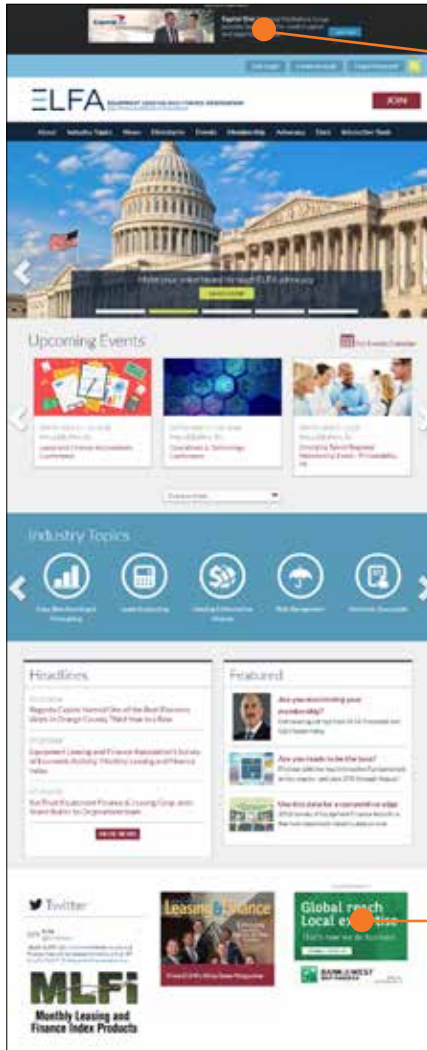


ONLINE: Banner Ads

ELFA offers banner advertising on 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



2019 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.

CONTACTS and MISSION

Contacts:

Integrated Media Sales:

Steve Wafalosky
LaRich and Associates
steve@larichadv.com
office: 440-247-1060, fax: 440-247-1068

Editorial Questions:

Amy Vogt, *ELFA VP of Communications and Marketing*
avogt@elfaonline.org
office: 202-238-3438

Ad Materials and Technical Correspondence:

Print Ads:

Sandra Winkler, *ELFA Production Manager*
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; a forum for professional development and training; and a resource that develops information about, and for, the industry.



Equipment Leasing and Finance Association
1625 Eye Street NW, Suite 850
Washington, DC 20006
ELFA Headquarters: 202-238-3400
www.elfaonline.org

