

# ONLINE: Banner Ads

ELFA offers banner advertising on [www.elfaonline.org](http://www.elfaonline.org), the online hub for the equipment finance industry. Ads are placed per quarter or per year to ensure maximum exposure for your message. 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 mobile.

ONLINE



Leaderboard  
728x90

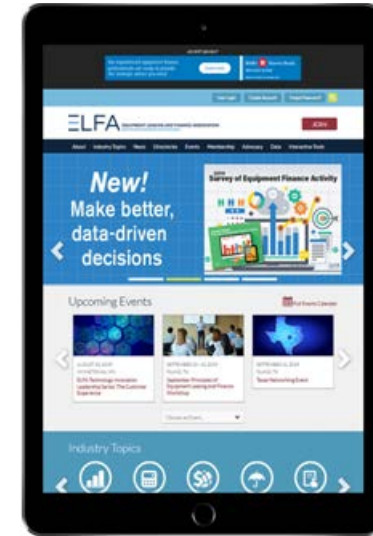
Medium Rectangle  
300x250

MOBILE



Leaderboard  
300x50

TABLET



## 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) 300W x 50H (mobile)	40k	.Gif/.JPEG only	\$1,250 per quarter; \$4,500 per year \$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.

# CONTACTS and MISSION

## Contacts:

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## Mission:

*The Equipment Leasing and Finance Association is the trade association representing financial services companies and manufacturers in the U.S. equipment finance sector. ELFA's mission is provide member companies a platform to promote and advocate for the industry, including attracting and developing new and diverse talent; a forum for professional development and training; and a resource that develops information about, and for, the industry.*



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