

2020 ELFA Integrated Marketing Guide

Your guide to reaching decision makers in the equipment finance industry





Welcome.

The Equipment Leasing and Finance Association is pleased to present our updated 2020 Integrated Marketing Guide.

This guide presents exciting new opportunities to share your message with the leaders in the equipment finance industry.

As highlighted in this guide, ELFA is committed to providing the best information and resources to serve industry executives, from our award-winning website and ELFA Engage mobile app, to our one-of-a-kind networking and professional development events, and much more.

I invite you to review the contents of this guide, and to contact Steve Wafalosky (steve@larichadv.com) for more information.

Sincerely,

A handwritten signature in black ink that reads "Ralph Petta". The script is fluid and professional.

Ralph Petta
ELFA President and CEO



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THE ELFA VALUE PROPOSITION

The Equipment Leasing and Finance Association is the trade association representing more than 580 companies in the nearly \$1 trillion equipment finance sector.

ELFA is the only organization that brings together financial services companies and manufacturers engaged in financing investment in capital goods.

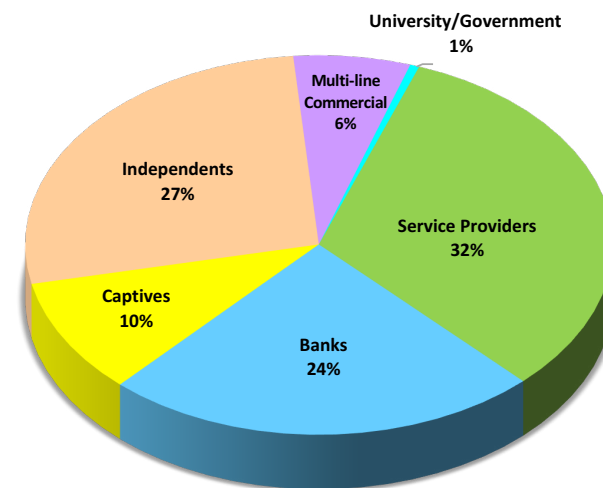
Through one-of-a-kind offerings, including cutting-edge industry information, popular conferences, targeted web-based courses, a powerful federal and state advocacy agenda, and information-packed communications, ELFA gives industry leaders the tools they need to succeed.

By partnering with ELFA, you will connect to a network of equipment finance professionals that includes the nation's largest financial services companies and manufacturers, as well as regional and community banks and independent medium and small finance businesses throughout the country. Members include independent leasing and finance companies, captive finance companies, investment banks, commercial banks, brokers and packagers, diversified financial services organizations and service providers.



ELFA Audience:

Top company types of members:



Top Functional Categories for Members:

1. Business Head or C-Level Executive
2. Sales and Business Development
3. Operations
4. Accounting and Finance
5. Legal
6. Risk Management
7. Asset Management
8. Information Technology
9. Marketing
10. Consulting and Research
11. Tax

For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky (steve@larichadv.com) at 440-247-1060.

ELFA 2020 Business LIVE!

For the first time, the Equipment Leasing and Finance Association (ELFA) Annual Convention will be delivered as a virtual event with a whole new look, feel and experience. Join us for ELFA 2020 Business LIVE! on Tuesday and Wednesday, October 27 and 28, 2020. This event will offer keynotes, breakout sessions and a virtual exhibit hall. We look forward to welcoming back our long-time supporters and engaging with new organizations and attendees. There are various ways to be involved, including the following sponsorship packages and exhibit experiences:

Sponsorships

- Platinum Event Sponsor
- General Session Sponsor
- General Session Media Presentation
- Networking Event

Breakout Session Banners

Exhibit Booths

- Premium Regular/Single Booth
- Premium Double Booth
- Regular Single Booth
- Regular Double Booth



For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky (steve@larichadv.com) at 440-247-1060.

See details and pricing in the ELFA 2020 Business LIVE! Prospectus at
<http://apps.elfaonline.org/events/2020/2020buslive/exhibit.cfm>

Sponsorships – ELFA Wednesday Webinars

Web Seminars

ELFA's web seminars bring industry professionals up to speed on current issues that impact job and company performance. They are convenient, cost-effective channels for members to obtain crucial information.

Web Seminar Sponsorship Benefits

- Recognition as exclusive and sole sponsor of the web seminar
- Recognition (your logo) in all promotional materials and in the final program
- Recognition (your logo) on the ELFA website with a link to your website
- Recognition during the welcome remarks
- Pre/Post attendee roster in PDF format
- Right of "first refusal" for the same event/item the following year (good for one year)



Wednesday Webinar sponsorship rate – \$2,000

For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky (steve@larichadv.com) at 440-247-1060.



Sponsorships — ELFA Engage App

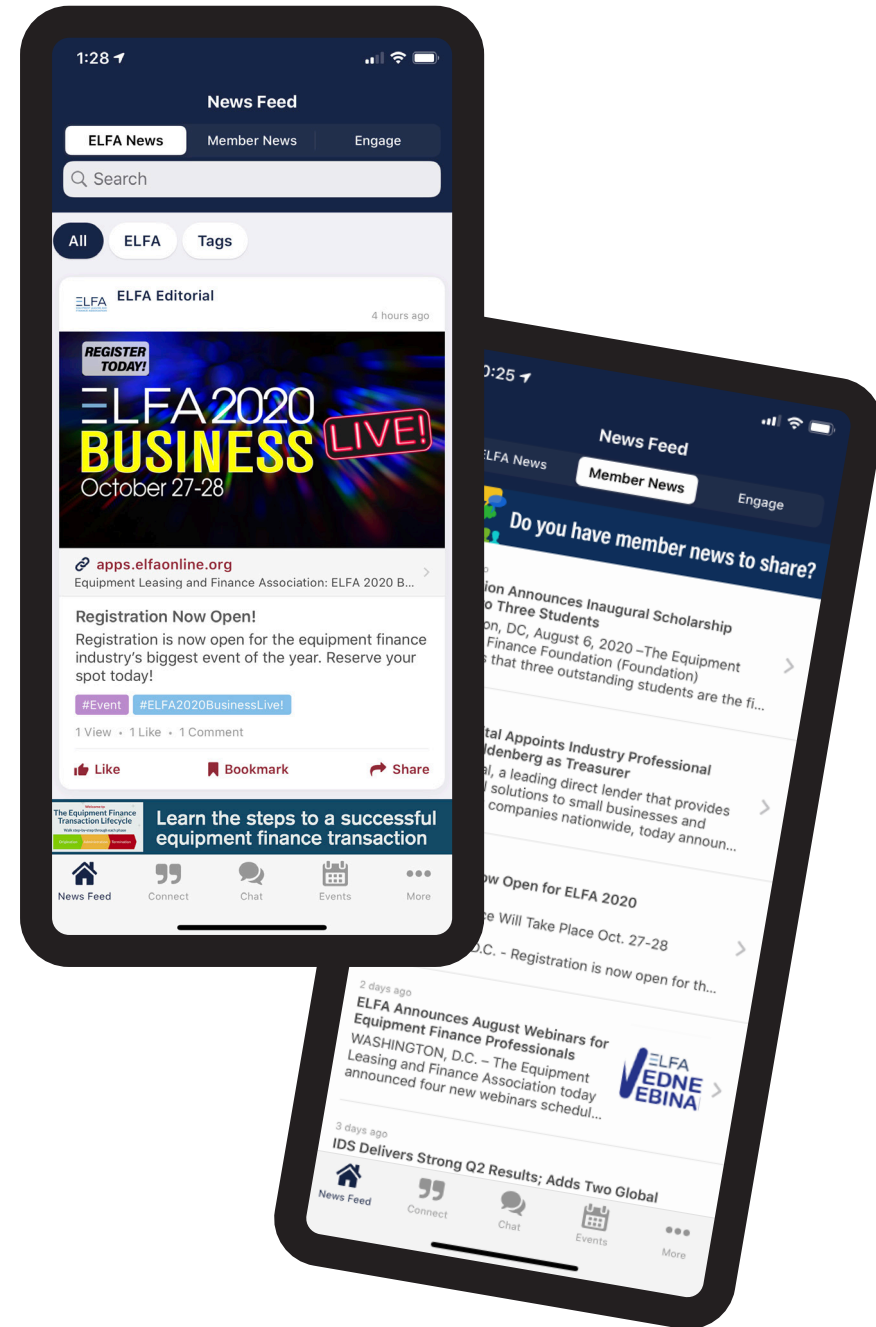
NEW Opportunity to Showcase Your Company!

Industry leaders stay connected with the ELFA Engage app! The app is the equipment finance industry's growing hub for information, events and collaboration 365 days a year.

By sponsoring the ELFA Engage App you'll position your company as forward-thinking and place your message in front of a highly targeted, dedicated audience to gain greater results.

Your 1242x165 pixels clickable display sponsor ad will appear at the bottom of the ELFA News feed or at the top of the Member News feed, as shown in the example.

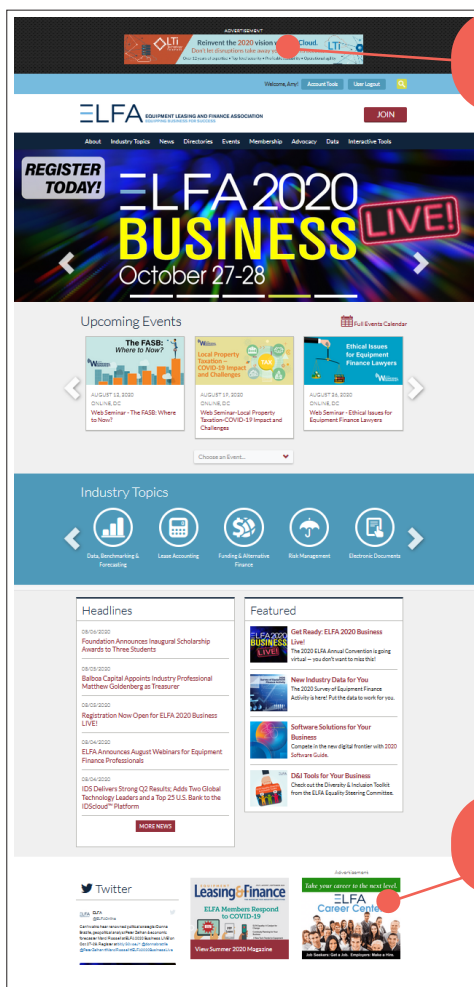
\$1,250 per 90 days



ELFA Website Banner Ads

ELFA offers banner advertising on www.elfaonline.org, the online information source for the equipment finance industry. Prominent ad positions give your brand the exposure needed to build awareness with your target audience. 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

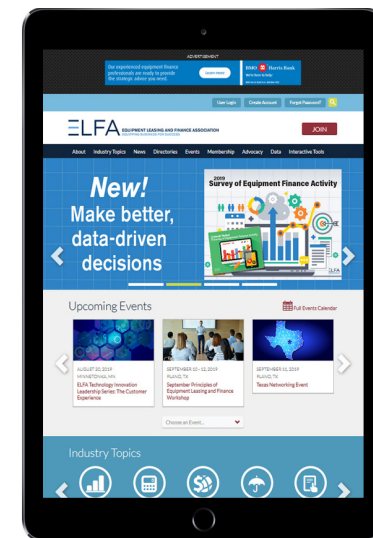
Medium
Rectangle
300x250

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.

Software Listing

Software vendors to the equipment finance industry may advertise in the ELFA Software Listing. The price of a single product listing is \$1,000 for ELFA members and \$2,000 for nonmembers, which includes:

1. Your listing in the Software Listing on the ELFA website for 12 months. You may edit your online listing as your software is updated.
2. Your listing in the Software Guide that appears in the Summer online edition of *Equipment Leasing & Finance* magazine. Each listing in the supplement is a full-page ad picked up from the company's listing on the ELFA website.
3. Your company name listed in an email distributed to ELFA members.

To be part of the Software Listing, go to apps.elfaonline.org/Directories/Software/ and follow the instructions.

The deadline to be included in the Software Listing and receive all three benefits is June 1.

For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky (steve.w@larichadv.com) at 440-247-1060.



Legal Buyers Guide

Law firms and lawyers are invited to participate in the ELFA Legal Buyers Guide, a special supplement to the March/April issue of *Equipment Leasing & Finance* magazine. Showcase your legal services to the largest and highest-quality audience of executives from the equipment leasing and finance industry. The price for your 75-word listing is \$500 for ELFA members and \$1,000 for nonmembers.

Your listing will be included in the print and online editions of *Equipment Leasing & Finance* magazine and featured on the ELFA website. For details, visit www.elfaonline.org/Directories/.

The deadline to be included in the Legal Buyers Guide is January 30.

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



ELFA Career Center

The secret to running a successful company is hiring great people. Find the professionals you need to fill your most critical jobs using the ELFA Career Center, the association's online employment resource for equipment leasing and finance. The Career Center helps equipment leasing and finance companies locate the best-qualified candidates, while also offering job seekers a venue to find relevant job listings and share their resumes with employers.

Learn more at <http://careers.elfaonline.org>

Classified Advertising Specifications:

(All packages include resume database search access. Get details at <http://careers.elfaonline.org/rates/>)

<i>Job Posting Package</i>	<i>Price</i>
30-day	Member: \$299 /Nonmember: \$499
60-day	Member: \$499/Nonmember: \$795
Unlimited for 1 Mo.*	Member: \$800/Nonmember: \$1,200
Unlimited for 6 Mo.*	Member: \$4,000/Nonmember: \$6,500
Unlimited for 1 Yr.*	Member: \$7,000/Nonmember: \$12,000

**Each job will run online for 30 days.*



EQUIPMENT Leasing & Finance

THE MAGAZINE FOR INDUSTRY EXECUTIVES

Equipment Leasing & Finance is the premier publication for the equipment finance industry. It isn't just the market leader. It's the flagship magazine of ELFA, enjoying unique access to leading industry executives.

Why Advertise in *Equipment Leasing & Finance* Magazine?

If you're targeting the equipment finance industry, there is no more effective investment for your advertising dollars. *Equipment Leasing & Finance's* advertisers enjoy its unique market position and reach, compelling and objective editorial content, competitive rates and high-visibility special advertising opportunities.

Equipment Leasing & Finance Reader Profile

More than 8,000 executives receive *Equipment Leasing & Finance* six times each year. They're the industry's leading CEOs and VPs, treasurers, accountants, funding sources, attorneys, sales people, marketers and operations executives. *Equipment Leasing & Finance* is read by top-level executives. The majority of readers work at the executive or senior management level.

Popular Formats:

The magazine is available in a variety of formats to reach our active readership. Your advertisement in *Equipment Leasing & Finance* will be published in the digital flipping edition with additional recognition in the online magazine and the *Equipment Leasing & Finance* E-Newsletter.

Your Trusted Source

When you advertise in the *Equipment Leasing & Finance* Magazine, your message will reach the people and the companies you would like to influence—and you will align your brand with the Equipment Leasing and Finance Association, the trusted source for unbiased industry information.



Equipment Leasing & Finance magazine is available online and in digital formats.



2020 Equipment Leasing & Finance Magazine Editorial Themes

<i>Issue</i>	<i>Editorial Themes</i>	<i>Bonus Distribution</i>
Oct	<ul style="list-style-type: none"> • Special Virtual Convention Issue • Beige Book: State of the Industry 	ELFA 2020 Business LIVE! (Oct. 27-28)
Nov/Dec	<ul style="list-style-type: none"> • New Member Spotlight • ELFA 2020 Business LIVE! Highlights 	

2020 Equipment Leasing & Finance Magazine Advertising Deadlines

<i>Issue</i>	<i>Space Reservations</i>	<i>Ad Materials Due</i>	<i>Live Date</i>
October	Aug. 21, 2020	Sept. 1, 2020	Sept. 25, 2020
November/December	Oct. 13, 2020	Oct. 20, 2020	Nov. 20, 2020

For more information about advertising, sponsorship or exhibiting opportunities, contact Steve Wafalosky (steve@larichadv.com) 440-247-1060

General Advertising Conditions

- Advertising copy and illustrations are subject to approval of the publisher.
- Advertisers and their agencies assume responsibility for all content of advertisements and for any claims arising therefrom made against the publisher.
- Publisher's liability for any error will not exceed the cost for the advertisement's space.
- No conditions appearing on the contract order or copy that conflict with the publisher's policies will be binding on the publisher.
- Notice of cancellation must be received by the space closing deadline noted in the editorial calendar.
- The publisher is not responsible for failure to publish all or part of any issues because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstances outside the publisher's control.
- Advertisers will be shortrated if, within 12 months of their first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will receive a rebate if, within 12 months of their first insertion, they have bought enough additional space to warrant a lower rate than that at which they have been billed.
- Advertisers with accounts outstanding 90 days by space closing date will be restricted from advertising until account is brought up to date. Additionally, all 90-day overdue accounts will incur an additional 1.5% penalty per month on the outstanding balance.

Equipment Leasing & Finance Magazine

Standard Display Rates

Effective with the January 2020 issue

Inside Rates

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 or consecutive right-hand pages.

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.

Mechanical Specifications

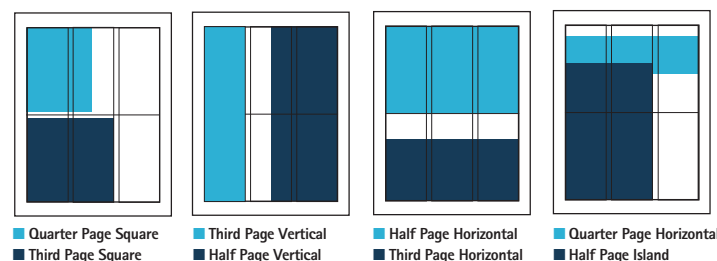
Trim Size: 8.375" wide x 10.875" deep

	Width x Depth of Live Area
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"

Address copy, materials and technical correspondence to:

Sandra Winkler
Advertising Production Manager
Equipment Leasing and Finance Association
(202) 238-3437
e-mail: swinkler@elfaonline.org

- **File Submissions**—High-res PDFs are preferred. However, if submitted via native file please be sure all fonts, photos, tifs, eps', logos and other images used in the file are included.
- **Resolution**—Ads must be submitted at 300 dpi resolution or higher.



Equipment Leasing & Finance E-Newsletter

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 online edition of the magazine. Advertise in this email push and maximize your exposure to 5,000 recipients.

Leaderboard
550 x 75

Equipment Leasing & Finance E-Newsletter Specifications

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

2020 Equipment Leasing & Finance E-Newsletter Advertising Deadlines

Issue	Space Reservations	Material Deadline	Distribution Date
November/December	Nov. 10, 2020	Nov. 17, 2020	Nov. 24, 2020



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EQUIPMENT Leasing & Finance
THE MAGAZINE FOR INDUSTRY EXECUTIVES

View Magazine Archive Advertise ELFA Home

Summer 2020

COVER STORY

ELFA Members Respond to COVID-19

Equipment finance companies are pivoting and delivering solutions to their customers and communities in the face of COVID-19. Read inspiring examples of how ELFA members are responding to the crisis. [Read more.](#)

FROM THE PRESIDENT AND CEO

Introducing ELFA 2020 Business Live!

The ELFA Annual Convention is going virtual! Ralph Petta invites you to ELFA 2020 Business Live! on Oct. 27-28. [Read more.](#)

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

ELFA QuickBrief E-Newsletter

Reach 10,000 equipment leasing and finance professionals each week through the ELFA QuickBrief E-Newsletter. QuickBrief tackles today's most relevant issues, gathered from leading news sources and industry publications.

Delivered weekly to the inboxes of industry executives, the ELFA QuickBrief keeps professionals informed of topics that impact their business. Subscribers are decision-makers with purchasing power—the top-tier professionals in the industry.


ELFA QuickBrief Specifications

Prices are for participation in 13 emails (one 90-day cycle)

Ad Type	Max File Size	Formats Accepted	Cost
Leaderboard	40k	.GIF/JPEG	\$4,500 for 13 issues
Lower Leaderboard	40k	.GIF/JPEG	\$4,000 for 13 issues
Top Banner	40k	.GIF/JPEG	\$3,500 for 13 issues
Bottom Banner	40k	.GIF/JPEG	\$1,700 for 13 issues
Horizontal Product Showcase	40k	.GIF/JPEG	\$3,100 for 13 issues
Vertical Product Showcase	40k	.GIF/JPEG	\$3,000 for 13 issues

See all sample ad sizes and learn more about the benefits of advertising in the ELFA QuickBrief at <http://mk.multibriefs.com/MediaKit/Audience/elfa>

For more information about advertising in the ELFA QuickBrief, contact MultiView Sales at 972.402.7070 or salesinquiries@multiview.com.



QuickBrief


A weekly newsletter for the equipment finance industry

EQUIPMENT LEASING AND FINANCE ASSOCIATION

July 15, 2020

Alfa^A


Futureproof
your asset finance.



Find out more
alfasystems.com

IN THE SPOTLIGHT


Announcing ELFA 2020 Business Live!



Have you heard the exciting news? The ELFA Annual Convention is going virtual. Get ready for **ELFA 2020 Business Live!** on Oct. 27-28. Watch the [brief video message](#) from ELFA Chair Martha Ahlers and President & CEO Ralph Petta and get ready to be amazed! Drastically discounted registration fees and expanded content will make it easy for you and your whole team to attend. Check out [frequently asked questions](#) and save the dates. You won't want to miss it!

Delight Your Borrowers. Digitize Your Business.

The technology of choice for financial institutions leading the next wave of leasing.



CLOUD LENDING SOLUTIONS

EQUIPMENT FINANCE

Learn More

ELFA MEMBER NEWS

Tamarack Pivots to Support Digital Transformation of Equipment Finance

IDScLOUD™ Celebrates Two-Year Anniversary by Crossing \$25 Billion NAV Milestone

CONTACTS and MISSION

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swinkler@elfaonline.org

office: 202-238-3437

Online Ads:

Amy Vogt, *ELFA VP of Communications and Marketing*

avogt@elfaonline.org

office: 202-238-3438

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.



Equipment Leasing and Finance Association

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www.elfaonline.org

