IN PRINT

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.

Readers give the magazine top marks:

- 98% say it "Strengthens my knowledge of the industry."
- 97% say it "Keeps me up-to-date on industry trends."
- 96% say it "Addresses topics of interest to me."

Source: 2018 Equipment Leasing & Finance Magazine Reader Survey

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

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5 Reasons to Advertise!

Equipment Leasing & Finance magazine is the No. 1 publication serving the equipment leasing and finance market. Here are 5 reasons to secure your ad now:

1. **Your message will reach the people and the companies you would like to influence.** *Equipment Leasing & Finance* has the largest circulation of any magazine in the equipment finance industry.

2. **You will enjoy cost-effective rates.** No other publication provides you a lower cost per thousand. Plus, an extensive list of value-added services will help you exceed your advertising goals.

3. **Your ad will reach our active readership** in print and online.

4. **You will align your brand** with the Equipment Leasing and Finance Association, the trusted source for unbiased industry information.

5. ***Equipment Leasing & Finance* is more than a magazine.** It is part of an integrated marketing package that includes recognition online, in print and in person. We tie it all together for your benefit.

To develop a media buy that serves all your needs — in print, in person and online — contact Steve Wafalosky (*stevew@larichadv.com*) at 440-247-1060.

Print Magazine

Online Edition

E-Newsletter

Mobile Optimized

IN PRINT: 2019 Equipment Leasing & Finance Magazine Editorial Themes and Bonus Distribution

Issue	*Editorial Themes*	*Bonus Distribution*
Jan/Feb	• State of the Industry 2019 • Equipment Management • Meet the Leadership	Equipment Management Conference & Exhibition (Feb. 24-26, Carlsbad, CA) Executive Roundtable (March 10-12, Naples, FL)
Mar/Apr	• State of Funding • Credit and Collections Trends • Legal Buyers Guide	ELFA/IMN Investors Conference (March 20, New York, NY) Women's Leadership Forum (April 1-2, Washington, DC) 31st Annual National Funding Conference (April 9-11, Chicago, IL) Legal Forum (April 28-30, San Diego, CA)
May/June	• Industry Future Spotlight • Trends in Equipment Finance	Capitol Connections (May 15, Washington, DC) Credit and Collections Management Conference & Exhibition (June 3-5, St. Petersburg, FL) EMERGENCE2019 (July TBD)
Jul/Aug/Sept	• Operations and Technology • Survey of Equipment Finance Activity	Operations & Technology Conference & Exhibition (Sept. 16-18, Chicago, IL) Lease and Finance Accountants Conference (Sept. 16-18, Chicago, IL)
Oct	• ELFA Annual Convention Preview • Software Guide	ELFA 58th Annual Convention (Oct. 27-29, Washington, DC)
Nov/Dec	• New Member Spotlight • ELFA Annual Convention Highlights	

2019 Equipment Leasing & Finance Magazine Print Advertising Deadlines

Issue	*Space Reservations*	*Ad Materials Due*	*Print Date*	*Mail Date*
January/February	Dec. 7, 2018	Dec. 14, 2018	Jan. 18, 2019	Jan. 25, 2019
March/April	Feb. 8, 2019	Feb. 14, 2019	Mar. 6, 2019	Mar. 13, 2019
May/June	April 9, 2019	April 12, 2019	May 7, 2019	May 14, 2019
July/August/September	June 26, 2019	July 10, 2019	July 24, 2019	July 31, 2019
October	Aug. 23, 2019	Sept. 3, 2019	Sept. 20, 2019	Sept. 27, 2019
November/December	Oct. 15, 2019	Oct. 22, 2019	Nov. 15, 2019	Nov. 22, 2019

IN PRINT: Equipment Leasing & Finance Magazine

Standard Display Rates

Effective with the January 2019 issue

Inside Rates–Black and White

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.*

Color

Second and third colors:	Each $500 per page (metallic rates upon request)
4-color process	Add $950

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 & Printing Specifications

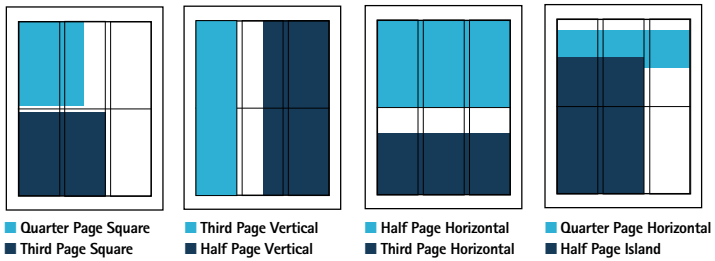
Trim Size: *8.375" wide x 10.875" deep*

	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"

- Binding–Magazine is saddle-stitched. For bleeds, allow 1/8" larger than trim size, but keep live matter at least 1/4" from trim.
- Printing–Web. Magazine is coated enamel stock.
- 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.
- Halftones–A 150-line screen is preferred.
- Proofs–A color proof is required for the printing of all 2-, 3- and 4-color ads unless the ad was submitted via high-res PDF.
- Returns–Advertising material will be returned upon request. Materials will be held for 12 months from date of publication.

Address copy, materials and technical correspondence to:

Sandra Winkler
Advertising Production Manager
Equipment Leasing and Finance Association
1625 Eye Street NW, Suite 850
Washington, DC 20006
(202) 238-3437
e-mail: *swinkler@elfaonline.org*



IN PRINT: 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 or to circulate 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.

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