

# website & e-news advertising

Reach thousands of prospects in the equipment finance industry every day with *monitordaily.com* and *monitordaily.com's Daily E-News Update*.

## MONITORDAILY.COM SPONSORSHIP BANNERS

Banners are available in two distinct sizes. Horizontal banners rotate throughout the most visited pages on *monitordaily.com*. The homepage skyscraper banner appears for one full day per week in a premium position on our homepage ... our most visited page! This exclusive space is limited to five (5) advertisers.

As an **ADDED VALUE**, a banner advertiser's company logo will appear in the *monitordaily.com* website sponsor index in each issue of *Monitor* for the duration of their contract.

HOMEPAGE SKYSCRAPER BANNER	COST	SIZE/SPECS
1-Year Contract	\$2,295	95 x 360 pixels;
6-Month Contract	\$1,375	<50K; GIF, JPG or
3-Month Contract	\$875	SWF (link embedded)

HORIZONTAL BANNERS	COST	SIZE/SPECS
1-Year Contract	\$1,950	250 x 50 pixels
6-Month Contract	\$995	(specs same as above)



## ONLINE DIRECTORIES

Two types of directory listings are available to get your company's message to your target audience. Each online directory listing provides a hotlink directly to any page on your company's website.

### FUNDING SOURCE DIRECTORY

Syndicators, brokers and funding sources utilize our Funding Source Directory every day to facilitate the buying and selling of various types of transactions in the marketplace.

### LEASING SERVICES DIRECTORY

This directory offers service and product providers real-time reach to key corporate decision makers throughout the equipment finance industry.

As an **ADDED VALUE**, your company name and URL will appear in the *monitordaily.com* online directories index in each issue of *Monitor* for the duration of your contract.

DURATION	COST	SIZE/SPECS
1-Year Contract	\$1,185	Send us your logo and we will size it accordingly.

All advertising rates are subject to change.

## DAILY E-NEWS UPDATE ADVERTISING

*monitordaily.com's Daily E-News Update* is broadcast via e-mail to more than 8,000 registered subscribers every weekday, and includes your company's message, logo and a direct hotlink to any page on your company's website.

## E-News Advertising Rates

WEEKLY FREQUENCY	1X	2X	3X	4X	5X
1-Year Contract	\$4,975	\$8,955	\$12,685	\$16,420	\$19,030
6-Month Contract	2,950	5,310	7,525	9,735	11,285
3-Month Contract	1,795	3,230	4,575	5,925	6,865



## E-NEWS ART REQUIREMENTS

Company logo/image area is 200 x 120 pixels. Animation is NOT supported. If you cannot prepare a Web-ready image, send us a high-resolution EPS or TIF of your image and we will prepare it for you.

## E-NEWS TEXT REQUIREMENTS

E-news message space is limited. Please supply text as follows:

**Line 1: Bold Headline** — Single line only, cannot exceed 60 characters including all spaces

and punctuation.

**Lines 2-4: Body Copy** — Three lines only, please limit text to a total of 200 characters including spaces and punctuation. We will work with advertisers to edit text that is too long when submitted.

**Line 5: URL (live hotlink)** — Line 5 is designed to contain an active URL only, other text will not be considered, URL cannot exceed 50 characters including punctuation.

## MULTIMEDIA DISCOUNT PACKAGES

Maximize your company's exposure and reach more prospects by combining print, website and e-news advertising mediums.

### PRINT ADVERTISERS

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

All display print advertisers receive a **15% DISCOUNT** off the cost of all **one-year contracts** for website sponsorship banners and online directories. Advertisers must purchase **both one-year products** to receive this discount.

### ONLINE ADVERTISERS

All one-year website sponsorship banner and/or online directory advertisers receive a **10% DISCOUNT** off the cost of any e-news advertising package.

**Contact Jerry Parrotto for online & e-news advertising details or questions!**

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