



# ----- ONLINE *Equipment Leasing & Finance Magazine*

ELFA sends an information-packed newsletter to members six times a year highlighting the rich content in each issue of *Equipment Leasing & Finance* magazine. The e-newsletter links to the digital edition of the magazine. Advertise in this email push and maximize your exposure to 5,000 recipients.

## 2017 *Equipment Leasing & Finance* E-Newsletter Specifications

Ad Type	Dimension	Max File Size	Formats Accepted	Cost
Leaderboard (Please submit two ad sizes):				
	(Desktop) 550 Wx75 H	40k	No Looping. Static	\$750 per issue
	(Mobile) 275 Wx40 H		.Gif/.JPEG only	
Text Ad	30 words max + logo (75x75 max)	40k	No Looping. Static	\$750 per issue
			.Gif/.JPEG only	

## 2017 *Equipment Leasing & Finance* E-Newsletter Advertising Deadlines

Issue	Space Reservations	Material Deadline	Distribution Date
January/February	Jan. 19, 2017	Jan. 23, 2017	Jan. 27, 2017
March/April	March 8, 2017	March 10, 2017	March 15, 2017
May/June	May 5, 2017	May 9, 2017	May 12, 2017
July/August/Sept.	July 28, 2017	Aug. 1, 2017	Aug. 4, 2017
October	Sept. 22, 2017	Sept. 27, 2017	Sept. 29, 2017
November/December	Nov. 14, 2017	Nov. 16, 2017	Nov. 21, 2017



Leaderboard  
550 x 75

Rectangle  
180 x 150

Text Ad  
30 words  
max + logo

For more information contact Steve Wafalosky (steve@larichadv.com) at 440-247-1060.