

2012 Monitor Editorial Calendar

Now in its 39th year, the *Monitor* is the most widely read independent trade publication in both print and digital formats focused on the equipment leasing and finance industry. Each issue offers topical articles, industry news and relevant financial data designed both to engage and inform its readers.

ISSUE	DEADLINES	TOPIC/FOCUS	BONUS DISTRIBUTION
JAN/FEB	SPACE: 1/30 MATERIAL: 2/3	ASSET MANAGEMENT <ul style="list-style-type: none">• Current Trends in Asset Evaluations• Credit Managers' Roundtable Discussion• Risk Management: What to Expect in 2012	NEFA National Equipment Finance Summit ELFA Equipment Management Conference
MAR/APR	SPACE: 3/5 MATERIAL: 3/9	FUNDING SOURCES & TOP PRIVATE INDEPENDENTS <ul style="list-style-type: none">• <i>Monitor's</i> Fourth Annual Top Private Independents Report• Institutional Funding: Syndications & Securitizations• Broker/Funder Relationships	ELFA Annual Funding Exhibition NAELB Annual Conference AGL&F/ELFA Public Sector Finance Forum
MAY/JUN	SPACE: 4/16 MATERIAL: 4/20	VENDOR LEASING & FINANCE <ul style="list-style-type: none">• <i>Monitor's</i> Third Annual Vendor Finance Company Ranking• Success in Today's Vendor Finance Programs• Trends in Municipal Finance	
MON100	SPACE: 6/4 MATERIAL: 6/8	2012 MONITOR 100 <ul style="list-style-type: none">• 21st Annual <i>Monitor 100</i> Ranking• Includes Comprehensive Analysis & Dimensioning• Profiles of New Entrants, New Leaders & Milestone Achievers	Various Industry Conferences Throughout the Year
JUL/AUG	SPACE: 7/16 MATERIAL: 7/20	MONITOR BANK 40/PRODUCTS & SERVICES <ul style="list-style-type: none">• Annual <i>Monitor Bank 40</i> Ranking• The Latest in Innovative Products & Services• Commercial Banking Overview	NEFA Funding Symposium NAELB Eastern Regional Conference
SEPT/OCT	SPACE: 9/24 MATERIAL: 9/28	2012 FALL CONFERENCES ISSUE <ul style="list-style-type: none">• 2012: A Look at the Year That Was• Looking Ahead to 2013• Includes 2013 <i>Monitor Services Directory</i>	ELFA Annual Conference NAELB Western Regional Conference
NOV/DEC	SPACE: 11/19 MATERIAL: 11/23	INDUSTRY SECTOR OVERVIEW <ul style="list-style-type: none">• Macro Look at Major Equipment Types• Includes Relevant Industry Data & Outlooks• Commentary by Industry Association Leaders	American Securitization Forum (2013)

Bonus distribution is subject to change. Please contact Denise Finegan for the most current distribution schedule.

MONITOR EXCLUSIVE FEATURES

In addition to timely cover stories and articles, every issue of the *Monitor* features the following reader favorites...

- **UPFRONT:** Top industry headlines, editorials and other important equipment finance industry and economic data
- **EXECUTIVE PROFILE/NEW ON THE SCENE:** Every issue includes exclusive interviews with industry leaders and new industry players
- **GREASING THE WHEEL:** Article, news and data selected specifically for the funding source and equipment leasing broker communities
- **TIPPING THE SCALES:** Technical articles on important legal aspects facing equipment finance professionals
- **PLAYBACK:** A whimsical look at top industry headlines from *monitordaily*

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