

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.



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	FULL COLOR	SINGLE COLOR
Full Page Back Cover	\$1,750			
Full Page Inside Covers	1,495	\$460		\$245
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

<p>FULL PAGE/BLEED 8.625" X 10.5" (TRIMSIZe)</p> <p>BLEED ADS REQUIRE AN ADDITIONAL .25" ON ALL 4 SIDES</p> <p>SAFE ZONE (FULL PAGE/FLOAT) 8" X 10"</p>	<p>THIRD PAGE 2.375" x 9.25"</p>
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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

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