

# Advertising Platforms

**EQUIPMENT FINANCE ADVISOR** is the leading online publisher providing cost-effective advertising solutions!

## Online Advertising Platforms Include:

- **equipmentfa.com** – An industry focused, search engine optimized and social media enriched website.
- **Daily eNews Blast** – A daily news blast delivered to over 6,000 commercial finance subscribers nationally.
- **Monthly iData Blast** – An exclusive monthly data blast providing current industry and economic data to over 6,000 subscribers.
- **Mobile Apps** – mobile apps for iPhone and iPad users.

**equipmentfa.com** – A resource-rich website delivering highly visible and actionable banner advertising products that meet current IAB standards. The website combines unique resources and content with highly effective brand exposure – an unmatched experience for both our readers and advertising partners. Website features include:

- Exclusive articles authored by leading subject matter experts, executive roundtables and more – updated bi-weekly.
- Blogs featuring the views of industry experts in numerous fields.
- Videos featuring thought leadership topics from industry leaders.
- Equipment Finance Industry News – updated daily.
- Industry and Economic Data – updated monthly.
- Lender and Service Provider Directory Listings
- Employment Opportunities – posted by leading equipment finance industry employers.
- Advisor Professional Network – an exclusive online network designed to engage and connect over 1,000 commercial finance executives nationally.



▲ *Equipment Finance Advisor delivers strategically positioned advertising options across all platforms providing maximum brand visibility!*

# Advertising Platforms

**EQUIPMENT FINANCE**  
**ADVISOR** delivers cost-effective advertising solutions across multiple online platforms.

▲ *More advertisers choose Equipment Finance Advisor's online advertising platforms!*

*The leading online choice for advertisers targeting decision makers in the equipment finance industry!*

## Daily eNews Blast

Emailed daily to over 6,000 subscribers, the Daily eNews Blast reaches decision makers in the equipment finance industry. This unique daily blast features the news of the day, articles, blogs, videos, industry and economic data, and employment opportunities. Our readers include equipment finance professionals from banks and commercial finance companies, consultants, and professionals working within the equipment finance industry including attorneys, accountants, service and product providers and more.

## Monthly iData Blast

Delivered monthly to over 6,000 subscribers, this industry exclusive platform delivers the most current industry and economic data aggregated by the Equipment Finance Advisor editorial staff. Each monthly edition features numerous data sources providing an up-to-date view of the U.S. economy and the various industry sectors most watched by commercial finance professionals.

## Mobile Apps

Equipment Finance Advisor is mobile! Our loyal readers never miss a beat with our free iPad and iPhone mobile apps providing unique content and resources while on the go! These mobile apps provide advertisers a premier opportunity to showcase their company to our growing audience of mobile readers.

## Demographics



### Reader Profile

- Decision Makers: Executive, Senior, Mid-Level Management - 72%
- Functional: Sales, Credit, Ops, Other - 28%



### Geographic Profile

- Northeast - 37%
- Midwest - 22%
- Southeast - 20%
- West - 11%
- Southwest - 10%



### Business Type

- Banks, Bank Affiliates, Independents, Captives - 70%
- Service Providers, Other - 18%
- Accountants, Attorneys, Consultants - 12%