

## 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.

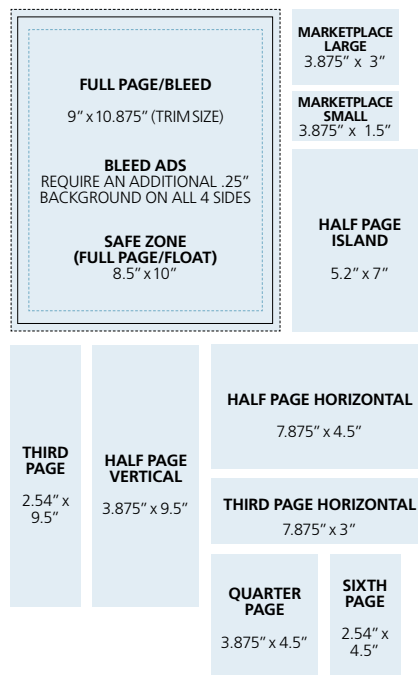
\*Discount offer excludes daily or weekly e-news advertising.

### COLOR/BLEED CHARGES

AD SIZE	COST PER INSERTION <sup>^</sup>	
	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	

<sup>^</sup>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

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