

Standard Display Rates

Effective with the January 2009 issue

Inside Rates-Black and White

SIZE	1X	3X	5X	10X
Spread	\$4,690	\$4,425	\$4,150	\$3,925
Full page	3,195	3,060	2,895	2,810
Island 1/2 pg	2,450	2,320	2,140	2,000
1/2 page	1,510	1,380	1,340	1,320
1/3 page	1,100	1,040	995	940
1/4 page	760	721	700	670

SPECIAL POSITIONS*	1X	3X	5X	10X
Covers 2 & 3	\$3,615	\$3,502	\$3,451	\$3,286
Cover 4	3,739	3,667	3,615	3,451

*Add 10% for other guaranteed positions, such as beside the masthead or consecutive right-hand pages.

Color

Second and third colors:	Each \$500 per page (metallic rates upon request)
4-color process	Add \$950

Commissions and Discounts

Agency commission: 15% of gross billing for space, color and special position.

Benefits of discounts are secured only by contracts signed in advance. Multiple ads in a single issue are billed at the lowest collective rate. For example, three 1/3 page ads in a single issue are billed at the full-page rate.

Special Opportunity!

SoftwareGuide

Software vendors to the leasing industry may advertise in the special Software Supplement, which appears in the May edition of *ELT*. Each listing is 1/2 page, copy only, picked up from the company's listing on ELFA OnLine.

To list your company's software on-line, go to www.elfaonline.com/software and follow the instructions. The price of a single product listing is \$950. The deadline for finalized copy for the printed edition is March 5.

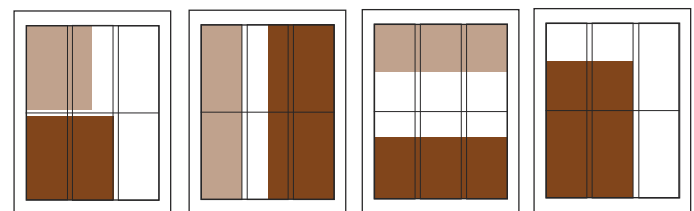
"ELT offers comprehensive coverage of complex issues."

Mechanical & Printing Specifications

Trim Size: 8.375" wide x 10.875" deep

	Width	Depth
Full page	7.25" x	9.5"
Island Half page	4.75" x	7.25"
Half page horizontal	7.25" x	4.5"
Half page vertical	3.5" x	9.5"
Third page horizontal	7.25" x	3.25"
Third page vertical	2.25" x	9.5"
Third page square	4.75" x	4.75"
Quarter page horizontal	7.25" x	2.5"
Quarter page square	3.5" x	4.75"

- **Binding**—Magazine is saddle-stitched. For bleeds, allow 1/8" larger than trim size, but keep live matter at least 1/4" from trim.
- **Printing**—Web. Magazine is coated enamel stock.
- **Computer Disk Submissions**—Mac or PC disk should contain all fonts, photos, tifs, eps', logos and other images used in the file. The actual file in which it was created (i.e. QuarkXpress, Illustrator, InDesign, etc.) should also be included.
- **Resolution**—Ads MUST be submitted at 1200 dpi resolution or higher.
- **Halftones**—A 150-line screen is preferred.
- **Proofs**—A color proof is required for the printing of all 2-, 3- and 4-color ads. The following proofs are acceptable: progressive proofs, chromalin/matchprint, or color key.
- **Composition costs**—typesetting, correction, alterations, and handling, will be charged to the advertiser at 30% over direct cost and are not commissionable.
- **Returns**—Advertising material will be returned upon request. Materials will be held for 12 months from date of publication.



■ Quarter Page Square ■ Third Page Vertical ■ Quarter Page Horizontal ■ Half Page Island
■ Third Page Square ■ Half Page Vertical ■ Third Page Horizontal

About the Publisher

Headquartered in Washington, DC, the Equipment Leasing and Finance Association of America is a nonprofit trade association representing more than 800 members of the equipment leasing industry. Members provide asset-based financial products to eight out of 10 of the nation's businesses. The association is the single largest source of information on the U.S. leasing industry. Each issue of *ELT* has a circulation of more than 10,000 leasing professionals and suppliers to the industry.

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The Magazine for Equipment Leasing & Finance

2009 Editorial Calendar*

Issue	Space	Materials	Bonus Distribution and Special Editorial
January	Dec. 3	Dec. 10	Ad Perception Survey Industry Scope
February	Jan. 2	Jan. 9	Equipment Management Conference Leasing & the Supply Chain
March/April	Feb. 27	Mar. 6	Financial Institutions Conference Captive and Vendor Finance Conference National Funding Exhibition
May/June	Apr. 3	Apr. 10	Capitol Connections Operations & Technology Conference Software Guide (space and material deadline: March 20)
July/August/Sept. <i>(Summer Issue)</i>	June 5	June 12	
Annual Convention Issue	Sept. 4	Sept. 11	Annual Convention
November/December <i>(Fall Issue)</i>	Oct. 23	Oct. 30	Convention Coverage

**The editorial calendar is intended only as a preliminary scheduling aid for advertisers. Advertisers should watch for monthly e-mails alerting them to topics covered in the next ELT.*