

Website

Daily eNews Blast

Monthly iData Blast

Mobile Apps

The leading online publisher
providing cost-effective
advertising solutions
across multiple platforms!



EQUIPMENT FINANCE
ADVISOR

SERVING EQUIPMENT FINANCE DECISION MAKERS



**2017 Online
Media Planner**

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%

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.

Banner sizes and contract terms are structured to meet all advertising budgets and provide the brand building power advertisers demand.

Banner Advertising Options:

- **Leaderboard Banner** – Limited to only seven (7) advertisers in the ad rotation. Prominently displayed top and center on every website page providing the highest level of visibility for our advertisers!
- **Skyscraper Banner** – The largest banner ad available; 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 positioned above the fold. No scroll required!
- **Banner Suite Program – Page Ownership**
Here's your opportunity to showcase your company with multiple banners appearing simultaneously on Equipment Finance Advisor's home page, interior pages and eNews story pages! Ultimately, you can own the page with ONLY your ads appearing in the rotation.

All banner ads meet IAB Ad Unit Guidelines



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

BANNER SUITE PROGRAM – PAGE OWNERSHIP

CONTRACT TERM/COST

Suite Options	1 Year	6 Months	3 Months
Top Half Page Ownership - Leaderboard & Box Banners	\$8,000	\$4,920	\$2,970
Full Page Ownership - Leaderboard, Box and Skyscraper Banner Ads	\$11,400	\$7,110	\$4,385

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 into one easy to navigate page!

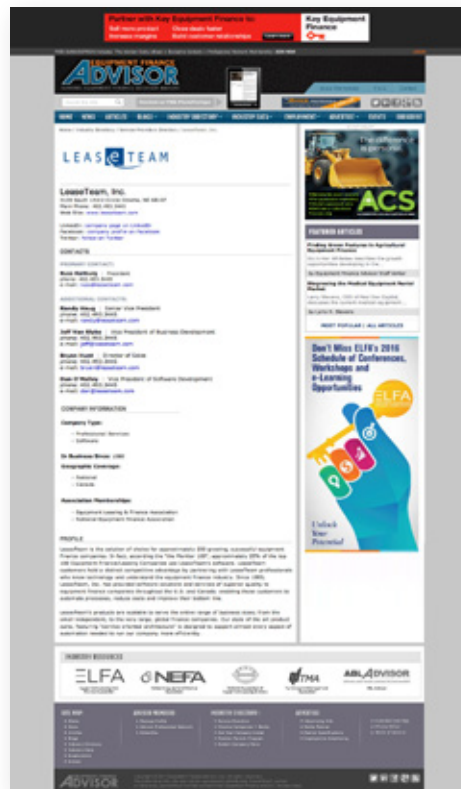
Profiles include highly detailed company information along with your company logo and hotlink to your website.

PLUS SOCIAL MEDIA LINKS!

- All 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.

EMPLOYMENT POSTINGS (60 DAYS)

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

MAXIMIZE YOUR EXPOSURE – NO ADDITIONAL COST!

All advertising rates are subject to change.

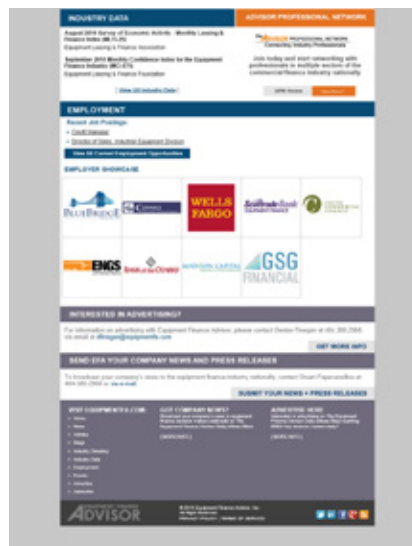
All employment advertisers are provided maximum exposure via the placement of your company logo and hotlink in four strategic locations:

- **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 YOUR company’s job postings!



Homepage



Daily eNews Blast



Employer Profile Page

Daily eNews Blast Advertising

EQUIPMENT FINANCE
ADVISOR delivers the industry's most cost-effective Daily eNews advertising options!



DAILY eNEWS BLAST

Delivers more than just news! The Daily eNews Blast is delivered to over 6,000 subscribers in the equipment finance industry nationwide. This unique daily blast features the news of the day, articles, blogs, videos, industry/economic data, and employment opportunities.

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

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.

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

Showcase Banner

Our “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.

LOGO/TEXT AND RECTANGLE BANNERS	POSTINGS PER WEEK / COST				
	Term	1X	2X	3X	4X
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

Rectangle Banner and Logo/Text

Limited to only five (5) advertisers per day, our 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!

All advertising rates are subject to change.

Monthly iData Blast Advertising

EQUIPMENT FINANCE
ADVISOR delivers the only industry and economic data blast!

MONTHLY IDATA BLAST

The industry's ONLY equipment finance/economic monthly data blast!

The Equipment Finance Advisor iData Blast is emailed to over 6,000 subscribers each month, delivering numerous data sources providing an up-to-date view of the equipment finance industry and the U.S. economy for commercial finance professionals.

Multi-Feature Exclusive Sponsorship Box

Each monthly blast is limited to **ONE EXCLUSIVE ADVERTISER** and provides a highly visible **TOP PAGE** sponsorship box featuring:

- Showcase Banner (dimensions 700 x 80)
- Text Dialogue Box – including a Headline (90 characters) and Text Copy (300 characters)
- Company Logo with Hot Link

The iData Blast provides the most unique opportunity for advertisers to fully showcase:

- New Product Launches
- General Company/Product Information
- White Papers
- Industry Research



IDATA BLAST BANNER		
Banner	Term	Cost per Month
Showcase	Monthly	\$1,695

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

All advertising rates are subject to change.

▲ Plus, iData sponsors benefit from highly visible bonus exposure on the Equipment Finance Advisor website home page and iData landing pages for an ENTIRE MONTH!

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

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