



National Equipment Finance Association

# newslines

2018 PRINT ADVERTISING MEDIA PLANNER

# 2018 PRINT ADVERTISING RATES



NEFA Newsline is published six (6) times annually and is distributed to the entire NEFA membership. In addition, an electronic version of each issue is distributed via email to over 2,500 industry professionals. Bonus Distribution: All national and regional NEFA conferences and events.

## MEMBER RATES

AD SIZE	STANDARD COLOR RATES		
	1X	3X	6X
Full Page	\$1,695	\$1,610	\$1,525
Half Page Island	1,375	1,300	1,240
Half Page Horizontal	1,215	1,155	1,095
Third Page	965	920	870
Quarter Page	790	750	715

### PREMIUM POSITIONS:

**Inside Covers** – Member Rates +10%

**Back Cover** - Member Rates +15%

### BLACK & WHITE RATES: (per insertion):

Full Page - Subtract \$300 from Member Rates

Half Page Island/Horizontal - Subtract \$250 from Member Rates

Third/Quarter Pages- Subtract \$200 from Member Rates

NON-MEMBERS - add 15% to Member Rates

## PRINT AD SPECIFICATIONS

Acceptable File Format: PDF Only

### DO NOT INCLUDE CROP OR REGISTRATION MARKS.

We only accept PDF files created to PDF/X-1a or High Quality Print (CMYK) settings with all fonts and images embedded. We do not accept native or EPS files, original art and/or fonts. We are not responsible for ad reproduction if PDF specifications are not met.

### ORIGINATION, SETTINGS, COLOR AND RESOLUTIONS

Document size should be built to the specified ad size with no additional border/white space.

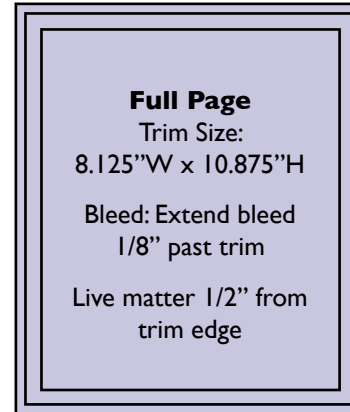
Ads can be originated in any program that will support the creation of Adobe Portable Document Format (PDF) files. Original program files are not acceptable.

All color images must be saved in **CMYK**. B&W images may be saved as grayscale. Spot, Pantone® (PMS) and RGB are not acceptable. We cannot be held responsible for inaccurate color conversion on ads submitted incorrectly.

Embedded image resolution should be at least 300 dpi at 100%. We cannot be held responsible for image reproduction if original image quality is less than specified above.

Any traps, overprints or reverses should be done in native file prior to exporting to High-Quality PDF. Full page bleed ads should be created to the trim size of the publication **PLUS ADDITIONAL 1/4" BLEED**. For bleed, background should extend at least **1/8" (18 pts)** on all four sides of the ad. **DO NOT INCLUDE CROP OR REGISTRATION MARKS.**

## MAGAZINE AD SIZES



**Half Page  
Island**  
4.6875"W  
x  
7.375"H

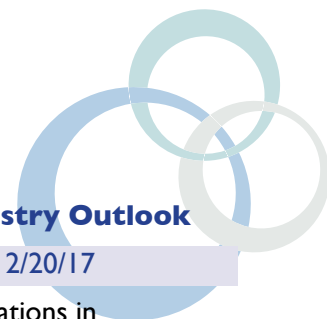
**Third  
Page**  
4.6875"  
x  
4.875"

**Half Page  
Horizontal**  
7.125"W x 4.875"H

**Quarter  
Page**  
3.4792"W  
x  
4.9167"H

Contact Denise Finegan for print advertising details: [dfinegan@advisorpubs.com](mailto:dfinegan@advisorpubs.com) or 484-380-2968.

# 2018 EDITORIAL CALENDAR



## DEPARTMENTS

NEFA Updates  
Legal  
Brokers  
Sales & Marketing  
Human Resources  
Specialty Lending  
Human Interest  
Workouts  
Personal Productivity  
Accounting  
Financial Planning

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## DESIGN & PRODUCTION:

Equipment Finance Advisor, Inc.  
d/b/a Advisor Publishing Group  
975 Mill Road, Suite G  
Bryn Mawr, PA 19010

## JANUARY/FEBRUARY – Products/Services & Industry Outlook

Ad Space Deadline: 12/13/17

Ad Material Deadline: 12/20/17

*Newsline* launches the publishing year focusing on current innovations in products and services impacting the equipment finance industry, and will present an overall outlook for the industry in our annual NEFA Member Executive Outlook.

Bonus Distribution: Regional NEFA Events

## MARCH/APRIL – Conference Issue - National Equipment Finance Summit

Ad Space Deadline: 2/7/18

Ad Material Deadline: 2/14/18

This Conference Issue explores new business origination best practices and dynamics from the perspectives of leading lessors and brokers in two separate roundtable discussions. *Newsline* will also explore regulatory changes impacting the industry and much more.

➔ **BONUS DISTRIBUTION:** NEFA Equipment Finance Summit

## MAY/JUNE – Equipment Finance Sector Overviews

Ad Space Deadline: 4/18/18

Ad Material Deadline: 4/25/18

In the May/June issue, *Newsline* presents its annual review of current market conditions impacting the financing of equipment in multiple asset classes. This issue will also take a closer look at the role Millennials are playing in the equipment finance industry.

Bonus Distribution: Regional NEFA Events

## JULY/AUGUST – Sales & Marketing/Operations

Ad Space Deadline: 6/13/18

Ad Material Deadline: 6/20/18

Success in the equipment finance industry requires the close coordination of sales, marketing and operations. *Newsline* dedicates this issue to the strategies employed by equipment finance companies to create efficient and profitable equipment finance platforms.

Bonus Distribution: Regional NEFA Events

## SEPTEMBER/OCTOBER – Conference Issue - Funding Symposium

Ad Space Deadline: 8/29/18

Ad Material Deadline: 9/5/18

In this special Conference Issue, *Newsline* presents its fourth annual NEFA Member Marketplace Survey – providing a “real-time” view of market conditions and their impact on the equipment finance industry. The issue will also feature a view of the economic landscape from a leading economist, profiles of new NEFA members and much more.

➔ **BONUS DISTRIBUTION:** NEFA Funding Symposium  
NEFA EXPO NJ Super Regional

## NOVEMBER/DECEMBER – Risk Management

Ad Space Deadline: 10/24/18

Ad Material Deadline: 10/31/18

*Newsline* delves into the many ways equipment finance companies are managing risk with an issue focusing on the changing methodologies and best practices utilized in the credit, portfolio management, and asset management functions.

Bonus Distribution: Regional NEFA Events

