

monitor

2019

MEDIA KIT

monitor

TRUSTED INDUSTRY SOURCE



Monitor has been serving the unique informational needs of the equipment finance and leasing industry for more than 40 years. Monitor is the leading independent source of industry news and resources for the equipment leasing & finance professional.

As the media brand for equipment finance, MonitorDaily delivers the most informative and relevant coverage of our industry every day. Whether in print, digital, social media, or live events -- Monitor is committed to serving the equipment finance community with need-to-know information and forward-looking insight. Our audience of equipment finance professionals is comprised of organizational executives and decision makers from the industry's top companies. Monitor continues to evolve to deliver diverse and in-depth content that meets their informational needs. MonitorDaily provides news, analysis, commentary and tools to guide industry professionals through the complex equipment finance industry and lead the way for executives navigating the ever-evolving market.

AUDIENCE

27%

INDEPENDENT

21%

BROKER

26%

BANK/ BANK OWNED

8%

CAPTIVE

16%

SERVICE PROVIDER

3%

OTHER/VENDOR/
MANUFACTURER

WHERE THEY WORK...

Monitor's audience is comprised of equipment finance industry executives and organizational leaders. We reach over 1,000 C-Suite and executive level management readers from Monitor 100 companies alone.

Our audience of decision-makers makes Monitor a powerful media outlet with total reach exceeding 12,000 readers across a variety of platforms including print, digital, and social media. Readers use Monitor as a multi-faceted tool for industry decisions, insight, analyses, reports and daily news.

WHAT THEY DO...

36%

C-SUITE &
EXECUTIVE
MANAGEMENT

36% of Monitor's audience are senior level executives. This group includes C-Suite, executive level managers, and business owners.

6%

CORPORATE
SUPPORT
(LEGAL, HR,
OTHER)

Corporate support team members and leaders, including those in legal, human resources, marketing, and other corporate functions make up 6% of Monitor's audience.

58%

OPERATIONS
MANAGEMENT

58% of Monitor's audience is comprised of mid-level and senior-level management professionals across multiple core business functions including Risk, Portfolio Management, Operations, Asset Management, Sales, Syndications and other related areas.

INDEX

Print and Digital Magazine Advertising pg. 4

10K SUBSCRIBERS

Now in its fifth decade of servicing the informational needs of the Equipment Finance industry, Monitor will offer seven issues in 2019, including the 28 the annual Monitor 100, our exclusive report on the largest equipment finance and leasing companies domiciled in the US. Monitor's digital edition expands the reach of the print publication and has recently been redesigned to provide a more comprehensive experience for our readers on both web and mobile, plus many additional opportunities for our advertisers.

Print and Online Annual Directory pg. 5

12K READERS

The Monitor publishes an annual print directory showcasing Service Providers and Funding Sources in the industry – connecting your products and services to key decision makers. The print directory is published as a pull-out in the Fall Conference issue and distributed at the major annual conferences. In addition to the annual print directory, your company's information will be highlighted on the Monitor's website and rotated into the E-Newsletter that is sent daily to over 7,800 subscribers.

E-News Advertising pg. 7

7.8K SUBSCRIBERS

Monitordaily provides the latest industry news coverage, breaking stories of the day, and expert analysis delivered straight to our readers inboxes every Monday through Friday. Monitordaily also actively engages with users across platforms such as LinkedIn, Facebook, and Twitter. Advertisers have several opportunities to engage with their target audience, including both banner advertising directly on the daily and weekly E-news and the ability to sponsor our Monitor Daily Dose, which is a daily video published to various social media outlets, which allows readers to easily consume the day's top headlines.

Website Banner Advertising pg. 8

100K MONTHLY IMPRESSIONS

Monitordaily.com provides ample opportunities to reach your audience through the display of banner advertising in a variety of positions and sizes. The number of advertisers in rotation is limited to ensure delivery of maximum impressions and return on investment, so reserve your spot today!

Spotlight pg. 9

12K READERS

New in 2019, Monitor's Spotlight package leverages multiple delivery platforms available from the Monitor and allows companies to showcase their strengths and experience through a full page and custom advertisement placed in selected print and digital issues of the Monitor throughout the year. Spotlight participants also get exposure via rotating placements in the E-news as well as an online directory listing.

Impact pg. 10

100K MONTHLY IMPRESSIONS

Impact is more than an advertising opportunity; it's the ability to author and publish articles, editorials and other content directly into Monitor's multiple platforms. Companies utilizing Impact subscription can publish content to Monitor's website as often as desired, and these articles will then be featured on various pages on the website and in placements within the daily E-News. Banner advertising opportunities within your dedicated space are also included.

Employment Advertising pg. 11

7.8K SUBSCRIBERS

Find your next candidate by posting your job in the Monitor! We reach thousands of industry professionals daily and have opportunities to display your posting prominently on both our website and within our daily E-news.

Specifications pg. 12

All advertising specifications are located in this back of this Media Kit. Please direct any questions on these specifications to your advertising sales representative.

Contact pg. 15

RAM Group Holdings, Inc contact information for advertising, employment listings and editorial.

PRINT & DIGITAL MAGAZINE ADVERTISING

10K

SUBSCRIBERS

PRINT

Considered the "Gold Standard" of the equipment finance industry for over 45 years, the Monitor is published seven times each year and includes the Monitor 100, an annual ranking of the top equipment finance companies domiciled in the U.S.

Take advantage of our wide range of display advertising options including preferred positions, custom inserts, and special sections for fractional placements.

The print edition of the Monitor is mailed to all subscribers and circulated at the major industry conferences throughout the year.

Companies who advertise content in the print format get automatic placements in the digital edition as well to ensure maximum reach to your target audience.

DIGITAL

Employing the latest in web and mobile responsive technology, the Monitor's digital edition is loaded with special features including rich media opportunities designed to increase engagement and page impressions. The digital edition has recently been re-formatted in order to provide both a better experience for our readers and to provide advertisers with a multitude of options to reach your audience.

The digital edition of the Monitor is made available to all digital subscribers via the Monitor's website and is also fully available on mobile platforms.

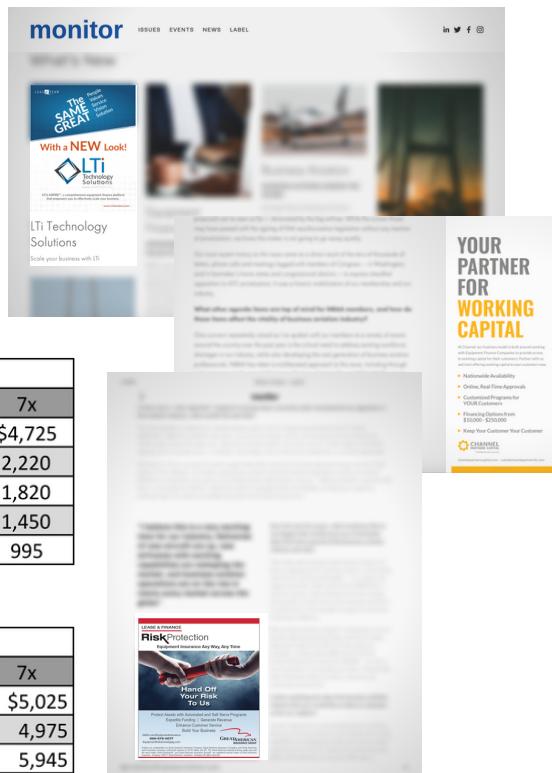


STANDARD COLOR DISPLAY AD RATES

	INSERTION FREQUENCY (COST PER INSERTION)						
	1x	2x	3x	4x	5x	6x	7x
Full Page	\$5,560	\$5,220	\$4,990	\$4,925	\$4,855	\$4,790	\$4,725
Half Page Island	2,715	2,520	2,375	2,335	2,295	2,260	2,220
Half Page	2,225	2,050	1,950	1,915	1,880	1,850	1,820
Third Page	1,795	1,650	1,575	1,550	1,520	1,480	1,450
Qtr Page	1,250	1,135	1,075	1,050	1,035	1,015	995

COVER & PREMIUM GUARANTEED POSITION AD RATES

	INSERTION FREQUENCY (COST PER INSERTION)						
	1x	2x	3x	4x	5x	6x	7x
Back Cover	\$5,865	\$5,645	\$5,455	\$5,370	\$5,290	\$5,205	\$5,025
Inside Covers	5,765	5,550	5,360	5,285	5,210	5,130	4,975
Two Page Spread	7,065	6,795	6,520	6,435	6,340	6,255	5,945



PRINT AND ONLINE ANNUAL DIRECTORY

12K

READERS

ANNUAL SERVICES AND FUNDING SOURCE DIRECTORY

Annual Services and Funding Source Directory

The Monitor publishes an annual print directory showcasing Service Providers and Funding Sources in the industry – connecting your products and services to key decision makers. The print directory is published as a pull-out in the Fall Conference issue and distributed at the major annual conferences.

Your Company Listing in Print and Online

In addition to the annual print directory, your company's information will be highlighted on the Monitor's website and rotated into the E-Newsletter that is sent daily to over 7,800 subscribers.

Company listings include company description, services/products provided, contact information and company logo.

Directory Categories include:

- Asset/Equipment Management
- Collections/Recovery
- Consulting
- Credit/Risk Management
- Electronic Billing/Payments
- Equipment/Site Inspections
- Funding Sources
- Insurance
- Legal
- Outsourcing/Portfolio Management
- Software/Technology
- Tax Services/Outsourcing
- UCC Services

ADVERTISING OPPORTUNITIES FOR PRINT DIRECTORY INSERT

AD/LISTING TYPE	COST (FULL COLOR)
	SINGLE INSERTION (ANNUALY)
Full Page Back Cover	\$2,470
Full Page Inside Covers	2,180
Full Page Display Ad	1,890
Third Page Display Ad	925

ANNUAL SERVICES AND FUNDING SOURCE DIRECTORY RATES

LISTING TYPE	ANNUAL COST
Standard Directory Listing (Print and Online)	\$1,755
Homepage Featured Partner Listing	295

WEBSITE

The screenshot shows the monitor daily website with a search bar and navigation links for Home, News, Articles, Opinion, Magazine, Rankings, Jobs, Directories, Resources, Advertise, Contact, and Mollie Associates. The main content area is titled "Funding Profiles & Service Providers" and includes sections for "Service Providers" and "Funding Sources". Both sections list various companies under categories like Asset / Equipment Management, Billing, Insuf, Collections, Funding Sour, Outsourcing / Management, Software / Technology, and Tax & Consul. A sidebar on the right lists "Service Providers" and "Funding Sources" with sub-categories such as Asset / Equipment Management, Billing, Insuf, Collections, Funding Sour, Outsourcing / Management, Software / Technology, and Tax & Consul.

The print insert is titled "2019 SERVICES DIRECTORY" and is a special supplement to the 2018 SEP/OCT issue (Vol. 45, No. 8). It features a large compass rose graphic on the left. The content is organized into several sections with headings like "ASSOCIATIONS", "ASSET MANAGEMENT", "BILLING, INSUF", "COLLECTIONS", "FUNDING SOUR", "OUTSOURCING / MANAGEMENT", "SOFTWARE / TECHNOLOGY", and "TAX & CONSUL". Each section contains a list of companies. On the right side, there are two columns of company profiles: "Q INSPECTION SERVICES" and "QUIKTRAK". Below these are sections for "RIR" and "RIB SERVICES". The bottom of the page has a footer with the text "2019 SERVICES DIRECTORY" and a small number "11".

2019 MONITOR EDITORIAL CALENDAR

Now in its 46th year, Monitor is the most widely read independent trade publication in the equipment financing and leasing industry.

ISSUE	DEADLINES	TOPIC/FOCUS	BONUS DISTRIBUTION
Jan/Feb	Space: 2/4 Material: 2/8	ASSET MANAGEMENT <ul style="list-style-type: none"> • Asset Manager's Roundtable • Underwriters' Perspectives • 2019 Outlook *Special Feature: Asset Management Spotlight	ELFA Equipment Management Conference
Mar/Apr	Space: 3/18 Material: 3/22	TOP 25 INDEPENDENTS <ul style="list-style-type: none"> • Annual Ranking of Top 25 • Funding Sources/Capital Markets • Buy Side Update *Special Feature: Funding Source Spotlight	ELFA Annual Funding Conference ELFA/IMN Investors Conference AACFB Annual Conference
May/Jun	Space: 4/29 Material: 5/3	VENDOR FINANCE <ul style="list-style-type: none"> • Annual Vendor Rankings • Vendor Execs Share Insights • Effective Program Management 	
Mon 100	Space: 6/3 Material: 6/7	2019 MONITOR 100 <ul style="list-style-type: none"> • Spotlight on New Arrivals/Leadership • Comprehensive Analysis & Dimensioning • Ranking by Assets, Volume & More 	ELFA Annual Funding Conference ELFA/IMN Investors Conference AACFB Annual Conference
Jul/Aug	Space: 7/22 Material: 7/26	TOP BANK 50/TECHNOLOGY <ul style="list-style-type: none"> • Annual ranking of Top U.S. Bank Affiliates • Views from Technology Leaders • Mid-year Update *Special Feature: Technology Spotlight	NEFA Funding Symposium
Sept/Oct	Space: 8/26 Material: 8/30	2019 FALL CONFERENCE ISSUE <ul style="list-style-type: none"> • Leaders of the Year • Events that Shaped the Industry • Special Pullout: 2020 Services Directory* • Industry Icons 	ELFA Annual Conferences AACFB Commercial Financing Expo
Nov/Dec	Space: 11/11 Material: 11/15	ANNUAL INDUSTRY ISSUE <ul style="list-style-type: none"> • Major Asset Class Analysis • Market Share Leaders • What's in Store for 2020 	Various Industry Conferences Throughout the Year

Monitor Exclusive Features

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

UPFRONT: Top industry news, commentary, updates, personnel moves, program agreements and more.

EXECUTIVE PROFILE/NEW ON THE SCENE: Every issue includes exclusive interviews with industry leaders and new players.

GREASING THE WHEEL: Insight and commentary on enhancing sales performance.

TIPPING THE SCALES: Articles from the legal side on how to improve lease/loan documentation.

E-NEWS ADVERTISING

Ideally suited to support any marketing campaign, Monitor's Daily E-News broadcast and Weekly Wrap-Up provide unmatched audience reach for advertisers and sponsors. Reach over 7,800 e-news subscribers with banner ads placed directly in the daily and weekly newsletters in a variety of attention-catching spots and ad sizes that allow ample space for you to design a message tailored to your audience. Monitordaily also actively engages with users across platforms such as LinkedIn, Facebook, and Twitter.

DAILY E-NEWS ADVERTISING

Monitordaily is the first to deliver the latest industry news coverage, breaking stories of the day, and expert analysis of all aspects of the equipment finance industry. Insights are delivered straight to our readers' inboxes every Monday through Friday.

WEEKLY E-NEWS ADVERTISING

In addition to the daily news, Monitor also publishes and distributes a Weekly E-News Wrap Up every Monday morning, which highlights the top stories from the previous week.



MONITOR DAILY DOSE

Published on a daily basis to multiple social media platforms, Monitor Daily Dose is a rolling video of today's headlines designed to allow readers to quickly consume the news at the touch of a button. Take advantage of this sponsorship opportunity and place your company's logo directly on the video to maximize your brand exposure.

DAILY E-NEWS AD RATES

DURATION	FREQUENCY (TIMES PER WEEK)				
	1X	2X	3X	4X	5X
1 Year	\$5,075	\$9,130	\$12,940	\$16,750	\$19,410
6 Months	3,010	5,415	7,675	9,930	11,510
3 Months	1,830	3,295	4,665	6,045	7,000

WEEKLY E-NEWS AD RATES

	DURATION		
	1 YEAR	6 MONTHS	3 MONTHS
Once Per Week	\$7,135	\$3,930	\$2,255

MONITOR DAILY DOSE RATES

	PER MONTH
Sponsorship	\$2,995

9K

SUBSCRIBERS &
FOLLOWERS



WEBSITE BANNER ADVERTISING 100K

MONTHLY IMPRESSIONS

The Monitordaily.com website publishes a wide variety of content including daily news, articles, editorials, opinion columns and other features. Monitordaily is the most reliable and influential equipment finance media brand available today and consistently gets 100,000 monthly page impressions. Monitordaily provides several different options for banner ad placement across all areas of the website, offering maximum visibility and audience engagement.

LEADERBOARD

Our most exclusive and visible ad! The leaderboard ad is positioned at the top of the monitordaily website and is in the direct line of sight of our audience.

TOP BOX

The top box banner runs along the right side of the page content, ensuring visibility as readers start at the top and scroll down.

SKYSCRAPER

The skyscraper is the largest banner ad zone, design to catch the attention of your targets by utilizing a large portion of prime web real estate.

All banner advertiser logos are automatically included on the sponsor index page in both the print and digital magazines for the duration of their contract.

WEBSITE

The screenshot shows the homepage of monitor daily. At the top, there's a large Leaderboard ad for LTI Technology Solutions with the headline "With a NEW Look! LTI's ASPIRE™ - a comprehensive equipment finance platform that empowers you to effectively scale your business." Below this, there's a Top Box ad for ECS Financial Services with the headline "Call: 800.826.7070 Nancy Geary, CPA, CLP or Shari Lipski, CLP www.ecsfinancial.com". To the right of the main content area, there's a Skyscraper ad for Capital One Commercial Banking featuring two people in business attire. The main content area includes "Today's Top Stories" and "Recent Articles" sections.

BANNER TYPE & RATES

BANNER TYPE	CONTRACT COST (DURATION)		
	1 YEAR	6 MONTHS	3 MONTHS
Leaderboard	\$6,070	\$3,335	\$1,990
Skyscraper	4,585	2,650	1,830
Top Box Banner	3,360	1,830	1,100

SPOTLIGHT

12K

READERS

Showcase your company using all available platforms delivered by the Monitor. Provide your own informational and promotional content about your company, highlight your experience, specialties, customer base, and introduce your management team to over 12,000 readers.

The Spotlight package features the following:

- Full page ad in selected issue of the Monitor
- Feature in selected digital issue of the Monitor
- Rotating inclusion in daily E-news
- Online directory listing
- Exposure via various social media outlets
- Distribution at major industry conferences

UPCOMING ISSUES

Jan/Feb Issue

Asset Management and Collections Spotlight

Mar/Apr Issue

Funding Source Spotlight

Jul/Aug Issue

Software and Technology Spotlight



7.8K E-News
Subscribers

Ask about our
special rates for
this package!

MAGAZINE & E-NEWS

Asset Recover Corporation

monitor
spotlight

**ASSET
MANAGERS**

AT THE HELM
Mary Smith, CEO

ASSETS WE RECOVER
Technology, Rolling Stock, Lift Trucks

OUR SPECIALTIES
Disk wiping and refurb services.
Ask us about our buybacks!

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www.monitordaily.com

ACCESS YOUR
FAST PASS TO CAPITAL.
INTERGROWTH™ 2019

monitor
monitor daily | e-news broadcast

Ascentum Capital: Launch your sales career. Join our ascent! Apply today!

Top Stories

PayNet: Mini Wake-Up Call for U.S. Small Business Lending at Q3 End

While small business lending remains healthy, subtle signs point to increased credit risk, according to the latest Quarterly Credit Outlook from PayNet.

IMPACT

100K

Monitor's IMPACT is more than an advertising opportunity; it's the ability to use the Monitor's platform to reach an audience of over 12,000 equipment finance industry professionals and decision-makers. Companies with IMPACT write and share content including articles, whitepapers, and editorials on relevant industry topics. Your content is then featured as excerpts on homepage and topic landing pages and links readers directly to your dedicated page where you're able to publish content as often as desired. Advertising within your company's dedicated area also provides additional exposure to your brand.

IMPACT is a subscription-based service that includes the following features:

- Dedicated page on Monitor's website and unlimited posting of content
- Links to published content from Monitor home or topic landing pages
- Advertising within your dedicated area of Monitor's website
- Guaranteed minimum of weekly rotation in E-News

IMPACT MEMBERSHIP

Ask about additional advertising opportunities to publicize your brand and content!



Featured stories on home page links to your dedicated page.

The screenshot shows a news website layout. At the top, there's a banner for Ascentium Capital with a call to action to apply now. Below the banner, the word "monitor" is prominently displayed in a large, bold font, followed by "monitor daily | e-news broadcast". A section titled "Today's News" contains several news items with small thumbnail images and titles. To the right, there's a sidebar with a video player titled "Watch Today's Headlines" and a thumbnail for "Monitor Daily Dose".

The screenshot shows the main "monitor" website. At the top, there are navigation links for "ISSUES", "EVENTS", "NEWS", and "LABEL". Below the header, there's a large image of a person's hands working at a desk. To the left of the image, the text "Ocean Tech: Asset Recovery" is visible. To the right, there's a sidebar with a thumbnail for "Risk Protection" featuring a hand holding a tool. A callout arrow points from the text "Create your own advertising & post on your page" to this sidebar area.

EMPLOYMENT ADVERTISING

Find your next candidate by posting with the Monitor to reach thousands of professionals in your industry!

ONLINE POSTING

Monitordaily's employment advertising pages generate more than 18,000 page views during a typical 30-day posting period, ensuring maximum exposure to a wide audience of potential applicants.

PREPAID MULTIPLE POSTING CONTRACT

Contract and pre-pay for three or more 30-day web postings and take advantage of significant savings! These prepaid postings may be used at any time within your 12-month contract period.

FEATURED EMPLOYER PROGRAM

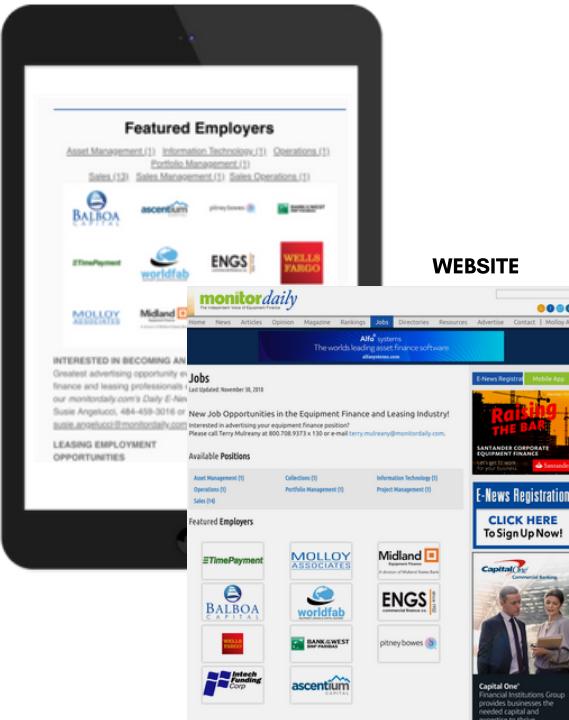
Monitordaily's Featured Employer Program provides maximum visibility for all of your job postings by including your logo and a preview of available jobs directly within the daily and weekly e-news delivered to over 7,800 readers. Additionally, your company logo is also prominently placed on the job listings homepage on the Monitordaily website.

7.8K

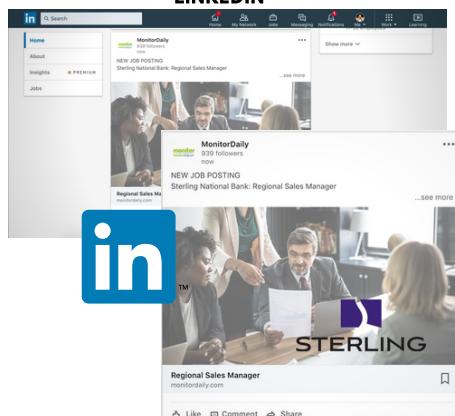
SUBSCRIBERS

+18K MONTHLY PAGEVIEWS

E-NEWSLETTER



LINKEDIN



ONLINE POSTING RATES

ONLINE POSTING OPTIONS	WEB CONTRACT RATES		
	# OF POSTINGS	COST PER POSTING	
Standard 30-Day Posting	Single	\$435	
Prepaid Multiple Posting Contract	3-6	\$370	
	7+	\$275	

FEATURED EMPLOYER PROGRAM RATES

DURATION	CONTRACT COST			
	1-MONTH	3-MONTH	6-MONTH	1-YEAR
Featured Employer Program	\$255	\$480	\$765	\$1,225

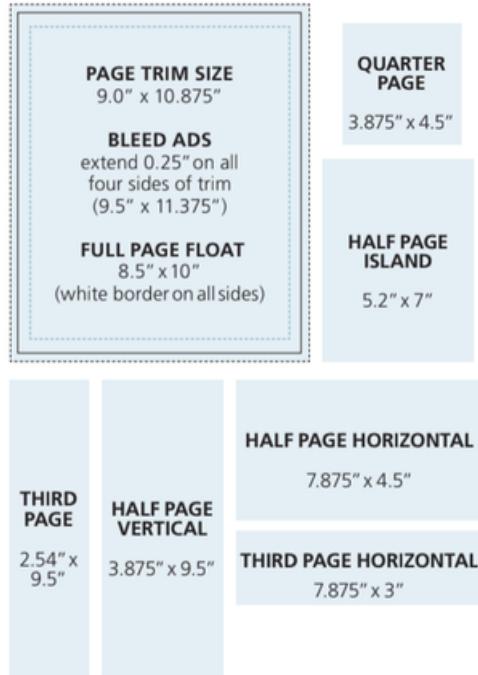
You can also choose to send your job posting to LinkedIn via a Monitor post!

SPECS SHEET

PRINT & DIGITAL MAGAZINE ADVERTISING

PRINT

MAGAZINE DISPLAY AD SIZES



PG. #4

Acceptable File Format: PDF Only
DO NOT INCLUDE CROP OR REGISTRATION MARKS.
We only accept PDF files created to PDF/X-1a or High Quality Print (CMYK) settings with all fonts images embedded. We do not accept native or EPS files, original art and/or fonts. We are not responsible for ad reproduction if PDF specifications are not met.

Origination, Settings, Color and Resolutions
Document size should be built to specified size with no additional border/white space.

Ads can be originated in any program that will support the creation of Adobe Portable Document Format (PDF) files. Original program files are not acceptable.

All color images must be saved in CMYK. B&W images may be saved as grayscale. Spot, Pantone (PMS) and RGB are not acceptable. We cannot be held responsible for inaccurate color conversion on ads submitted incorrectly.

Embedded image resolution should be at least 300dpi at 100%. We cannot be held responsible for image reproduction is original image is less than specified above.

Any traps, overprints or reverses should be done in native file prior to exporting to High-Quality PDF. Full page bleed ads should be created to the trim size of the publication PLUS ADDITIONAL $\frac{1}{4}$ " BLEED. For bleed, background should extend at least 1/8" (18pts) on all four sides of ad. DO NOT INCLUDE CROP OR REGISTRATION MARKS.

Color Proofs/Digital Reproduction
To ensure color matching, every color ad should be accompanied by a color proof, sized at 100% and appearing exactly as the advertiser expects. Some ad elements may appear to print correctly on ink-jet or laser printers but will not print correctly on press. The Monitor is not liable for the final color output if a proof is not supplied.

Print Display Ad Sizes
All ad sizes are shown as width x height.
Full Page Float 8.5" x 10"
Full Page Trim 9" x 10.875"
Full Page Bleed 9.5" x 11.375"
Half Page Island 5.2" x 7"
Half Page Horizontal 7.875" x 4.5"
Half Page Vertical 3.875" x 9.5"
Third Page 2.54" x 9.5"
Third Page Horizontal 7.875" x 3"
Quarter Page 3.875" x 4.5"

SPECS SHEET

DIGITAL

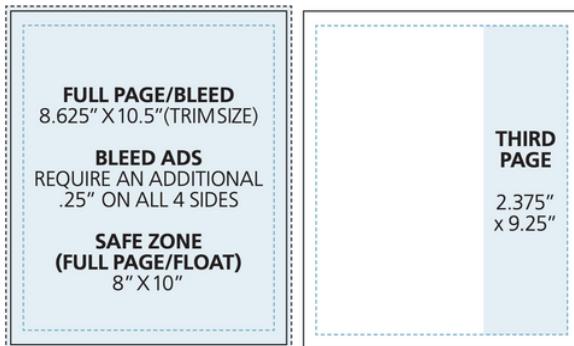
DIGITAL MAGAZINE

ALL RATIOS: Same as print

PG. #4

All ad specs are the same as print. Please provide standard HD image for ads on the digital magazine.
(1080p)

DIRECTORIES



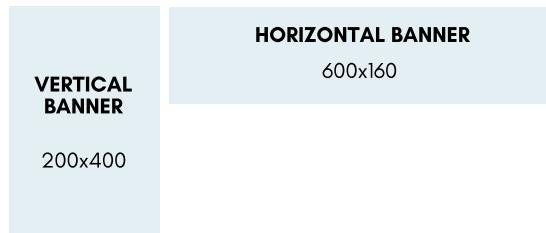
PG. #5

All ad sizes are shown as width x height.
Full Page Float 8" x 10"
Full Page Trim 8.625" x 10.5"
Full Page Bleed 9.125" x 11"
Third Page 2.375" x 9.25"

We accept press-ready PDF files only. Please refer to the Print Ad Specifications under Print and Digital Advertising Specifications above.

E-NEWS ADVERTISING

DAILY E-NEWS



PG. #7

Banners on the Daily E-News are vertical or horizontal.
Horizontal Banner Size: Maximum size is 600 pixels wide by 160 pixels high. Ads may be submitted in any shape or size within that boundary.
Vertical Banner Size: 200 pixels wide by 600 pixels high.

SPECS SHEET

WEEKLY E-NEWS

HORIZONTAL BANNER

600x160

PG. #7

Banners on the Weekly Wrap Up are horizontal only. Banner Size: Maximum size is 600 pixels wide by 160 pixels high. Ads may be submitted in any shape or size within that boundary.

All banners have a maximum file size of 30K and should be in JPG or GIF format. Animation is NOT supported. Code-based ad servicing is not supported due to restrictions within most corporate email servers.

Please supply the URL to where your banner should link.

MONITOR DAILY DOSE



TRANSPARENT LOGO

1000x1000

PG. #7

Please supply transparent logo according to the size provided.

WEBSITE ADVERTISING

LEADERBOARD - 728x90

PG. #8



SKYSCRAPER BANNER

300x600



TOP BOX BANNER

300x250

- Accepted Formats: GIF, JPG and HTML5
- Maximum Sizes: 40K for GIF/JPG; 200K for HTML5
- URL: Please supply a URL to where your banner should link
- Maximum Animation Length: 30 seconds or three complete loops
- HTML5 and Third-Party Server Tracking: HTML5 and third-party ad serving/tracking is supported only if complete HTML code is supplied. We support click tracking/cache busting for Doubleclick, Google Ad Sense, Mediaplex and Yahoo! Publisher Network platforms.

SPECS SHEET

SPOTLIGHT

**Ask for information on the custom specifications
for Monitor's Spotlight**

PG. #9

IMPACT

**Ask for information on the custom specifications for
Monitor's IMPACT program.**

PG. #10

EMPLOYMENT ADVERTISING



PG. #11

Featured Employer Program logos are 250 x 150 pixels.

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