



# ONLINE 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.

## 2018 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

## 2018 Equipment Leasing & Finance E-Newsletter Advertising Deadlines

Issue	Space Reservations	Material Deadline	Distribution Date
January/February	Jan. 16, 2018	Jan. 23, 2018	Jan. 30, 2018
March/April	Mar. 2, 2018	Mar. 9, 2018	Mar. 16, 2018
May/June	May 3, 2018	May 10, 2018	May 17, 2018
July/August/Sept.	July 20, 2018	July 27, 2018	Aug. 3, 2018
October	Sept. 14, 2018	Sept. 21, 2018	Sept. 28, 2018
November/December	Nov. 2, 2018	Nov. 9, 2018	Nov. 16, 2018

**Leaderboard 550 x 75**

**Text Ad 30 words max + logo**

For more information contact Steve Wafalosky ([stevew@larichadv.com](mailto:stevew@larichadv.com)) at 440-247-1060.