

print advertising

Monitor is published eight times annually and reaches more than 6,500 subscribers in the equipment finance industry with each issue, and *Monitor Digital* expands that reach even further!

MONITOR MAGAZINE Standard Display Ad Rates

# OF INSERTIONS	1X	2X	3X	6X	8X
Full Page	\$4,475	\$4,140	\$3,915	\$3,720	\$3,600
Half Page Island	3,325	3,075	2,910	2,765	2,675
Half Page	2,725	2,520	2,385	2,265	2,195
NEW Third Page	2,200	2,035	1,925	1,825	1,765
Quarter Page	1,535	1,390	1,310	1,235	1,190
NEW Sixth Page	1,200	1,085	1,025	965	925
Marketplace Large	645	595	565	535	520
Marketplace Small	480	445	420	400	385
Two-Page Spread	5,950	5,685	5,415	5,155	4,560

Cover Position Display Ad Rates

# OF INSERTIONS	1X	2X	3X	6X	8X
Back Cover	\$4,775	\$4,560	\$4,370	\$4,125	\$3,775
Inside Covers	\$4,675	\$4,465	\$4,280	\$4,055	\$3,740

All rates reflect cost per insertion, includes Monitor Digital. All advertising rates are subject to change.

Agency Commissions

Commissions are available to independent agencies for print ads only. All ads must be submitted to *Monitor* specifications to qualify.

MULTIPLE INSERTION/E-NEWS DISCOUNT

Monitor display advertisers contracting for **two or more insertions** qualify for a **15% DISCOUNT** off the cost of any e-news advertising package.

ANNUAL RESOURCE GUIDE

Monitor's Annual Resource Guide is the equipment finance industry's only print sourcebook designed specifically to meet the diverse needs of product/service providers, funding sources and buyers alike. *Monitor's* Annual Resource Guide provides connections to the most targeted audience of prospects all year long.

This fourth edition will be mailed to all *Monitor* print subscribers in December 2010 along with the Nov/Dec issue. Plus, all current *Monitor* display and *monitordaily.com* online advertisers qualify for discounted rates on company profile listings.

BONUS DISTRIBUTION

Monitor's Annual Resource Guide will be distributed at various industry events and conferences throughout the year.

RESOURCE GUIDE DISPLAY AD SIZES

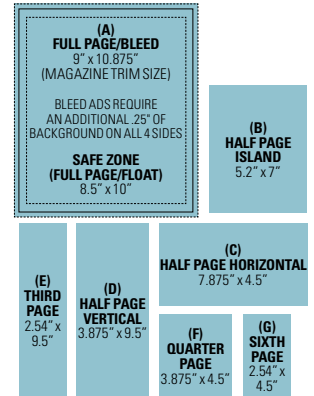
All ad sizes are shown as width x length. Please see: **SUBMITTING A DISPLAY AD** for additional ad specifications and PDF details.

Full Page (A)	8.25" x 10.75" Trim Size 7.375" x 9.375" Safe Zone
	<i>Full Page Ads ONLY. Bleed ad must supply addition .25" background on all four sides.</i>
Horizontal Half . . .	7.375" x 4.5"

MONITOR DISPLAY AD SIZES

All ad sizes are shown as width x length. Please see: **SUBMITTING A DISPLAY AD** for additional ad specs and PDF details.

Full Pg (A)	9" x 10.875" Trim
Half Pg Island (B)	5.2" x 7"
Half Pg Horizontal (C) . . .	7.875" x 4.5"
Half Pg Vertical (D)	3.875" x 9.5"
Third Pg (E)	2.54" x 9.5"
Quarter Pg (F)	3.875" x 4.5"
Sixth Pg (G)	2.54" x 4.5"
Marketplace Large	3.875" x 3"
Marketplace Small	3.875" x 1.5"



Belly Bands/Inserts/Gatefolds

Special requests can be accommodated, please contact your advertising representative for details and a quote.

Color/Bleed Charges

	FULL COLOR (CMYK)	SINGLE COLOR
Full Page Ads	\$995	\$485
Half Page & Half Page Island Ads	695	340
Third & Quarter Page Ads	525	250
Sixth Page Ads	295	150
Marketplace Ads	95	—
Bleed (Full Page Ads Only)	200	—

Color and bleed charges are per insertion. Single color charges are per color, all colors will run as CMYK (must be converted prior to submission), no spot/PMS colors accepted.

RESOURCE GUIDE (RG) COMPANY PROFILE LISTING RATES

Companies purchasing listings in multiple sections qualify for a **10% DISCOUNT** off their total listing cost.

	CURRENT ADVERTISER COST	NEW ADVERTISER COST
Standard Listings (each)	\$295	\$450
Premium Listings (each)	495	650

RG DISPLAY ADVERTISING RATES

	PER INSERTION
Full Page Ad (+ FREE Premium Listing)	\$2,270
Horizontal Half Page Ad (+ FREE Standard Listing)	1,295
Advertorial (Single Full Page + FREE Premium Listing)	2,195

RG PREMIUM POSITION AD RATES

	PER INSERTION
Back Cover Ad (+ FREE Premium Listing)	\$2,995
Inside Front or Back Cover Ad (+ FREE Premium Listing)	2,595

RG COLOR CHARGES

	FULL COLOR (CMYK)	SINGLE COLOR
Full Page Ads	\$695	\$350
Half Page Ads	450	250

Color charges are per insertion. Single color charges are per color, all colors will run as CMYK (must be converted prior to submission), no spot/PMS colors accepted. All advertising rates are subject to change.

Contact Jerry Parrotto for print/display & resource guide advertising details!

PHONE: 800.708.9373 x153 E-MAIL: jparrotto@monitordaily.com

ad specs & submission info

Ads for the *Monitor* must be submitted as press-ready PDFs.
 Files can be sent via e-mail or FTP dropbox.

AD SPECIFICATIONS/SUBMISSION INSTRUCTIONS

ACCEPTABLE FILE FORMAT: PDF/X-1A ONLY

We only accept PDF files created to PDF/X-1a settings with all fonts and images embedded. We do not accept native or EPS files, original art and/or fonts. We are not responsible for ad reproduction if PDF specifications are not met.

PREPARING ADS: ORIENTATION, SETTINGS, COLOR & RESOLUTION

Ads can be originated in any program that will support the creation of Adobe Portable Document Format (PDF) files. Original program files are NOT acceptable. Any traps, overprints or reverses should be done in native file prior to exporting PDF with PDF/X-1a settings.

Document size should be the specified ad size with no additional border/white space. Please do NOT include crop or registration marks.

Color images MUST be saved in CMYK. B&W images may be saved as grayscale. Spot, Pantone® (PMS) and RGB are not acceptable. We cannot be held responsible for inaccurate color conversion on ads submitted incorrectly.

Embedded image resolution should be at least 240 dpi at 100% (the size it is used in the ad). Internet images (.JPG/.GIF) are 72 dpi and will not print well.

Full page bleed ads should be created to the trim size of the publication plus bleed. For bleed, background should extend at least 1/4" (18 pts) on all four sides of the ad.

COLOR PROOFS/ DIGITAL REPRODUCTION

Every color ad MUST be accompanied by a contract proof (match print), sized at 100% and appearing exactly as the advertiser expects. Some ad elements may appear to print correctly on ink-jet or laser printers but will not print correctly on press. *Monitor* is not liable for the final color output if a contract proof is not supplied.

AD SUBMISSION INSTRUCTIONS/ASSISTANCE

E-MAIL FILES TO

tmiller@monitordaily.com

Or, if your file is larger than 10MB, please upload it to our FTP dropbox at <http://dropbox.yousendit.com/XMG-AD-DROP>

SEND COLOR PROOFS TO

Advertising Department, 409 E Lancaster Ave,
 Wayne, PA 19087-4202

QUESTIONS/ASSISTANCE

If you have questions regarding ad sizes specifications, please contact our production department at 800.708.9373 x129.

CONTACTS 409 E LANCASTER AVE, WAYNE, PA 19087 • 800.708.9373 PH • 610.293.2186 FX

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