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2025

MEDIA PLANNER

equipmentfa.com

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LEADING ONLINE PUBLISHER SINCE 2011

For over a decade, Equipment Finance Advisor has been a leading online publishing source providing daily news, articles authored by subject matter experts, thought-leadership videos, equipment finance industry/economic data, employment opportunities and various online resources focused on the evolving informational needs of commercial equipment leasing and finance professionals and industry service providers.

Equipment Finance Advisor's national audience includes equipment leasing and finance industry executives, senior managers, and various decision makers from the full scope of the equipment finance industry including the largest, mid-sized and small bank-owned lessors, independent and captive equipment finance providers, and includes service providers focused on meeting the needs of these commercial finance specialists.

OVER 5,000 SOCIAL
MEDIA FOLLOWERS

Demographics



Reader Profile

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



Geographic Profile

- Northeast - 34%
- Midwest - 22%
- Southeast - 16%
- West - 18%
- Southwest - 10%



Business Type

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

Reaching over 6,000 loyal subscribers focused specifically on the equipment finance industry each business day, Equipment Finance Advisor's Daily E-News features news of the day, articles, thought leadership videos, blogs, sponsored content, industry/economic data, and employment opportunities.

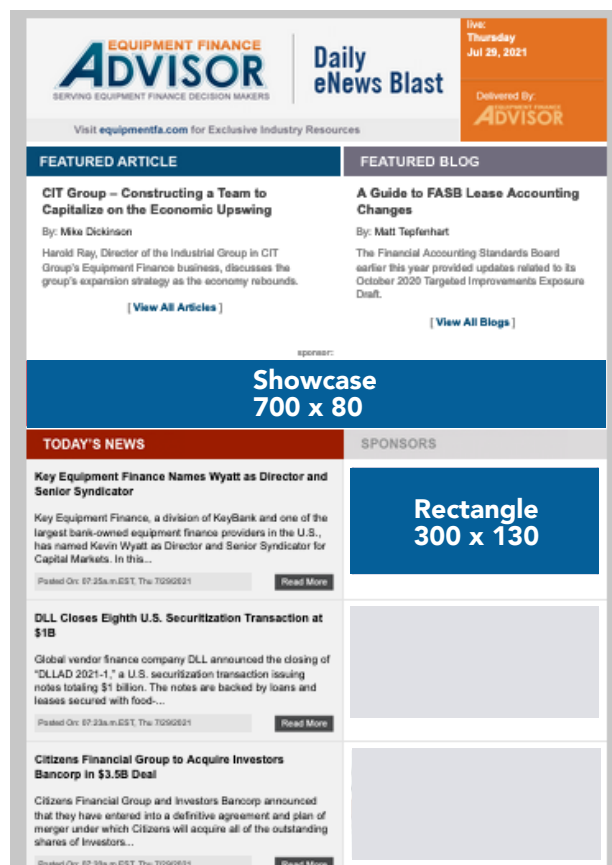
The Daily E-News delivers highly effective advertising options featuring Showcase, Rectangle and Logo/Text banners strategically positioned adjacent to news stories to maximize brand awareness.

Showcase Banner

Featuring only one Showcase Banner advertiser per day, this "leaderboard style" banner is prominently displayed and provides the highest level of visibility and brand awareness.

Rectangle Banner and Logo/Text Banner

Uniquely positioned alongside news stories, Rectangle and Logo/Text banners provide advertisers with a highly visible and fully actionable advertising solution.



SHOWCASE BANNERS

CONTRACT TERM / COST

Frequency	1 Year	6 Months
One Time Per Week	\$4,680	2,900

LOGO/TEXT AND RECTANGLE BANNERS

POSTINGS PER WEEK / COST

Term	1X	2X	3X	4X	5X
1 Year	\$3,990	\$7,300	\$10,600	\$13,200	\$15,825
6 Months	2,530	4,650	6,750	8,400	10,100

All advertising rates are subject to change.

Emailed to over 6,000 subscribers each Friday, the Weekly Review provides readers a uniquely designed wrap up of the five top news stories of the week as ranked by the Daily E-News subscribers* and the most recently featured article and thought leadership video.

The Weekly Review provides advertisers with large (600 X 160) and strategically positioned banner ads stimulating strong engagement from equipment finance professionals nationally. Advertising slots are limited.

SHOWCASE BANNER

Contract Term	1 Year	6 Months
Cost	\$4,850	\$2,875

Mergers and Acquisitions in the News...

[View in browser](#)



WEEKLY REVIEW

- Updated - 09.24.2021 -

Showcase Banner
600 X 160

Top News Stories

[U.S. Bancorp to Acquire MUFG Union Bank in \\$8B Deal](#)

U.S. Bancorp entered into a definitive agreement to acquire MUFG Union Bank's core regional banking franchise from Mitsubishi UFJ Financial Group in a transaction that will bring together two premier organizations with a focus on...

[Great Elm Capital Corp. Acquires Majority Interest in Lenders Funding](#)

Great Elm Capital Corp., a business development company, has acquired a majority equity interest in Lenders Funding, LLC, a private funding and risk sharing source for factors and asset-based lenders. Established in 2000...

[M&A Surge Could be Catalyst for New Challenges, Grant Thornton Survey](#)

According to a recent survey by Grant Thornton LLP, the majority of merger and acquisition (M&A) dealmakers expect a surge in deal volume, especially in the technology, retail, hospitality and insurance industries. For this survey of M&A...

Equipment Finance Advisor Boosted Campaigns

Equipment Finance Advisor offers advertisers the opportunity to utilize the reach of our entire subscriber base with a fully customized email campaign. Dedicated Email campaigns can include custom graphics and messaging, company logo and link and much more.

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Exclusive Opportunity to Showcase:

- New product releases
- Branded thought leadership pieces
- White papers
- Company product and personnel announcements
- Event promotions
- And more...

MYTH 2 SAAS IN THE CLOUD



Security of a cloud-based platform is unproven.



Myth Debunked: Security of a SaaS platform is unproven.

Data security is a top concern. And rightly so. A common myth that's starting to unfurl is that software-as-a-service (SaaS) platform is unproven.

How do we prove that it's proven? You've probably already engaged with a SaaS solution several times today. Web-based email services like Outlook, Yahoo, Gmail are all SaaS services. So if you trust your email, you can trust IDScLOUD™ – a true SaaS provider.

Our SaaS expert, Lisa Nowak, talked with ABL Advisor earlier this year to debunk this myth (among others).

Learn what security questions you should ask your SaaS provider and how Solifi handles security in the cloud.

[Learn More >](#)

The Equipment Finance Advisor website is the foundation of our publishing property featuring daily news, articles, thought-leadership videos, featured blogs, equipment finance industry/economic data, employment opportunities, an industry directory featuring funding sources and service providers, sponsored content and much more.

Equipment Finance Advisor features three highly visible banner options that rotate and refresh throughout the entire website.

Banner Advertising Options:

Leaderboard Banner – Prominently displayed top and center on every website page providing the highest level of visibility for our advertisers.

Large Box Banner – A highly visible large banner ad strategically positioned above the fold.

Skyscraper Banner – The largest banner ad available; certain to catch the attention of all visitors.



BANNER ADVERTISING

CONTRACT TERM/COST

Banner Type	1 Year	6 Months	Dimensions
Leaderboard	\$4,450	\$2,550	728 X 90
Large Box	2,700	1,620	300 X 250
Skyscraper	3,380	2,010	300 X 600

BANNER SUITE PROGRAM – PAGE OWNERSHIP

CONTRACT TERM/COST

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

BANNER SUITE PROGRAM – PAGE OWNERSHIP

A unique and highly effective branding opportunity to showcase your company with multiple banners appearing simultaneously on Equipment Finance Advisor's home page and interior pages. Ultimately, you can own each page of the website with ONLY your ads appearing in the rotation. Options include Full Page and Half Page programs.

Equipment Finance Advisor's Video series features interviews with equipment finance industry leaders covering current topics impacting the equipment finance industry. Videos focus on thought leadership, risk management, sector insights, company/executive profiles and much more.

Hosted by Equipment Finance Advisor's publisher, video sponsorship provides a unique opportunity to associate your company with leading-edge content – reaching our nationwide audience each day.

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Video Sponsorships Include:

- Company logo appearing in a Video Banner located top and center of the Daily eNews
- Company logo appearing at the beginning of the video
- Company logo and link appearing on your sponsored video landing page of the Equipment Finance Advisor website
- Company logo and link on the Video Library landing page on the Equipment Finance Advisor website.



Equipment Finance Advisor offers a unique opportunity to showcase branded thought leadership, white papers, proprietary content and much more to our nationwide audience. All sponsored content includes links to your company website, custom graphics, and company logo and link.

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Content can be changed each month to meet advertisers' messaging requirements.

Highly Effective Delivery Model

For ONE FULL MONTH (or longer if required), Sponsored Content is strategically presented to readers in two key areas:

- Daily E-News – delivered to 6,000 subscribers daily
- Website – prominent homepage placement

A large, light blue, semi-transparent watermark of the Equipment Finance Advisor logo is centered on the page. It consists of the words "EQUIPMENT FINANCE" in a smaller font above the word "ADVISOR" in a larger, bold font, both with white outlines.

Equipment Finance Advisor's online directory company profiles are the most detailed source of information available for service providers and funding sources of all sizes in the equipment finance and leasing industry. A directory listing enables decision makers to access critical information about your company, products and services, key contacts, industry affiliations and much more all on one easy to navigate page.

All directory profiles include highly detailed company information along with your company logo and link to your website as well as social media links for LinkedIn™, Facebook™ and Twitter™ profile pages.

PREMIER PARTNER PROGRAM

Upgrade! 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 the Equipment Finance Advisor website homepage – maximizing exposure to the equipment finance industry.

INDUSTRY DIRECTORY

Listing Type	1 Year
Premier Partner Listing	\$995
Standard Company Listing	795

All advertising rates are subject to change.

A large, light blue, semi-transparent watermark of the Equipment Finance Advisor logo is centered on the page. It consists of the words "EQUIPMENT FINANCE" in a smaller font above the word "ADVISOR" in a very large, bold font, all with a white outline.

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

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Employment advertising on Equipment Finance Advisor provides the most targeted and cost-effective online hiring solution for attracting highly qualified commercial finance professionals nationally.

60-DAY POSTINGS

All employment advertisers are provided maximum exposure through placement of your company logo and job posting appearing in four strategic locations for **sixty (60) days**:

- Daily eNews – Company logo and link to job posting appears in the Featured Employer section of the Daily ENews – emailed to equipment leasing and finance professionals nationwide
- Company logo and job link featured on our website homepage
- Company logo and job are featured on the website Employment landing page – with links to your company website
- Employer Profile Page – a website page dedicated to your company

PREPAID MULTIPLE POSTING CONTRACTS

To meet your hiring needs throughout the year, you may prepay for multiple sixty (60) day job postings and take advantage of significant savings. *

EMPLOYMENT POSTINGS (60 DAYS)

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

All advertising rates are subject to change.