

Standard Display Rates

Effective with the January 2010 issue

Inside Rates-Black and White

SIZE	1X	3X	6X
Spread	\$4,690	\$4,425	\$4,150
Full page	3,195	3,060	2,895
Island 1/2 pg	2,450	2,320	2,140
1/2 page	1,510	1,380	1,340
1/3 page	1,100	1,040	995
1/4 page	760	721	700
SPECIAL POSITIONS*	1X	3X	6X
Covers 2 & 3	\$3,615	\$3,502	\$3,451
Cover 4	3,739	3,667	3,615

*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/June 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.

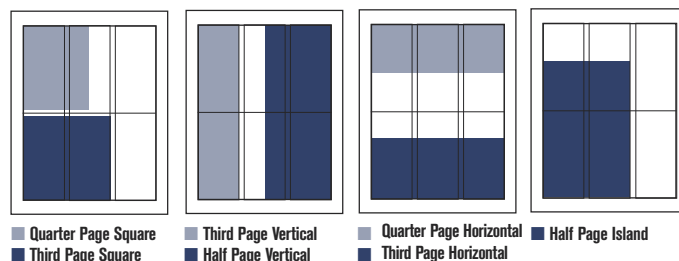
"ELT offers comprehensive coverage of complex issues."

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.
- **File Submissions**—High-res PDFs are preferred. However, if file is submitted via disk please be sure all fonts, photos, tifs, eps', logos and other images used in the file are included. The actual file in which it was created (i.e. QuarkXpress, InDesign, etc.) should also be included.
- **Resolution**—Ads MUST be submitted at 600 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 unless the ad was submitted via high-res PDF.
- **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.



About the Publisher

Headquartered in Washington, DC, the Equipment Leasing and Finance Association of America is a nonprofit trade association representing more than 700 company 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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2010 Editorial Calendar*

Issue	Space	Materials	Bonus Distribution and Special Editorial
January/February	Dec. 7	Dec. 14	Ad Perception Survey Equipment Managers Conference & Exhibition
March/April	Feb. 8	Feb. 15	Healthcare Finance Summit ELFA/IMN 9th Annual Investors Conference National Funding Exhibition
May/June	Apr. 5	Apr. 12	Legal Forum ELFA/AGL&F Public Sector Finance Forum Capitol Connections Credit and Collections Management Conference & Exhibition
July/August/Sept	June 7	June 14	Lease and Finance Accountants Conference Software Guide (space and material deadline: May 5)
October Annual Convention Issue	Aug. 6	Aug. 13	49th Annual Convention
November/December	Oct. 6	Oct. 13	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.*