

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 | 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 |

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.