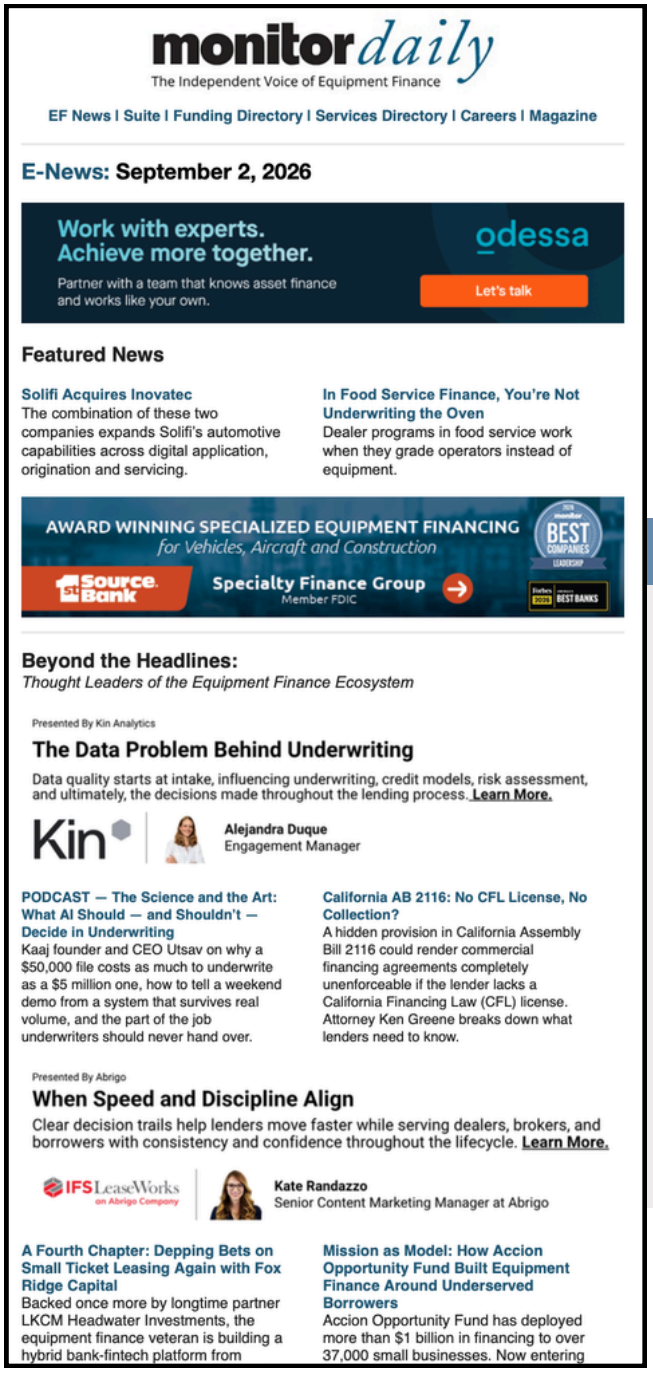
Rates & Specs

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



Click Here to View A Sample

E-News: The Daily Driver



monitor daily
The Independent Voice of Equipment Finance

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

E-News: September 2, 2026

Work with experts. Achieve more together.
odessa
Partner with a team that knows asset finance and works like your own.
Let's talk

Featured News

Solifi Acquires Inovatec
The combination of these two companies expands Solifi's automotive capabilities across digital application, origination and servicing.

In Food Service Finance, You're Not Underwriting the Oven
Dealer programs in food service work when they grade operators instead of equipment.

AWARD WINNING SPECIALIZED EQUIPMENT FINANCING
for Vehicles, Aircraft and Construction
BEST COMPANIES
Source. Bank
Specialty Finance Group
Member FDIC
BEST BANKS

Beyond the Headlines:
Thought Leaders of the Equipment Finance Ecosystem

Presented By Kin Analytics
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.
Kin
Alejandra Duque
Engagement Manager

PODCAST — The Science and the Art: What AI Should — and Shouldn't — Decide in Underwriting
Kaaj founder and CEO Utsav on why a $50,000 file costs as much to underwrite as a $5 million one, how to tell a weekend demo from a system that survives real volume, and the part of the job underwriters should never hand over.

California AB 2116: No CFL License, No Collection?
A hidden provision in California Assembly Bill 2116 could render commercial financing agreements completely unenforceable if the lender lacks a California Financing Law (CFL) license. Attorney Ken Greene breaks down what lenders need to know.

Presented By Abrigo
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.
IFS LeaseWorks on Abrigo Company
Kate Randazzo
Senior Content Marketing Manager at Abrigo

A Fourth Chapter: Depping Bets on Small Ticket Leasing Again with Fox Ridge Capital
Backed once more by longtime partner LKCM Headwater Investments, the equipment finance veteran is building a hybrid bank-fintech platform from

Mission as Model: How Accion Opportunity Fund Built Equipment Finance Around Underserved Borrowers
Accion Opportunity Fund has deployed more than $1 billion in financing to over 37,000 small businesses. Now entering

Over 315,000 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 315,000 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.

Click Here to View A Sample

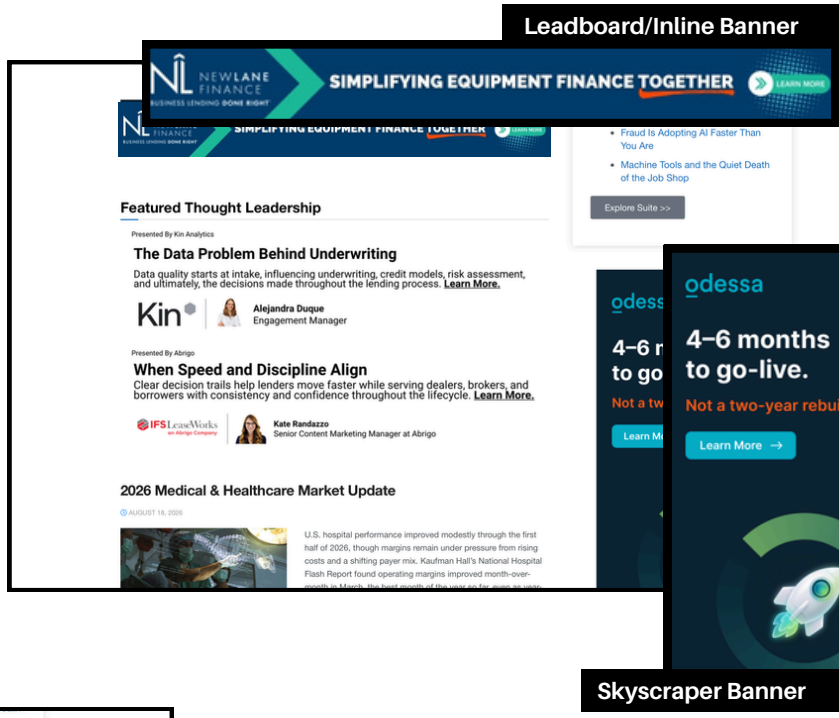
DAILY E-NEWS FREQUENCY (TIMES PER WEEK)							WEEKLY WRAP-UP
Duration	1X	2X	3X	4X	5X	PLUS +	Occurs 1X Per Week
12 Months	$6,540	$11,570	$16,370	$21,190	$24,530		$6,540
6 Months	$3,810	$6,845	$9,700	$12,590	$14,575		$3,810
3 Months	$2,330	$4,170	$5,910	$7,645	$8,875		$2,330

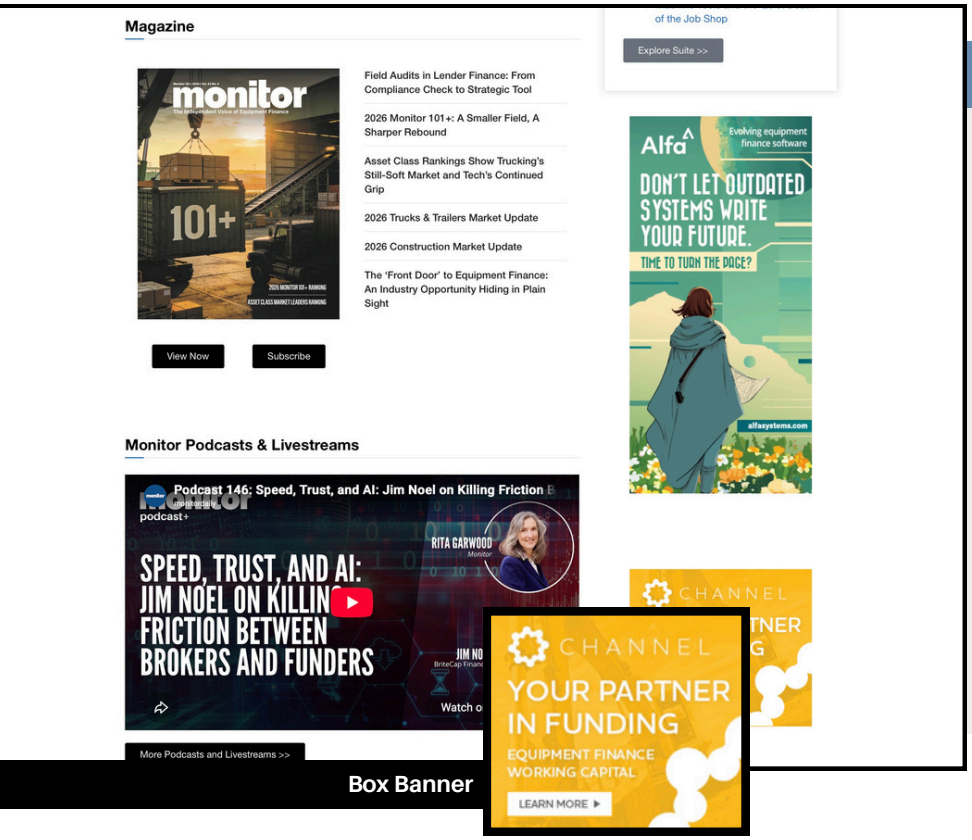
Website: High ROI Brand Elevation

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.





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

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.

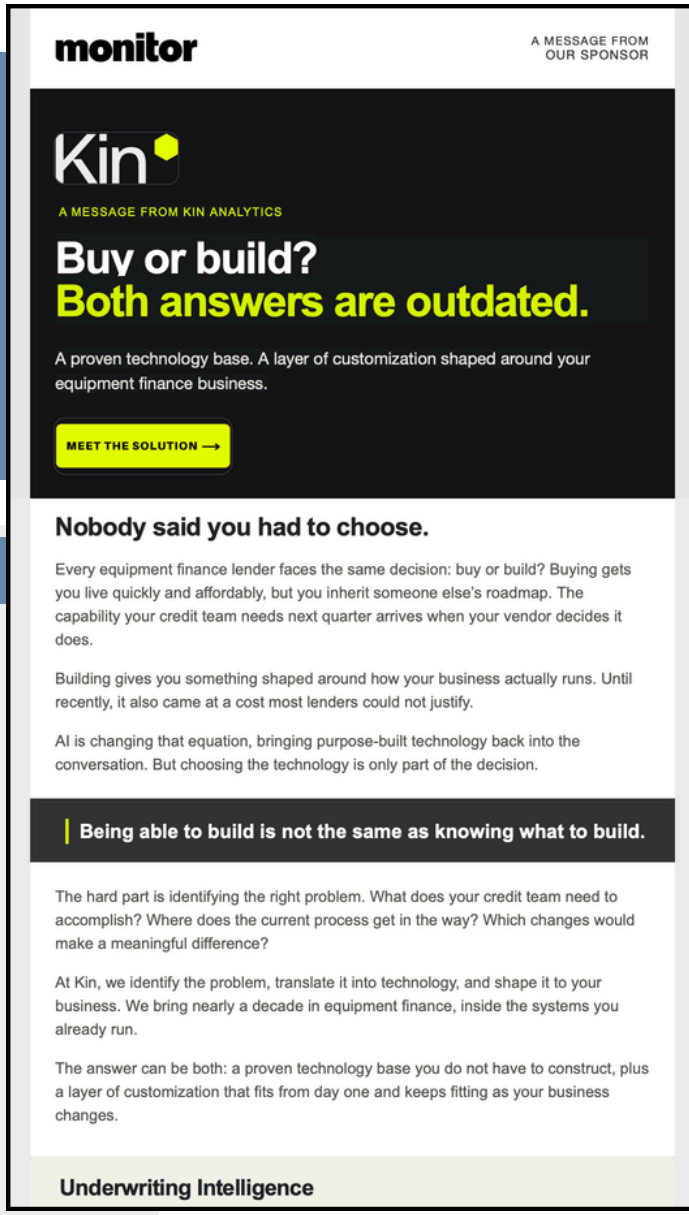
The Value of Dedicated Email

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.


monitor

A MESSAGE FROM OUR SPONSOR

Kin

A MESSAGE FROM KIN ANALYTICS

Buy or build?
Both answers are outdated.

A proven technology base. A layer of customization shaped around your equipment finance business.

MEET THE SOLUTION →

Nobody said you had to choose.

Every equipment finance lender faces the same decision: buy or build? Buying gets you live quickly and affordably, but you inherit someone else's roadmap. The capability your credit team needs next quarter arrives when your vendor decides it does.

Building gives you something shaped around how your business actually runs. Until recently, it also came at a cost most lenders could not justify.

AI is changing that equation, bringing purpose-built technology back into the conversation. But choosing the technology is only part of the decision.

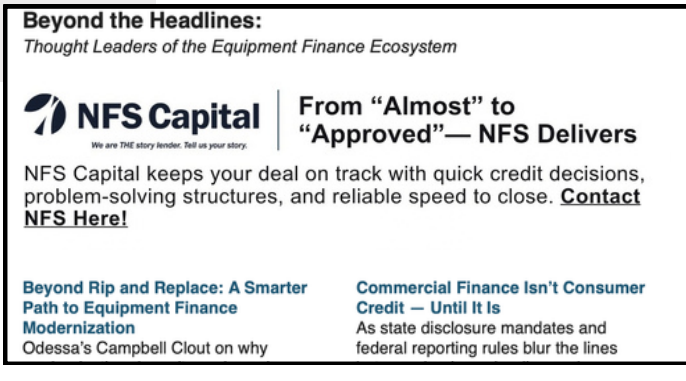
Being able to build is not the same as knowing what to build.

The hard part is identifying the right problem. What does your credit team need to accomplish? Where does the current process get in the way? Which changes would make a meaningful difference?

At Kin, we identify the problem, translate it into technology, and shape it to your business. We bring nearly a decade in equipment finance, inside the systems you already run.

The answer can be both: a proven technology base you do not have to construct, plus a layer of customization that fits from day one and keeps fitting as your business changes.

Underwriting Intelligence


Beyond the Headlines:
Thought Leaders of the Equipment Finance Ecosystem

NFS Capital
We are THE story lender. Tell us your story.

From "Almost" to "Approved"— NFS Delivers

NFS Capital keeps your deal on track with quick credit decisions, problem-solving structures, and reliable speed to close. **Contact NFS Here!**

Beyond Rip and Replace: A Smarter Path to Equipment Finance Modernization
Odessa's Campbell Clout on why

Commercial Finance Isn't Consumer Credit — Until It Is
As state disclosure mandates and federal reporting rules blur the lines

Click Here to View A Sample

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

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.

Click Here to View A Sample

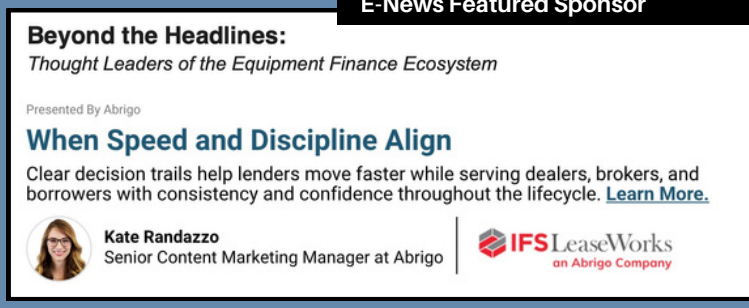
Includes:

E-News Featured Sponsor
Highlighted in Monitor's e-news for 14 days.

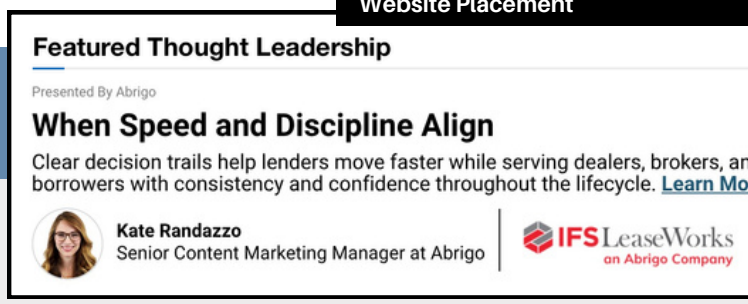
Website Placement
Your content on Monitor's homepage for 14 days.

Social Media Feature
Your content posted on our social media platforms.

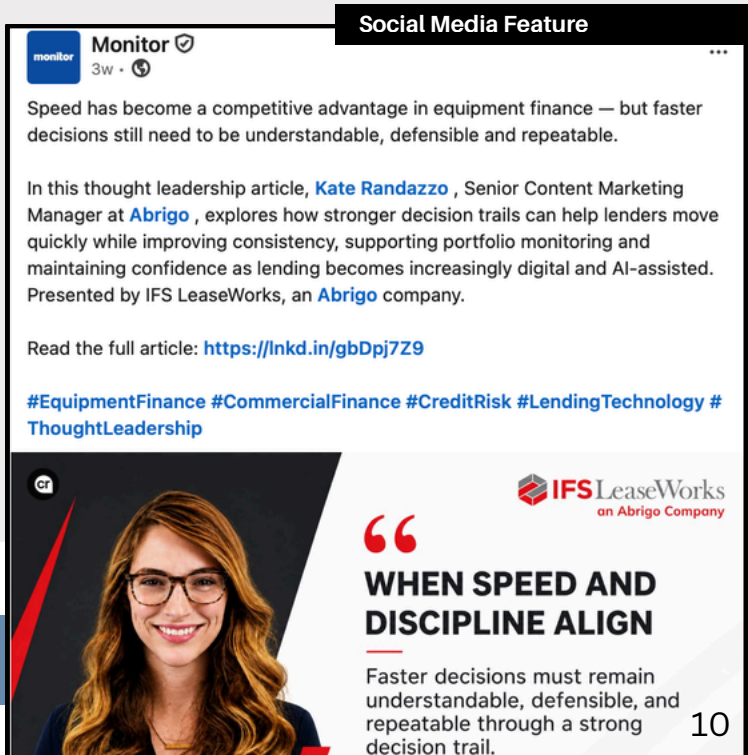
E-News Featured Sponsor



Website Placement



Social Media Feature



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.

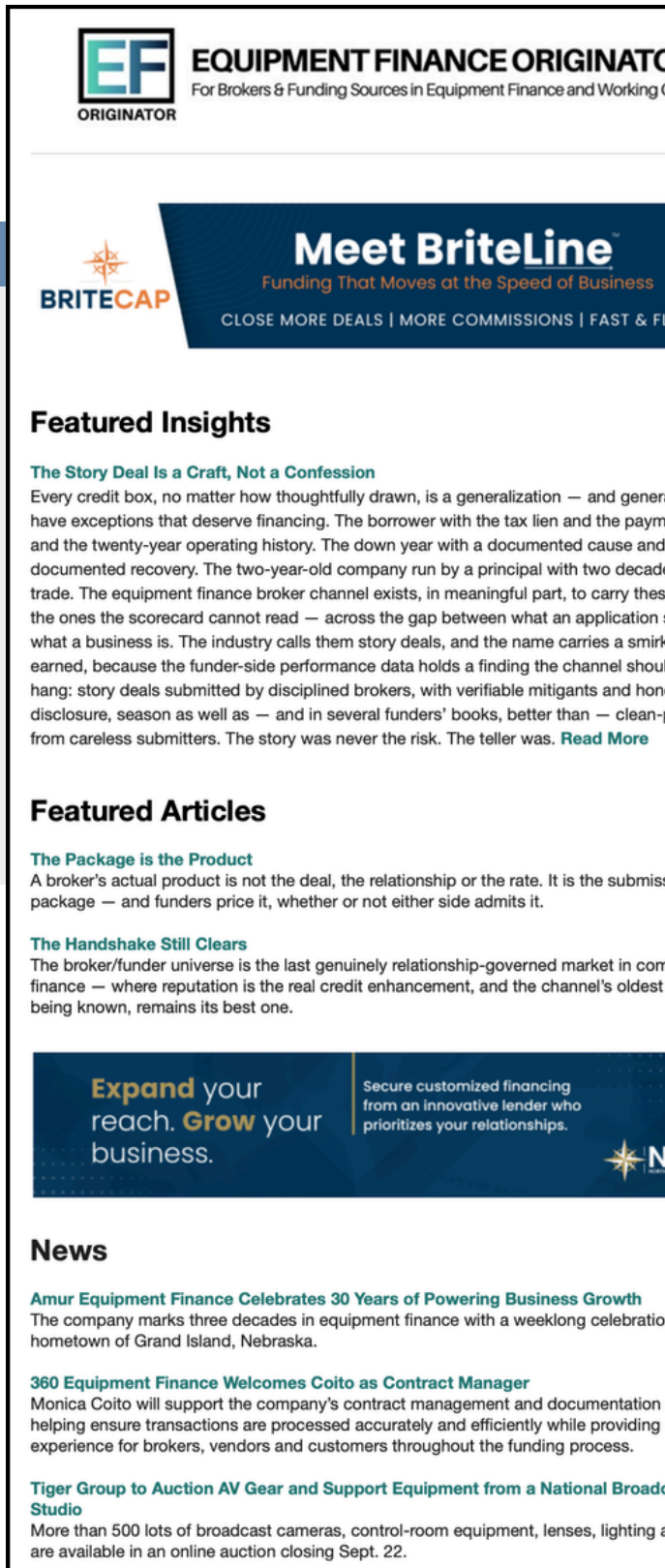
Investment: $2,995

Equipment Finance Originator

EF 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 8,075+ brokers and 1,425+ funding sources. Our newsletter helps advertisers connect with origination partners and funding sources to fuel growth.

Click Here to View A Sample



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

Directories & Company Spotlights

Funding Source Issue Feature

Click Here to View A Sample

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	$2,195

Annual Service Provider & Funding Source Directory

Click Here to View A Sample

The Annual 2027-28 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	$2,495
Third Page + Premium Listing	$1,375
Premium Listing Only	$795

Online Directory Listings

Funding Source Directory

Click Here to View A Sample

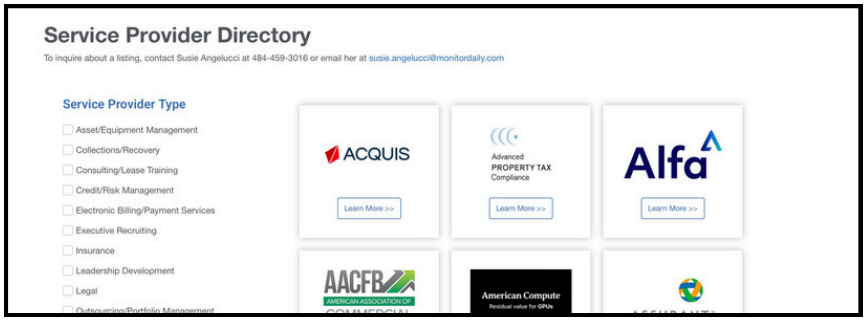
Services Directory

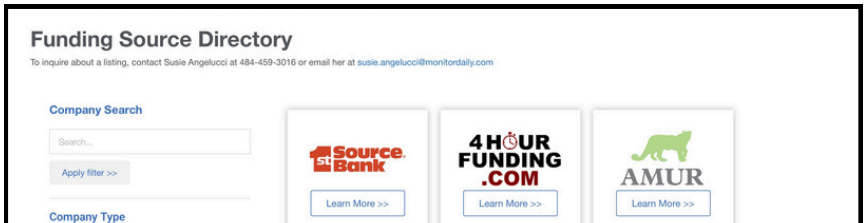
Click Here to View A Sample

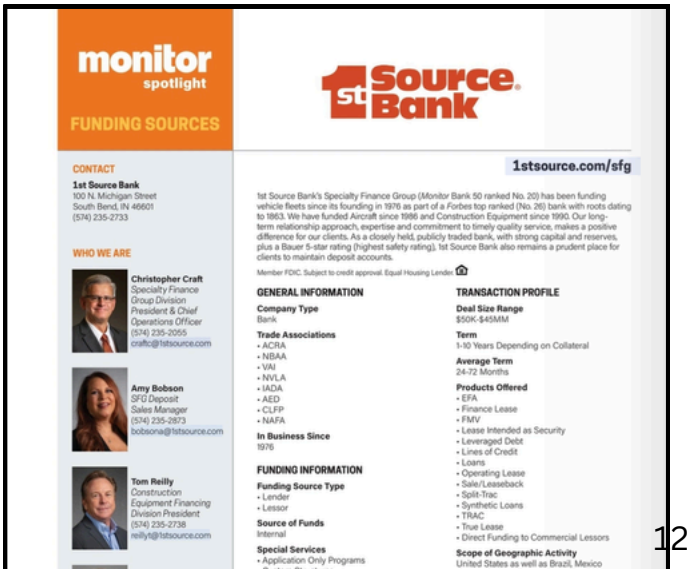
Online listings are "always on," featured in daily e-news and on the Monitor website.

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

Bundle & Save — Ask about our custom package options for further savings.







Employment: Find Your People

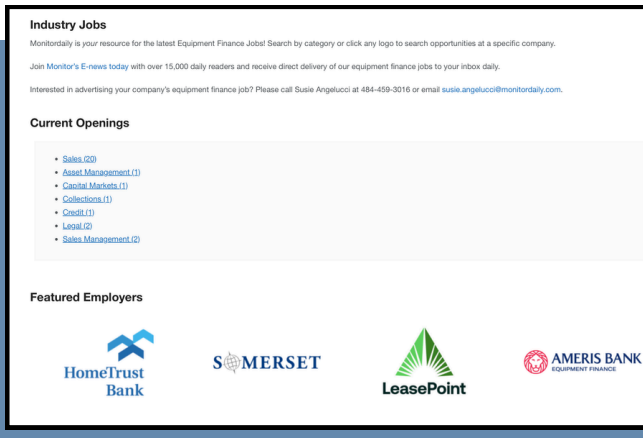
Monitor's Featured Employer job postings are the most cost-effective way to recruit in the equipment finance industry. With more than 15,000 subscribers reached daily and over 10,000 page views generated during a typical 30-day posting period, your openings receive maximum visibility among the professionals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

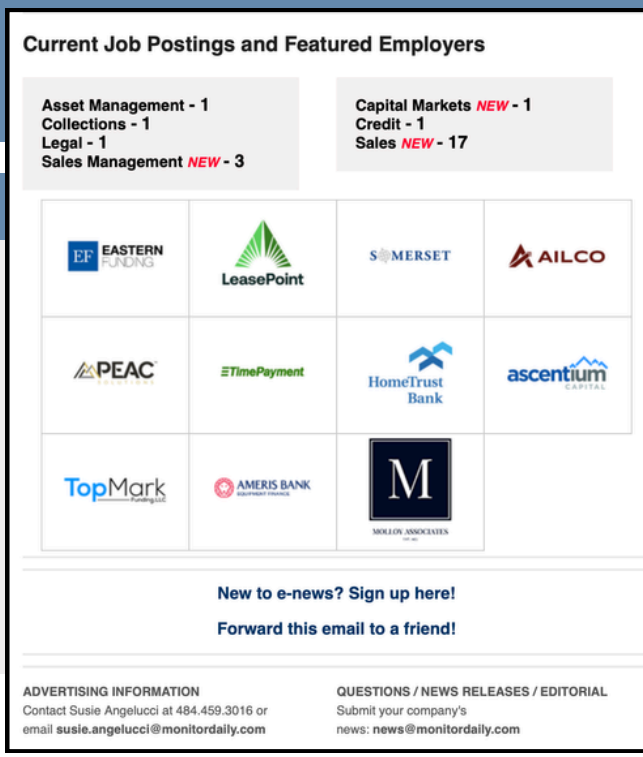
Includes:

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 home page & our employment page with a direct link to your company.

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 + 25,000+ monthly employment 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.

Click Here to View A Sample

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: Visibility With Our Network

We have two offerings that elevate your brand to growing list of 10,500+ followers, a “shared link” or a “shared post”. Both options include your content being featured on LinkedIn alongside our ongoing daily content.

Social Share

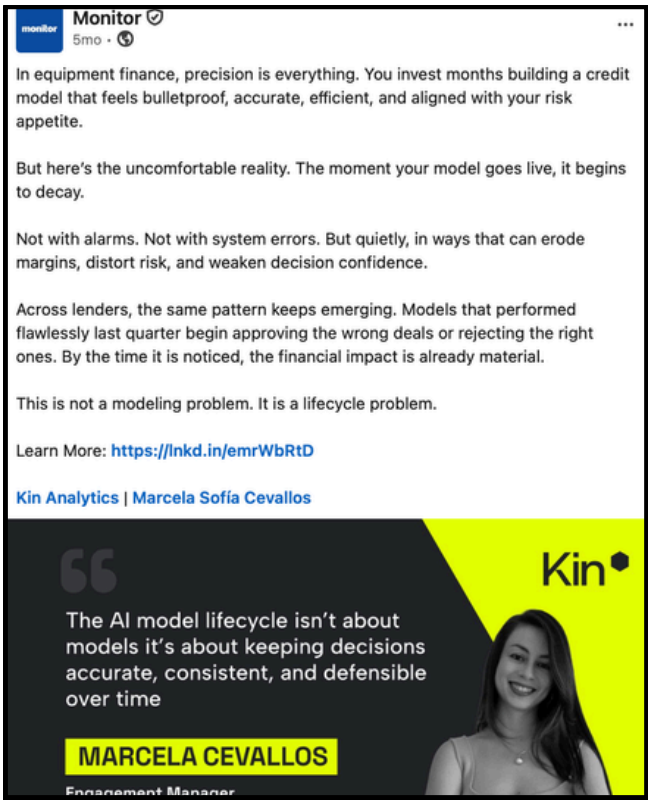
How It Works: Monitor helps extend the reach of your company’s content by sharing it with our engaged LinkedIn and Facebook audiences.

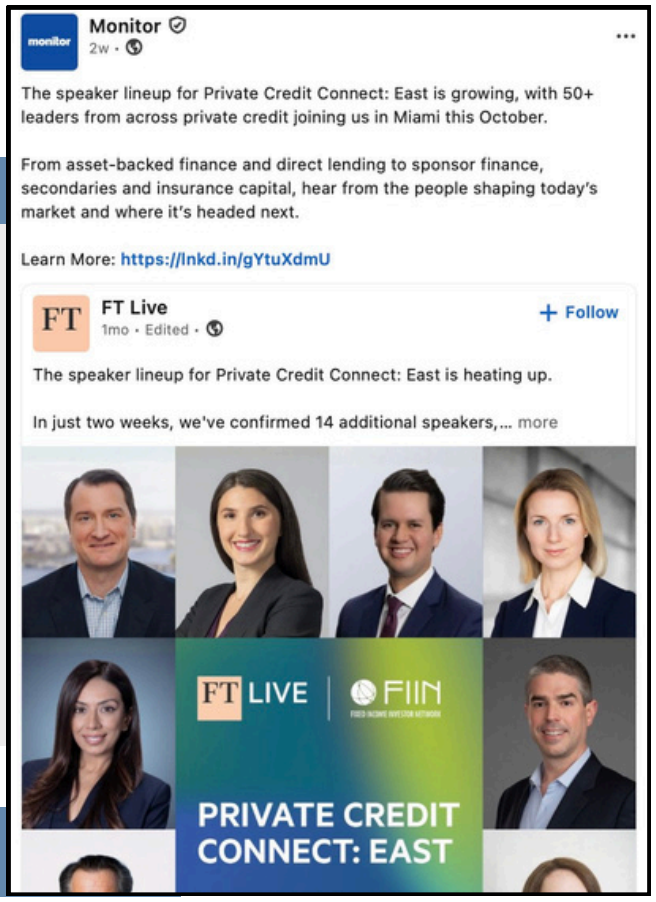
Your social share can direct readers to content on your website — such as a blog post, press release, product announcement, new service page or thought leadership article — or amplify an existing post from your company’s social media channels.

It’s a simple way to put your message in front of equipment finance professionals and drive additional visibility, engagement and traffic.

What You Provide: A link to your website content or original social media post, a graphic when applicable and up to 50 words of suggested copy to provide context, highlight your key message or reinforce the content being shared.

Click Here to View A Sample





The Value of Social Media

Expanded Reach
Access a growing audience of 10,500+ 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

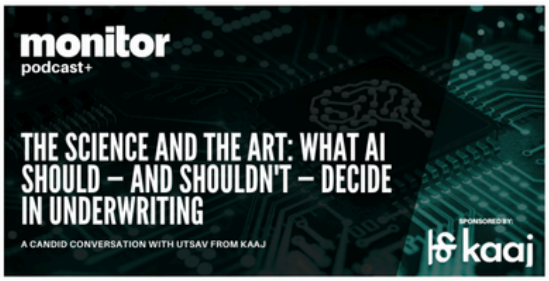
Companion Q&A Article
A written feature on Monitor's site that extends the conversation and reinforces your message.

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 10,500+ 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.



New Episode: The Science and the Art: What AI Should — and Shouldn't — Decide in Underwriting

It takes underwriters roughly the same amount of time to process a $50,000 deal as a $5 million one. That broken economics is exactly the problem Utsav, Founder and CEO of Kaaj, set out to solve — bringing a decade of AI and machine learning experience from Uber and Cruise into one of the most complex corners of finance.

On this episode of the Monitor Podcast, Editor-in-Chief Rita Garwood talks with Utsav about where time actually disappears between an application landing and a credit decision, the difference between shortening turnaround time and rushing credit judgment, and how equipment finance leaders can separate a genuinely scalable AI system from an impressive demo.

In this episode, you'll hear:

- What deploying AI at massive scale taught Utsav about speed, messy data, and real consequences
- Why the "science" of a deal can be automated — but the "art" shouldn't be
- What data lenders should insist on owning
- The smallest credible AI pilot a lender can run in the next 90 days



Monitor
8,550 followers
6d ·

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- What data lenders should insist on owning
- The smallest credible AI pilot a lender can run in the next 90 days

Read the Article: https://lnkd.in/gHqfPQQe
Watch the Podcast: https://lnkd.in/gt9RQ7y6
Listen to the Podcast: https://lnkd.in/geUmfb3E

#AIinFinance #UnderwritingInnovation #EquipmentFinance #MachineLearning

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.

Investment: $2,295

Click Here to View A Sample

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.

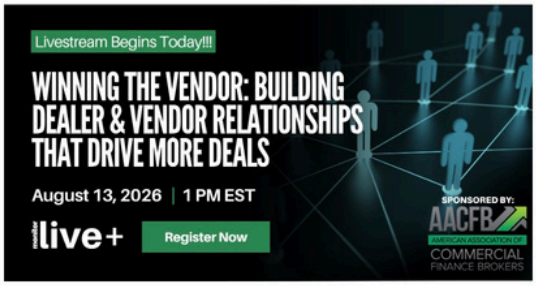
Company Branding
Logo placement during the livestream and across all event promotions. Incorporate up to three branded slides or a 1-minute company video.

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 10,500+ 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.



Winning the Vendor: How Commercial Finance Brokers Can Build Stronger Dealer & Vendor Relationships

August 13, 2026 | 1:00 p.m. EST
In Partnership with AACFB

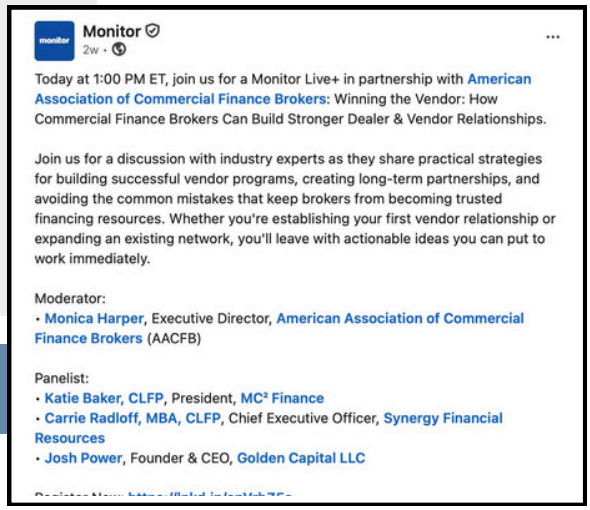
Click Here to Register!

Vendor and dealer relationships remain one of the most reliable ways for commercial finance brokers to build a steady pipeline of business. But becoming a vendor's preferred financing partner requires more than competitive pricing and fast approvals. Today's vendors are looking for financing professionals who understand their business, support their sales efforts, and deliver an exceptional customer experience.

Join us for a discussion with industry experts as they share practical strategies for building successful vendor programs, creating long-term partnerships, and avoiding the common mistakes that keep brokers from becoming trusted financing resources. Whether you're establishing your first vendor relationship or expanding an existing network, you'll leave with actionable ideas you can put to work immediately.

What we'll cover:

- What equipment vendors and dealers are really looking for in a financing partner
- How to position yourself as a trusted advisor instead of simply another funding source
- The essential elements of a successful dealer and vendor financing program
- Best practices for approaching, onboarding, and supporting new vendor relationships
- Strategies for helping vendor sales teams close more business and strengthen long-term partnerships



Monitor
2w

Today at 1:00 PM ET, join us for a Monitor Live+ in partnership with American Association of Commercial Finance Brokers: Winning the Vendor: How Commercial Finance Brokers Can Build Stronger Dealer & Vendor Relationships.

Join us for a discussion with industry experts as they share practical strategies for building successful vendor programs, creating long-term partnerships, and avoiding the common mistakes that keep brokers from becoming trusted financing resources. Whether you're establishing your first vendor relationship or expanding an existing network, you'll leave with actionable ideas you can put to work immediately.

Moderator:
• Monica Harper, Executive Director, American Association of Commercial Finance Brokers (AACFB)

Panelist:
• Katie Baker, CLFP, President, MC² Finance
• Carrie Radloff, MBA, CLFP, Chief Executive Officer, Synergy Financial Resources
• Josh Power, Founder & CEO, Golden Capital LLC

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.

Investment: $4,795

Click Here to View A Sample

Converge: The Virtual Experience

Converge: The Virtual Experience is Monitor's flagship virtual event designed to tackle the equipment finance industry's most pressing challenges through focused, collaborative working sessions. More than a traditional conference, Converge brings industry leaders together to examine real-world issues, share insights and develop practical solutions through facilitated discussions and targeted breakout sessions. **Converge will be hosted twice in 2027, with events taking place March 18, 2027 and Fall 2027.**

For sponsors, Converge offers a unique opportunity to position your brand at the center of high-value industry conversations. Sponsorship packages integrate your brand throughout the attendee experience before, during and after the event, creating meaningful visibility while aligning your company with innovation and progress in equipment finance.

Sponosorship Opportunities:

Event Intro Sponsor (Investment: $2,995)
Kick off the Converge with your brand front and center through a custom intro and attendee engagement.

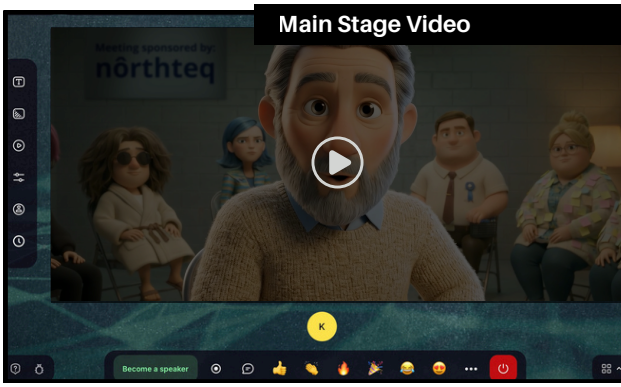
Playbook Sponsor (Investment: $3,595)
Align your brand with the Converge Playbook and maximize visibility before, during, and after the event.

Breakout Session Sponsor (Investment: $2,195)
Showcase your brand before breakout sessions with a branded breakout room.

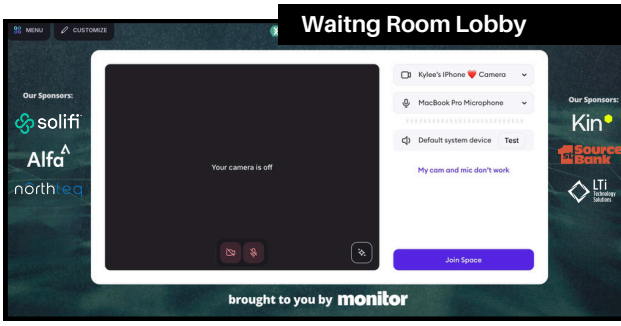
Break Sponsor (Investment: $1,495)
Showcase your brand during scheduled breaks with a commercial or short video played for Converge attendees.

Logo Sponsor (Investment: $550)
Build brand awareness with consistent logo placement across event channels.

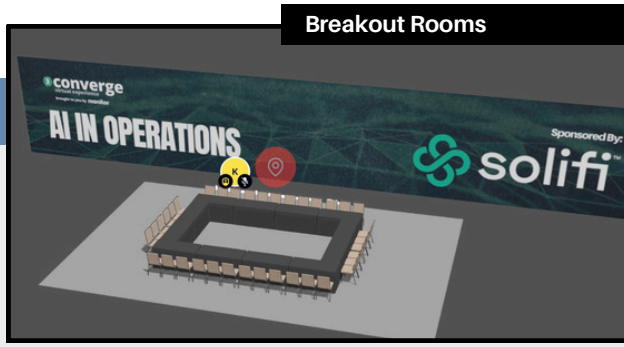
Main Stage Video



Waitng Room Lobby



Breakout Rooms



Promotion Email



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

LeadHER: Connect With a Community That Matters

LeadHER gives your company an opportunity to connect with a highly engaged community of professionals who are actively investing in leadership, professional growth and meaningful industry relationships. More than a single event, LeadHER is designed to create an ongoing community — bringing people together through live experiences, continued learning, conversations and connections throughout the year.

For brands, that creates an opportunity to become part of something deeper than a traditional sponsorship. Your company is positioned alongside a leadership platform built around authentic conversation, development and connection, allowing you to demonstrate your commitment to the people helping move the equipment finance industry forward.

Through LeadHER, your brand can build visibility with current and emerging leaders while supporting experiences that participants genuinely value. Rather than simply putting your logo in front of an audience, L

The Value of LeadHER

Connect With an Engaged Leadership Community
Reach professionals who are actively seeking opportunities to learn, grow, build relationships and advance within the equipment finance industry.

Go Beyond Traditional Sponsorship
Become part of the LeadHER experience rather than simply advertising around it, creating more natural and memorable opportunities for your brand to connect with attendees and the broader community.

Strengthen Talent & Employer Positioning
Demonstrate your organization's commitment to investing in people, developing leaders and supporting the future of the industry.

Reach Leaders at Every Stage
Build awareness among established executives, rising leaders and professionals developing the skills and relationships that will shape the next generation of equipment finance leadership.

















June 14-16, 2027 | Philadelphia, PA

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

Click to View 2027 Sponsorship Packages

NEW Expert Q&A: Their Questions. Your Expertise.

Position your expertise as a go-to resource on the topics equipment finance professionals want to understand. Monitor will poll its audience for questions within your specialty, then your expert will write a Q&A article with support from our editorial team—showcasing your knowledge and highlighting your company across print and digital.

Click Here to View A Sample

Includes:

E-News Feature
Placement in Monitor's Daily E-News for 14 days.

Print Article
A Q&A feature in Monitor's magazine showcasing your expert's insights and company expertise.

Web Article
Your Q&A published on MonitorDaily.com for 14 days, providing a resource readers can revisit and share.

Social Media Post
A social post to our 10,500+ social followers promoting your article to Monitor's social media audience.



THE TOMORROWZONE

AI IS A TOOL FOR THE CURIOUS MIND: AN INTERVIEW WITH RAFE ROSATO

BY **DEBORAH REUBEN**

What's your view on AI? Do you see it as a threat or as a tool to enhance your team's performance? Deb Reuben and Rafe Rosato discuss how to shift your mindset about this technology and use it to enhance your team's operational capabilities.

An audience poll at Converge 2023 revealed that most equipment finance leaders view innovation as imperative for the industry. Many companies are either planning or in the process of digital transformation initiatives. Innovation means change. Change often triggers fear. A question on many people's minds is, "Will technology replace me?"

To delve into this subject, I sat down with equipment finance veteran and innovation luminary, Rafe Rosato, senior vice president and managing director at Auxilior Capital Partners. We explored how to think about AI and our role as humans in this rapidly changing world of work. The following is our interview condensed and rephrased for conciseness.

DEBORAH REUBEN, CLFP
Founder & CEO
TomorrowZone

RAFE ROSATO
SVP & Managing Director, Financial Institutions Group
Auxilior Capital Partners

DEBORAH REUBEN: *Could you briefly share your background and the journey leading to what you do today?*

RAFE ROSATO: Sure. My journey into equipment finance was serendipitous. Nearly 30 years ago, I stumbled into this field thanks to a chance meeting with a headhunter at a happy hour. At the time, I was seeking new opportunities, and this led me to a role in credit underwriting with Tokai Financial Services, which eventually became DLL. Over 28 years, I transitioned through nine roles, culminating in positions that placed me at the forefront of digital transformation within the company.

My most impactful stint started in 2013 when I ventured into strategic marketing, closely working with IT on mobile technologies and innovations to enhance our business model. This journey led me to become the chief innovation officer and chief digital officer, where I focused on blending human elements with emerging technologies.

After leaving DLL in June, I took a short break before joining Auxilior Capital Partners as a managing director, drawn by its dynamic growth and focus on the intersection of people and technology.

REUBEN: *With concerns about technology's role in the workforce, many are wondering, "Will technology replace me?" What's your take on this?*

ROSATO: That's a critical question. My perspective is that AI and technology are not about replacing humans but enhancing our capabilities. Think of it as a modern tool, akin to how the steam engine or the cotton gin revolutionized their respective eras. These innovations didn't eliminate jobs; they transformed them, enabling workers to develop new skills and become more productive.

The introduction of AI in our industry should be viewed similarly. It's a tool. When combined with human ingenuity, it can elevate the quality and efficiency of our work. Like a hammer requires a hand to wield it, AI needs human direction and insight to be effective. I like to think of AI as an "exo-brain," an external enhancement that amplifies our own cognitive abilities, making us even more capable of tackling complex challenges.

REUBEN: *For those who find AI a bit elusive, how would you define it?*

ROSATO: Remember how we used to use the Encyclopedia Britannica as kids? It was our go-to source for information, helping us understand new concepts or complete school reports. I see AI in a similar light — a modern tool designed to enhance our understanding, provide insights and support our curiosity about improving processes or solving problems.

AI excels at analyzing vast amounts of data at speeds far beyond human capability. It can offer perspectives and solutions we might not have considered. It's about leveraging this capacity for both significant, strategic decisions and everyday choices. AI can serve as an advanced partner in our quest for knowledge and improvement, acting as a catalyst for innovation across all levels of an organization.

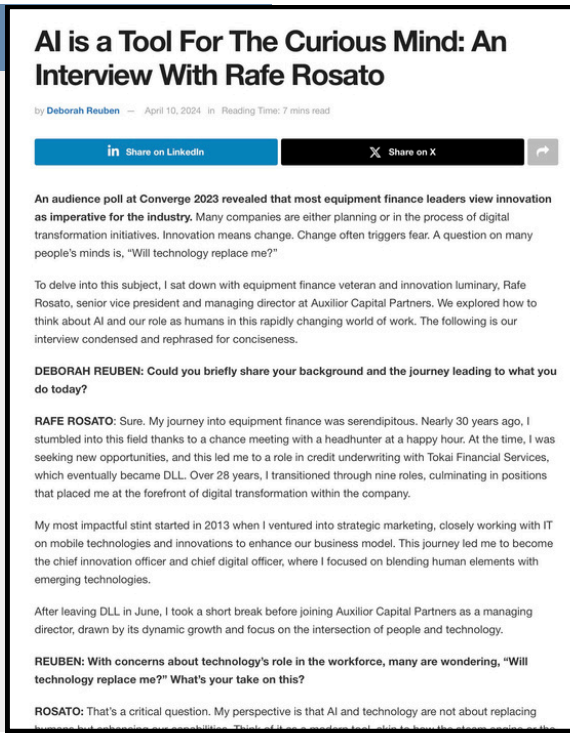
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The Value of the Expert Q&A

Become the Company They Turn To
Connect your brand with knowledgeable answers to the industry's real questions, positioning your company as a trusted resource in its specialty.

Build Recognition Across Multiple Platforms
Keep your company visible across print, web, social media and dedicated email, creating repeated opportunities to reach equipment finance decision-makers.

Build Trust in Your Brand
Demonstrate how your company approaches industry challenges, helping prospective clients recognize the knowledge and experience behind your brand.



AI is a Tool For The Curious Mind: An Interview With Rafe Rosato

by Deborah Reuben — April 10, 2024 in Reading Time: 7 mins read

Share on LinkedIn | Share on X

An audience poll at Converge 2023 revealed that most equipment finance leaders view innovation as imperative for the industry. Many companies are either planning or in the process of digital transformation initiatives. Innovation means change. Change often triggers fear. A question on many people's minds is, "Will technology replace me?"

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Investment: $2,995

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-Ia 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 is 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
Graphic Copy: Approx. 5 word title, 20 word information blurb + URL link
Bio: Required only for thought leadership content published on our website. Provide a short author bio that includes the author's title, area of expertise, focus area or industry experience, and optional contact information such as an email address, website or LinkedIn profile.
Content: For thought leadership content published on our website, 800–1,200 words is recommended. If the placement will link to content hosted on the company's website, provide the destination URL instead; an author bio is not required.

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 Logo: PNG with a transparent background, at 300dpi. Maximum file size: 256 KB. Provide a destination URL.
Company Brand Colors: Provide 2–3 brand color HEX codes, identifying your primary, secondary, and optional accent color. Include brand guidelines if available.
Header Headline: Maximum 12 words. Supply as editable text, separately from your logo or image.
Header Introduction: Maximum 25 words introducing your message or offer. Supply as editable text to appear beneath the headline.
Company Message: Maximum 300 words, supplied as editable text with no active links. Short paragraphs are recommended.
Pull-Out Quote / Blurb — Optional: Maximum 15 words. Provide one key statement or takeaway to appear as a visually highlighted text block within the company message.
Bottom Call to Action Button: 300px × 100px, at 300dpi. PNG preferred. Maximum file size: 256 KB. Provide destination URL.
Subject Line Copy: 6–10 words, with a maximum of 60 characters including spaces. Must reflect the brand and content of the dedicated email.
Company Header Image — Optional Alternative: If arranged with Monitor in place of the text header, supply artwork at exactly 600px × 200px, at 300dpi, with a destination URL. Maximum file size: 256 KB.
Featured Sponsor On E-News:
Approx. 5 word title, 20 word information blurb + link to content

Digital Specs (Con't)

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.

LIVE+ LIVESTREAMS
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
Promotional Video or Voiceover with Slideshow: A 30-second feature about your company during the livestream — think of it as a mini commercial. This is your chance to tell our audience who you are, what you do, and how you serve the industry.

- **Video:** 30-second promotional video (1920px x 1080px, Accepted formats: .MP4)
- **Voiceover with Slideshow:** 30-second script, approximately 65–75 words (Accepted formats: .DOCX or .PDF) + up to 3 slides (PowerPoint format)

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: A 30-second feature about your company during the podcast — think of it as a mini commercial. This is your chance to tell our audience who you are, what you do, and how you serve the industry.

- **Video:** 30-second promotional video (1920px x 1080px, Accepted formats: .MP4)
- **Voiceover:** 30-second script, approximately 65–75 words (Accepted formats: .DOCX or .PDF)

Digital Specs (Con't)

EXPERT Q&A
Expert Name & Title: Provide the featured expert's full name, professional title and company name exactly as they should appear in print and digital.
Expert Headshot: High-resolution JPG or PNG at 300dpi. Professional headshot preferred. Image should be suitable for both print and digital use.
Company Logo: High-resolution PNG with a transparent background, EPS, AI or PDF preferred for print-quality reproduction.
Expert Bio: Maximum 100 words. Include relevant experience, expertise and current role.
Area of Expertise / Topic: Provide a brief description of the topic or area of expertise the featured expert is best suited to address. Monitor will use this information, along with feedback from its audience, to help develop the Q&A.
Q&A Responses: Monitor's editorial team will provide the selected questions to the featured expert. Submit completed responses as editable text. Final Q&A content should not exceed approximately 1,200 words. Responses should be educational and insight-driven rather than directly promotional.
Company Website: Provide one destination URL to accompany the expert and company information within the digital article.
Editorial Review: All submitted content is subject to Monitor editorial review and may be edited for clarity, length, style and consistency.
Included Promotion: Expert Q&A feature in print, article on monitordaily.com, dedicated email promotion and social media promotion.

EQUIPMENT FINANCE ORIGINATOR
Horizontal Banner: 600 × 120 pixels at 72 dpi
Box Banner: 300 × 250 pixels at 72 dpi
Accepted Formats: .JPG, .PNG, .PSD, or .AI
Maximum Sizes: Must be smaller than 256 KB
URL: Please supply a URL to where your banner should link.

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-Ia or High Quality Print (CMYK) settings with all fonts images embedded. Keep live matter .25” in from Trim. 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/