

editorial calendar

The *Monitor* has provided readers with the best, most comprehensive coverage of the equipment leasing and finance industry ... for more than 36 years!

ISSUE	AD CLOSE (SPACE)	MATERIALS DUE	TOPIC/FOCUS
JAN/FEB	1/11	1/18	<p>ASSET MANAGEMENT To begin the year, we speak with leading asset managers and other risk management professionals to seek their perspectives on important topics related to their fields.</p> <p>BONUS DISTRIBUTION ELFA Equipment Mgmt Conference</p>
MAR/APR	2/19	2/26	<p>FUNDING SOURCES & MONITOR TOP PRIVATE INDEPENDENTS This issue covers virtually every aspect of working with funding sources from syndication to broker/funder relationships. Also included is the <i>Monitor Top Private Independents</i> ranking complete with charts, data and commentary.</p> <p>BONUS DISTRIBUTION ELFA Annual Funding Exhibition, NEFA Spring Leadership and NAELB Annual Conference</p>
MAY/JUN	4/2	4/9	<p>VENDOR FINANCE In this edition, we explore the world of vendor leasing and finance and notable program agreements. Also in this issue, we focus on various investment opportunities in the industry.</p>
MONITOR 100	5/21	5/28	<p>2010 MONITOR 100 This most anticipated issue of the year features the ranking of the top 100 equipment leasing and finance companies in the U.S. complete with survey results, comprehensive data and commentary on industry happenings.</p> <p>BONUS DISTRIBUTION Multiple 2010/11 Conferences</p>
JUL/AUG	7/2	7/9	<p>MONITOR BANK 25 & LEASING TECHNOLOGY In this issue, we return with the <i>Monitor Bank 25</i> ranking of top bank-affiliated leasing companies. The issue also focuses on the innovations in industry technology.</p>
FALL CONFERENCE	8/13	8/20	<p>2010 CONFERENCE ISSUE Now in its 21st edition, the our Annual Fall Conference issue takes a look at the latest trends and topics of importance to equipment leasing and finance professionals as well as a look ahead to 2011.</p> <p>BONUS DISTRIBUTION ELFA Annual Conference, NEFA Annual Conference and NAELB Eastern Regional Conference</p>
SEPT/OCT	9/24	10/1	<p>INDUSTRY SECTOR OVERVIEW As one of our readers' favorite issues, this edition takes an in-depth look at select equipment types and markets.</p> <p>BONUS DISTRIBUTION ELFA Annual Conference, NAELB Western Regional Conference and other 2011 Conferences</p>
NOV/DEC	11/5	11/12	<p>PRODUCTS & SERVICES To wrap up the year, we focus on the latest in products and services for the equipment leasing and finance industry.</p>
RESOURCE GUIDE	10/28	11/5	<p>2011 RESOURCE GUIDE A compendium of industry-related resources mailed with the November/December Issue.</p> <p>BONUS DISTRIBUTION Multiple 2011 Conferences</p>

Bonus distribution is subject to change. Please contact your advertising representative for the most current distribution schedule.

IN EVERY ISSUE...

UP FRONT

Each issue of the *Monitor* opens with top industry headlines, editorials, and other important industry and economic data

PROFILE OF SUCCESS

A profile of industry executives and equipment finance companies making headlines

GREASING THE WHEEL

Articles, news and data selected specifically for the funding source and equipment leasing broker communities

MONITOR 100 SERIES

A question and answer series with top executives from MONITOR 100 companies addressing current business issues



TIPPING THE SCALES

Technical articles on legal aspects of the equipment finance industry including court rulings and case studies

PLAY BACK

A visual representation of a popular news story or industry event

BONUS DISTRIBUTION

Each year, *Monitor* issues are distributed at more than 15 industry conferences and seminars across the country, expanding advertisers' reach even further!

CONTACT JERRY PARROTTO AT 800.708.9373 X153 FOR CURRENT DISTRIBUTION INFORMATION ON EACH ISSUE.