

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.

