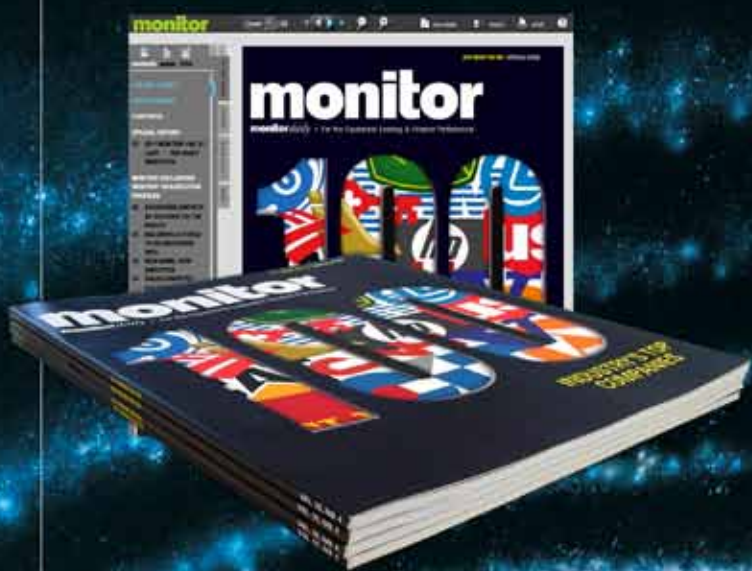


More Media Platforms More Audience Engagement



PRINT/DIGITAL

MOBILE



monitor



ONLINE

2012 MEDIA PLANNER

Letter From the Publisher...

As the *Monitor* enters its 39th year in publication, it's become increasingly apparent that as the only independent voice of the equipment leasing industry, we have a responsibility to provide our readers with timely information that can be used to navigate through these most difficult and uncertain times. Just as important is the way this information is disseminated. Our print content continues to be at the core of our delivery system; however, as reader habits have changed, so too has the *Monitor's* adoption of new technologies to ensure that much of this information is easily accessible and delivered in real time.

In a recent survey, our readers told us what we do well and should keep doing, but just as important, were suggestions on areas where we could improve. We were pleased that the *Monitor* received high grades for its quality of content. However, a significant number noted the importance of content delivery in a format they wanted. It was not surprising to learn, for example, that mobile devices are becoming increasingly more popular as the media vehicle of choice for the busy executive. As a result, we've listened and will be adjusting how content delivery is accomplished in 2012 and beyond.

Mobile App — New in 2012: Planned for introduction in early 2012, the *Monitor* will be delivering both new content as well as other unique features that take full advantage of our position as the leading independent source of information for members of the equipment finance industry. Our current track is to go beyond the magazine and employ these emerging technologies to develop a new platform that embraces a mobile business lifestyle — “must see” content and convenience will dictate the outcome. You can look forward to the *Monitor's* version of a mobile app for both smartphone and tablet (e.g., iPhone, iPad) that will further broaden our content delivery reach.

Adapting to change is an imperative in today's business environment. The *Monitor* is meeting this challenge by broadening its array of content delivery channels to more fully engage its audience and facilitate buyer-seller interaction.



monitor
monitordaily.com

Advertisers — Custom

With more print, digital, online & mobile app choices, you can customize a marketing campaign around the *Monitor's* broad array of assets that are specifically designed to enhance visibility and create more opportunities for audience engagement.

IN PRINT... *Monitor*

In 2012, celebrating its 39th year in publication, the *Monitor* changes its print publication line-up to include its flagship *Monitor 100* issue and six bi-monthly issues themed around core readership popularity. Our subscriber counts have been reduced to reflect the adoption of a strategy that is based on who we reach versus how many. After an exhaustive study, we were able to purge our subscription database and maintain only those readers who match our demographic requirements, i.e., members of the equipment finance community with the right executive and business profile.

“I’ve always enjoyed the *Monitor*. It is the only industry magazine that provides me with what’s really going on. Thanks for the great work!”

— Unsolicited *Monitor* Subscriber Comment, September 2011

Target Audience

The *Monitor* reaches a core audience of decision makers in the equipment finance industry...

- **76%** (4,180) of *Monitor* subscribers are employed by equipment finance companies: bank affiliates, non-bank financials, captives and smaller private independents.
- About **70%** (3,840) of *Monitor* subscribers hold the position of VP or above.
- **41%** (2,275) of *Monitor* subscribers are senior level executives (1,932) and/or are business owners/principals (343).
- **Monitor Digital:** Newly enhanced in 2011 and distributed to a pre-disposed audience of 3,000 *Monitor* subscribers. YTD 2011, average unique visitor CTR @ 32.8%.
- **Monitor Mobile:** New in 2012, editor selected exclusive articles, news stories and other features delivered via mobile app (iPad/iPhone) so busy *Monitor* readers can “stay in touch” regardless of environment.

“The *Monitor* has been and continues to be the ‘Gold Standard’ for our industry.”

— *Monitor* Reader Survey, June 2011

Delivery Is the Name of Our Game...

Maximize reach with multiple media channel distribution — print, digital, online, daily & weekly e-news broadcast and new in 2012 — *Monitor Mobile* app.

ONLINE... *monitordaily*

In 2012, the *Monitor's* companion website marks its 16th year online. In the Spring 2011, *monitordaily* was completely redesigned and now features new enhancements to build visitor traffic, improve advertiser visibility and promote audience engagement. New, larger banners, positioned close to popular content, now enjoy the benefit of site-wide rotation. New directory listings include multiple URL delivery and featured partner logo — a homepage traffic driver. And, for the first time, the *Monitor's* exclusive print content is now available online via a new user-friendly article archive search feature.

Daily & Weekly E-News Broadcast: Often Imitated ... Never Duplicated

Forwarded every business day to over 7,000 registered subscribers, *monitordaily's* Daily E-news Broadcast is the equipment leasing industry's most popular online medium for up-to-date news and daily commentary. Uniquely formatted to ensure reader engagement, e-news sponsors enjoy the benefit of consistent exposure to an opt-in audience with the "right" demographic. The new *Weekly Wrap-Up* of the prior week's top 10 news stories is forwarded via e-mail first thing Monday morning to all registered e-news subscribers. With only 52 broadcasts per year and sponsorships limited to only three per week, advertisers will want to explore this unique opportunity early as participation is limited.

"I think you are the best source for news within the leasing industry; as such we all within our office read your daily news briefs and circulate to our clients."

— *Monitordaily E-News Survey, June 2010*

Website Banner/Sponsorship Advertising

Newly refreshed in Spring 2011, the *monitordaily* website is the place to be if you're seeking enhanced visibility and audience engagement. We offer three homepage banner options, as well as a text sponsorship space, all featuring close content proximity and full rotation throughout the site. Each banner ad is separately managed by an outside vendor to ensure the integrity of banner page impressions and CTR. A recent analysis of banner ad performance showed that each zone is averaging between 125,000 and 130,000 page impressions per month. Monthly metrics are available so you always know how your banner ad is performing.

Services Directory Advertising — Online & Print

Our online service directory offerings were enhanced in 2011 with the introduction of the new *monitordaily* website. Advertisers can sign up for one year and have a their very own customized directory listing that is indexed by product/service specialty. New features include: a "Related Links/Resources" feature that allows for up to three additional URLs to the website pages of your choosing. Additionally, you can sign up for a featured partner logo that would appear on our homepage, which drives traffic to your service directory listing page to enhance visibility.

Lastly, as a perfect complement to an online directory listing, is a print listing in our 2013 Services Directory. Delivered as a removable insert in the 2012 *Monitor* Conference print issue, this handy, go-to resource for members of the equipment finance industry provides easy access to industry service providers.

CONTACT DENISE FINEGAN FOR ADVERTISING DETAILS

PHONE: 800.708.9373 x120 E-MAIL: denise@monitordaily.com

Print/Digital & Online Metrics

PRINT CIRCULATION:
5,500 Subscribers

PASS-ALONG REACH:
1.8X or 9,900 Additional Readers¹

PUBLICATION FREQUENCY:
7 Issues Annually (Including *Monitor 100*)

BONUS DISTRIBUTION:
Incremental Circulation at All Major Industry Conferences in 2012

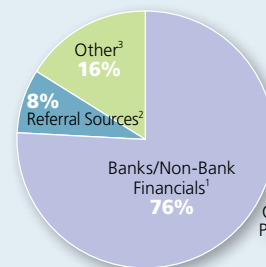
DIGITAL CIRCULATION:
3,000 Print Subscribers Get the Digital

DIGITAL METRICS:
Average Unique Visitors CTR 32.8% Per Digital Issue²

ONLINE BANNER AD PAGE IMPRESSIONS:
Average 128,000 per Month³

1) Reader Survey, June 2011; 2) Texterity Metrics, September 2011; 3) BanManPro Metrics, September 2011

READER COMPOSITION BY BUSINESS TYPE



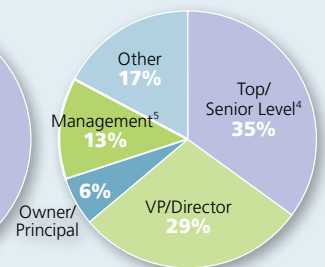
SAMPLE SIZE: 76% of 5,500 mailed circulation (as of 9/30/11)

1 Includes: Bank Affiliates, Non-Bank Financials, Private Independents & Captives

2 Includes: Brokers, Legal, Accounting & Consulting Firms

3 Includes: Service Providers & Others

READER COMPOSITION BY MANAGEMENT LEVEL



SAMPLE SIZE: 92% of 5,500 mailed circulation (as of 9/30/11)

4 Includes: CEO, President, CFO, COO, EVP, SVP, MD & GM

5 Includes: Credit Manager, Ops Manager, Sales Manager, etc.

Print Advertising

Published seven times in 2012, the *Monitor* is the trade magazine of choice for advertisers that want to reach this niche audience of equipment finance practitioners — 76% are actively engaged in the industry; 70% hold the title of VP and above.

STANDARD BLACK & WHITE DISPLAY AD RATES

AD SIZE	INSERTION FREQUENCY (COST PER INSERTION)						
	1X	2X	3X	4X	5X	6X	7X
Full Page	\$4,475	\$4,140	\$3,915	\$3,850	\$3,785	\$3,720	\$3,660
Half Page Island	3,325	3,075	2,910	2,860	2,815	2,765	2,720
Half Page	2,725	2,520	2,385	2,345	2,305	2,265	2,230
Third Page	2,200	2,035	1,925	1,895	1,860	1,825	1,795
Quarter Page	1,535	1,390	1,310	1,280	1,255	1,235	1,215
Sixth Page	1,200	1,085	1,025	1,005	985	965	945
Marketplace Large	645	595	565	555	545	535	525
Marketplace Small	480	445	420	415	410	400	395
Two-Page Spread	5,950	5,685	5,415	5,330	5,240	5,155	4,855

All advertising rates are subject to change.

COVER & PREMIUM GUARANTEED POSITION AD RATES

FULL PAGE ADS	INSERTION FREQUENCY (COST PER INSERTION)						
	1X	2X	3X	4X	5X	6X	7X
Back Cover	\$4,775	\$4,560	\$4,370	\$4,290	\$4,210	\$4,125	\$3,950
Inside Covers	4,675	4,465	4,280	4,205	4,130	4,055	3,900
Pages 1, 2, 5 & 7	Position guaranteed at an additional 10% charge over standard full page rates						

All advertising rates are subject to change.

CUSTOM OPTIONS

Special requests to support target audience campaigns can be accommodated. Please contact Denise Finegan for details.

AGENCY COMMISSIONS

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

MULTIMEDIA PACKAGE DISCOUNTS*

To encourage advertisers to use the multimedia platforms of the *Monitor*, print display advertisers contracting for two or more print insertions qualify for the following online advertising discounts: purchase one online offering and receive a discount of 10% off the cost; purchase two and receive a 20% discount off the cost of both.

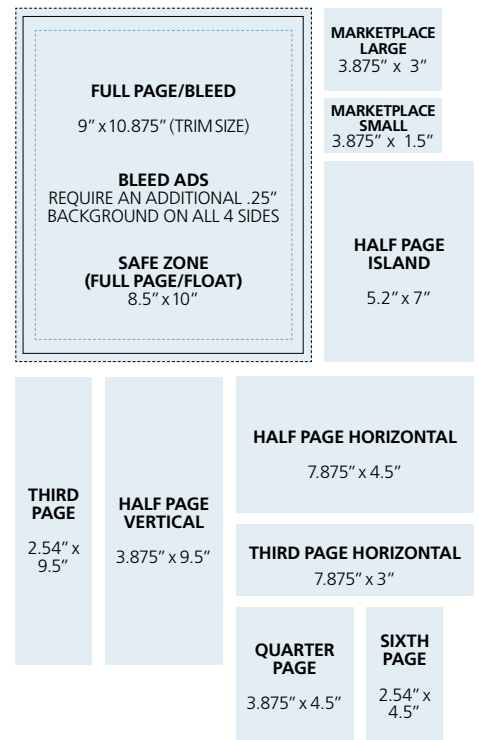
*Discount offer excludes daily or weekly e-news advertising.

COLOR/BLEED CHARGES

AD SIZE	COST PER INSERTION [^]	
	FULL COLOR	SINGLE COLOR
Full Page	\$995	\$485
Half Page & Island	695	340
Third & Quarter Page	525	250
Sixth Page	295	150
Marketplace Ad	95 (full or single color)	
Bleed (Available on Full Pages 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 are accepted.

MAGAZINE DISPLAY AD SIZES



PRINT AD GUIDELINES & SPECIFICATIONS

We accept press-ready PDF files only. Please consult our complete print specifications guide before creating your ad. This guide contains all of the necessary PDF specifications, ad sizes and guidelines, as well as submission and/or FTP instructions that you will need to ensure your ad is accepted upon delivery. You can request this from your sales rep, or download it at: <http://www.monitordaily.com/advertising/print-specifications.pdf>

CONTACT DENISE FINEGAN FOR DISPLAY ADVERTISING DETAILS

PHONE: 800.708.9373 x120 E-MAIL: denise@monitordaily.com

Services Directory: Online & In Print

The perfect scenario for a limited budget — an online directory listing coupled with a homepage featured partner logo — both for one year; plus additional URL linking & dedicated resources page ... and a 2013 Print Directory listing... all for \$1,595!

Now there's no longer a reason to not have a presence on the most popular website in the equipment finance industry... *monitordaily*!

ONLINE SERVICES DIRECTORY

The *monitordaily*'s Online Services Directory provides advertisers with the opportunity to feature their unique expertise to deliver solutions. Your listing allows for a company logo, hotlink to your website, complete profile, multiple contact information and flexibility to make real-time art or text changes. In addition, now you can also add additional URLs in our new "related links/resources" section as well as have a presence on our new "Resources" page.

Homepage Featured Partner

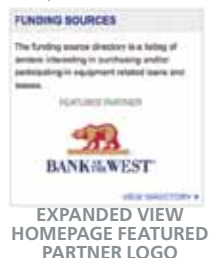
Being a Homepage Featured Partner provides additional visibility because of your logo's positioning on the *monitordaily* homepage — in close proximity to popular content. The benefit is incremental visitor traffic driven directly to your directory listing page.

Added-Value Feature

Services directory advertisers get the benefit of a complimentary index listing in the *Monitor* print and digital publications over the duration of their contract — includes company name and website URL (hotlinked in the digital edition).

ONLINE LISTING TYPE	CONTRACT COST
	DURATION/1 YEAR
Standard Online Directory Listing	\$1,185
Homepage Featured Partner Listing	295

All advertising rates are subject to change.



STANDARD ONLINE LISTING

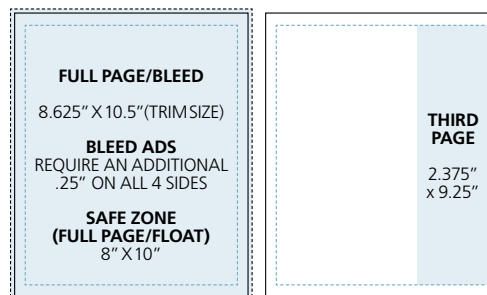
SERVICES DIRECTORY IN PRINT

Scheduled for inclusion in the 2012 *Monitor* Fall Conference issue as a removable insert, the 2013 print Services Directory serves as a perfect complement to the *Monitor*'s online services directory listings. This directory was created to broaden an advertiser's reach by adding a print asset to the *Monitor*'s popular online directory offerings. Its fully indexed format and convenient size make it ideal as a "go-to" source for supplier information. It will be mailed to the *Monitor*'s 5,500 regular subscribers with incremental circulation via bonus distribution at major industry conferences in 2013.

AD/LISTING TYPE	COST		COLOR CHARGE/INSERTION	
	SINGLE INSERTION		FULL COLOR	SINGLE COLOR
Full Page Back Cover	\$1,750		\$460	\$245
Full Page Inside Covers	1,495			
Full Page Display Ad	1,245			
Third Page Display Ad	595		240	125
Directory Listing Only	495			

All advertising rates are subject to change.

DIRECTORY DISPLAY AD SIZES



PRINT AD GUIDELINES & SPECIFICATIONS

We accept **press-ready PDF files only**. Please request our specifications guide from your sales rep before creating your ad, or download it at: <http://www.monitordaily.com/advertising/print-specifications.pdf>

CONTACT DENISE FINEGAN FOR SERVICES DIRECTORY ADVERTISING DETAILS

PHONE: 800.708.9373 x120 **E-MAIL:** denise@monitordaily.com

Online Advertising

Newly enhanced *monitordaily* banner and text sponsorship offerings, coupled with full website rotation and popular content proximity features, ensure maximum visibility and audience engagement.

WEBSITE BANNERS

With the launch of our new *monitordaily* website in mid-2011, homepage banners are now much larger and available in two sizes to maximize visibility. Our online banner offerings benefit from full rotation throughout the entire website including all daily and weekly e-news linked story pages.

Leaderboard — Top

Our most exclusive and visible banner ad! The leaderboard is located at the top of every *monitordaily* page and enjoys “line-of-sight” visibility. Rotation is limited to only seven (7) advertisers.

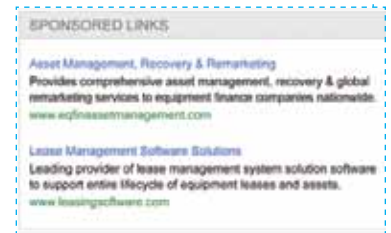
Box Medium Rectangle — Right Side

Our new box banner zones run alongside our most popular content and are prominently displayed on the right side of the *monitordaily*'s most viewed pages including our daily news stories. Both static and animated (i.e., Flash) banners can be accommodated.

As an added value, banner advertisers' company logos appear in the *monitordaily* sponsor index in both the print and digital editions of the *Monitor* for the duration of their contract.

BANNER TYPE	CONTRACT COST (DURATION)			DIMENSIONS
	1 YEAR	6 MONTHS	3 MONTHS	
Leaderboard	\$5,950	\$3,270	\$1,950	728 x 90
Top Box Rectangle	3,295	1,795	1,080	300 x 250
Bottom Box Rectangle	2,995	1,650	990	300 x 250

Dimensions are in pixels, width by height. All Web advertising rates are subject to change without notice.



EXPANDED VIEW TEXT SPONSORSHIP AD

COMPLETE ONLINE AD SPECIFICATIONS & REQUIREMENTS

Please request our complete online specifications guide from your sales rep before creating your banner. It contains detailed specifications, recommendations and coding (ClickTAG) requirements for Flash. Or, you can download it at: <http://www.monitordaily.com/advertising/web-specifications.pdf>

TEXT SPONSORSHIP ADS

Text sponsorship ads provide a quick, easy Web advertising solution without any design/production, while delivering informative text-based advertising for your organization. Text sponsorship ads rotate throughout the entire *monitordaily* website, including daily and weekly linked news story pages, and are SEO sensitive to improve click-through performance.

AD TYPE	CONTRACT COST (DURATION)	
	1 YEAR	6 MONTHS
Text Sponsorship Ad	\$1,450	\$895

All Web advertising rates are subject to change without notice.

TEXT SPONSORSHIP AD REQUIREMENTS

Text sponsorship ad space is limited. Please supply text as follows:

- Line 1:** **Bold Headline/Call to Action Line** — Single line only, cannot exceed 50 characters including spaces and punctuation.
- Lines 2/3:** **Body Copy/Description** — Two lines only, limit text to 120 characters including spaces and punctuation.
- Line 4:** **URL (live hotlink)** — Active URL only, other text will not be considered. URL cannot exceed 50 characters.

Other text ad recommendations can be found in our online specifications guide: <http://www.monitordaily.com/advertising/web-specifications.pdf>

CONTACT DENISE FINEGAN FOR ONLINE ADVERTISING DETAILS

PHONE: 800.708.9373 x120 E-MAIL: denise@monitordaily.com

E-News Advertising

Ideally suited to support any marketing campaign, *Monitor's* unique Daily E-News Broadcast and new Weekly Wrap-Up afford unmatched audience reach for advertisers and sponsors.

DAILY E-NEWS BROADCAST ADVERTISING

Our most popular advertising media platform, *monitordaily's* Daily E-News Broadcast reaches over 7,000 registered e-news subscribers every business day. Its unique format and delivery has made it the medium of choice for advertisers seeking to heighten awareness. Direct hotlink features afford the additional opportunity for audience engagement.

DURATION	CONTRACT COST (FREQUENCY/INSERTIONS PER WEEK)				
	1X	2X	3X	4X	5X
1 Year	\$4,975	\$8,955	\$12,685	\$16,420	\$19,030
6 Months	2,950	5,310	7,525	9,735	11,285
3 Months	1,795	3,230	4,575	5,925	6,865

All e-news advertising rates are subject to change without notice.



WEEKLY E-NEWS WRAP-UP ADVERTISING

This new platform was launched in June 2011 to provide an alternative to the Daily E-News Broadcast. Based on a new e-mail delivery system that measures subscriber popularity, this broadcast of the top 10 news stories from the previous week is forwarded every Monday morning to *monitordaily's* 7,000+ e-news subscribers.

Advertisers that chose this exclusive new media platform enjoy the benefit of sharing the broadcast with only two other sponsors thus improving visibility and the opportunity to engage with this opt-in audience.

INSERTION/FREQUENCY	CONTRACT COST (DURATION)		
	1 YEAR	6 MONTHS	3 MONTHS
One Time Per Week	\$6,995	\$3,850	\$2,210

All e-news advertising rates are subject to change without notice.



DAILY & WEEKLY E-NEWS AD REQUIREMENTS

BANNER STYLE: 600 pixels wide x 80 pixels tall, JPG or GIF. Maximum file size is 15K. Animation is NOT supported.

LOGO/TEXT STYLE: Company logo/image area is 200 pixels wide x 120 pixels tall, must include 10 pixel white border on top and bottom. Animation is NOT supported. If you cannot prepare a Web-ready image, send us a high-resolution EPS, TIF or PDF of your logo and we will prepare it for you.

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 220 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.

CONTACT DENISE FINEGAN FOR E-NEWS ADVERTISING DETAILS

PHONE: 800.708.9373 x120 **E-MAIL:** denise@monitordaily.com

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</i> 100 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</i> Bank 40 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</i> Services Directory	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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