

EQUIPMENT FINANCE ADVISOR

SERVING EQUIPMENT FINANCE DECISION MAKERS

**Online Advertising Solutions
for the Equipment Finance Industry**

2014 Online Media Planner

**The most interactive and
comprehensive platform delivering
unequalled BRAND BUILDING POWER!**

Website

Daily eNews Blast

Mobile Apps

www.equipmentfa.com

Advertising Platforms

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.
- **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.
- Equipment finance industry, economic and lending sector news – updated daily.
- Industry/Sector/Economic Data – updated monthly.
- Lender and Service Provider Directory Listings
- Employment Opportunities – cost-effective online hiring solutions
- The Advisor Professional Network – an exclusive online network built specifically to connect commercial finance professionals nationally.



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

Advertising Platforms

EQUIPMENT FINANCE
ADVISOR delivers the most innovative and effective advertising solutions!

▲ *Harness the Full Power of Equipment Finance Advisor's Brand Building Power!*

Daily eNews Blast

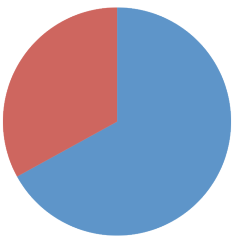
Emailed daily to over 6,000 subscribers, the Daily eNews Blast reaches a wide and unique audience of readers in the equipment finance industry. This unique daily blast features the news of the day, articles, blogs and employment opportunities. Our readers include equipment finance professionals from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

The Daily eNews Blast was created with readers and advertisers in mind. With limited advertising space and highly visible advertising products, the Daily eNews Blast showcases advertisers to thousands of readers each day. The Daily eNews Blast is the only strategically focused online news broadcast that delivers this unique blend of content and brand-building power daily!

Mobile Apps

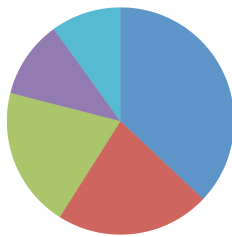
Equipment Finance Advisor is mobile! Our loyal readers never miss a beat with our fully functional and free iPad and iPhone mobile apps providing unique content and resources while on the go! These mobile apps provide advertisers a premier opportunity to showcase their company to our growing audience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

Demographics



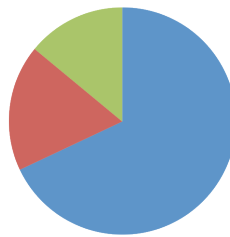
Reader Profile

- Decision Makers: Executive, Senior, Mid-Level Management - 67%
- Functional: Sales, Credit, Ops, Other - 33%



Geographic Profile

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



Business Type

- Banks, Bank Affiliates, Independents, Captives - 68%
- Service Providers, Other - 18%
- Accountants, Attorneys, Consultants - 14%

Website Banner Advertising

equipmentfa.com

BANNER ADVERTISING

Banner advertisements rotate throughout the entire equipmentfa.com website and also appear on Daily eNews Blast news story pages – emailed to over 6,000 subscribers daily.

Banners sizes and frequency options are structured to meet the brand building needs of advertisers while also providing flexibility to meet all budgets.

Banner Advertising Options:

- **Leaderboard Banner** – Limited to only seven (7) advertisers in the ad rotation. Prominently displayed top and center on every website page, this banner ad provides the highest level of visibility for our advertisers!
- **Skyscraper Banner** – The largest banner ad available, this banner is certain to catch the attention of all visitors and showcases advertisers in a big way!
- **Large Box Banner** – A highly visible and prominently displayed large banner ad strategically located on each page. No scroll required!

All banner ads meet IAB Ad Unit Guidelines



Leaderboard Banner

Large Box Banner

Skyscraper Banner

BANNER ADVERTISING

CONTRACT TERM/COST

Banner Type	1 Year	6 Months	3 Months	Dimensions
Leaderboard	\$4,450	\$2,550	\$1,475	728 X 90
Skyscraper	2,850	1,700	1,100	300 X 600
Large Box	2,250	1,350	800	300 X 250

All advertising rates are subject to change.

Banner and Text Advertising guidelines, specifications and recommendations, including Flash coding/scripting requirements are available. For details contact Denise Finegan.

MULTI-PLATFORM ADVERTISING DISCOUNTS

Advertisers purchasing a minimum 6-month website banner ad plus a 6-month eNews Blast ad receive a 10% discount off their entire advertising package.

INDUSTRY DIRECTORY — COMPANY PROFILES

PREMIER PARTNER PROGRAM

Upgrade! Industry Directory advertisers can expand their brand awareness campaigns even further with the Premier Partner Program**.

Upgrade to this program and your company logo and hotlink will be featured on the home page of equipmentfa.com – the most active page and the highest point of entry of the entire website!

Maximum Exposure!

** Premier Partner Program participants' logos and hotlinks will rotate on the home page with other program participants.

Equipment Finance Advisor's Company Profiles are the most detailed and innovative source of information available online for lessors, banks and service providers of all types and sizes. Our company profile pages funnel all critical information about your company and employees into one easy to navigate page!

Profiles include highly detailed company information along with your company logo and hotlink to your website.

PLUS SOCIAL MEDIA LINKS!

- A Directory listings feature links to your company's LinkedIn™, Google+ Facebook™, & Twitter™ profile pages.

INDUSTRY DIRECTORY

Listing Type

1 Year

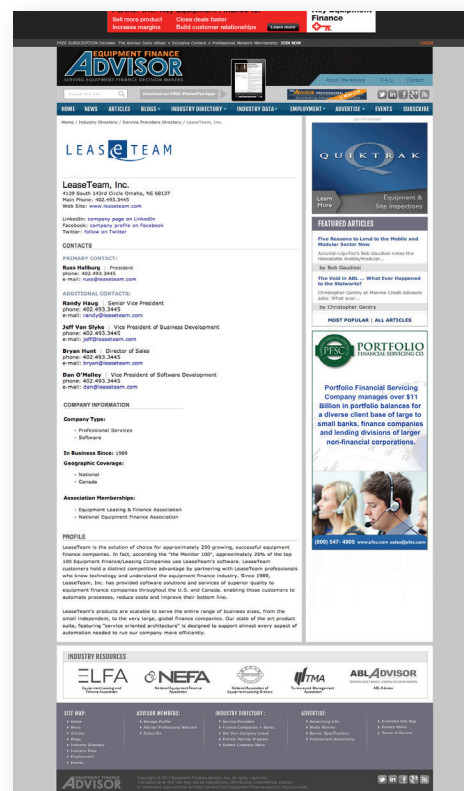
Premier Partner Listing

\$995

Standard Company Listing

795

All advertising rates are subject to change.



Website Employment Advertising

equipmentfa.com

EMPLOYMENT ADVERTISING

Employment advertising on Equipment Finance Advisor provides the most targeted and cost-effective online hiring solution for attracting highly qualified commercial finance professionals nationally. Employers also benefit from our extensive utilization of social media outlets and search engine optimization – expanding your reach even further.

MAXIMIZE YOUR EXPOSURE – NO ADDITIONAL COST!

All employment advertisers are provided maximum exposure via the placement of your company logo and hotlink in four strategic locations:

- **Daily eNews Blast** – emailed to over 6,000 commercial finance professionals
- **Website Homepage** – highest point of entry
- **Employment Landing Page** – immediate exposure to jobseekers
- **Employer Profile Page** – a website page dedicated your company

This model provides job seekers multiple channels to access to YOUR company's job postings!

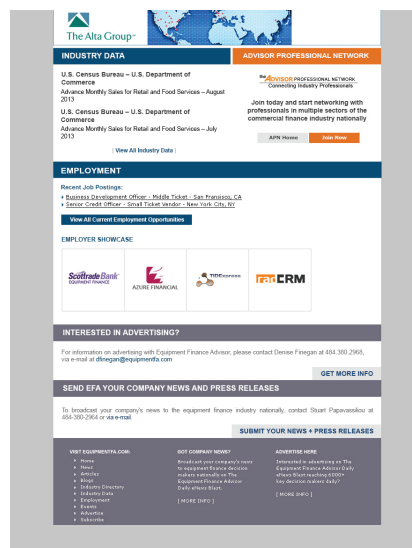
EMPLOYMENT POSTINGS (30 DAYS)

# of Postings	Cost per Posting
Single Posting	\$400
3-6 Postings	350
7+ Postings	300

All advertising rates are subject to change.



Homepage



Daily eNews Blast



Employer Profile Page

Daily eNews Blast Advertising

EQUIPMENT FINANCE
ADVISOR delivers current news and effective advertising solutions!



DAILY eNEWS BLAST

Equipment Finance Advisor Daily eNews Blast is an industry-focused news blast delivered to over 6,000 subscribers in various disciplines of commercial finance. This unique daily blast features the news of the day, articles, blogs and employment opportunities.

Newly designed for 2014! Introducing New Showcase and Rectangle Banners!

The newly designed Daily eNews Blast delivers highly effective advertising solutions featuring Showcase, Rectangle, and Logo/Text banners strategically positioned adjacent to news stories – **No scrolling through news stories to see your ad!**

SHOWCASE BANNERS

	CONTRACT TERM / COST		
Frequency	1 Year	6 Months	3 Months
One Time Per Week	4,680	2,900	1,800

LOGO/TEXT AND RECTANGLE BANNERS

	POSTINGS PER WEEK / COST				
Term	1X	2X	3X	4X	5X
1 Year	\$3,695	\$6,795	\$9,850	\$12,300	\$14,750
6 Months	2,300	4,230	6,140	7,650	9,200
3 Months	1,460	2,685	3,895	4,860	5,840

All advertising rates are subject to change.

MULTI-PLATFORM ADVERTISING DISCOUNTS

Advertisers purchasing a minimum 6-month website banner ad plus a 6-month eNews Blast ad receive a 10% discount off their entire advertising package.

Subscribers 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.

NEW! Showcase Banners

Our new “leaderboard style” Showcase Banners provides the highest level of visibility and opportunity for action! Featuring only one advertiser per day, this prominently displayed banner was created to ensure the highest level of advertiser awareness.

NEW! Rectangle Banners and Logo/Text Banners

Limited to only four (4) advertisers per day, our new graphical Rectangle and Logo/Text banners provide advertisers with a highly visible and fully actionable advertising solution. Each Rectangle and Logo/Text banner is positioned alongside the news stories of the day. No scroll required!

Mobile App Advertising

EQUIPMENT FINANCE
ADVISOR expands your advertising reach on the go!

MOBILE APPLICATIONS

Advertisers can reach our vast and expanding audience of mobile readers while on the go by advertising on our iPad and iPhone mobile applications! These apps are FREE to thousands of users daily.

Equipment Finance Advisor mobile apps feature:

- Daily eNews Blasts
- Featured Articles
- Blogs
- Lender & Service Provider Directories

Our mobile app advertising solutions are designed to provide clear and easy access to your fully actionable mobile app advertisement.

Space is limited for this premier mobile advertising opportunity!



MOBILE APPLICATIONS

Term	Cost
1 Year	3,595
6 Months	2,125
3 Months	1,250

CONTACT INFORMATION

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