



ONLINE Banner Ads

ELFA offers banner advertising on www.elfaonline.org, the newly redesign online hub for the equipment finance industry. Ads are placed per quarter or per year to ensure maximum exposure for your message **New in 2017:** Your ad will display on both the desktop and mobile versions of the site. All leaderboard advertisers must submit two ads: one for desktop and one for website.

ONLINE



Leaderboard
728x90

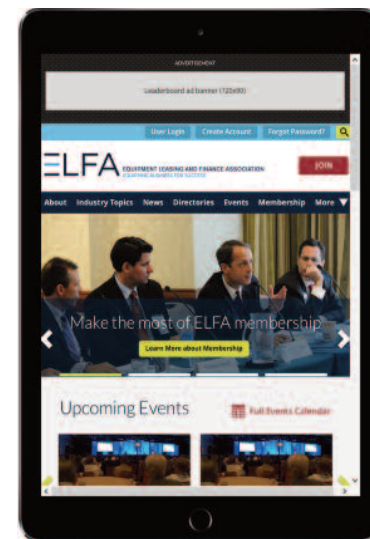
Medium
Rectangle
300x250

MOBILE



Leaderboard
300x50

TABLET



2017 Banner Ad Specifications

Ad Type	Dimension	Max File Size	Formats Accepted	Cost
Medium Rectangle	300 W x 250 H	40k	.Gif/.JPEG only	\$1,250 per quarter; \$4,500 per year
Leaderboard	728 W x 90 H (desktop)	40k	.Gif/.JPEG only	\$1,250 per quarter; \$4,500 per year
	300W x 50H (mobile)	40k	.Gif/.JPEG only	\$1,250 per quarter; \$4,500 per year

Please note: Rich-media ads should not exceed three loops/15 seconds. Ads should not contain rapid animation or strobing sequences.