



National Equipment Finance Association

# newsline

2019 PRINT ADVERTISING  
MEDIA PLANNER

# 2019 PRINT ADVERTISING RATES



NEFA Newline 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.

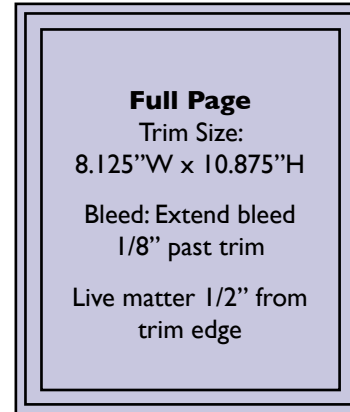
Ads can be originated in any program that will support the creation of Adobe Portable Document Format (PDF) files. Original program files are not acceptable.

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

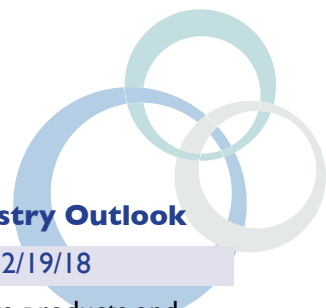
**Third  
Page**  
4.6875"  
x  
4.875"

**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.

# 2019 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:

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

Ad Space Deadline: 12/12/18

Ad Material Deadline: 12/19/18

*Newsline* kicks off the 2019 publishing year focusing on innovative products and services impacting the evolving equipment finance industry. We will also present our annual NEFA Member Executive Outlook for the new year.

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

Ad Space Deadline: 2/6/19

Ad Material Deadline: 2/13/19

The annual spring conference issue explores evolving best practices in business development from the perspectives of leading lessors, lenders and brokers in two separate roundtables. *Newsline* will also explore regulatory and economic policy changes impacting the equipment finance industry and much more.

➔ **BONUS DISTRIBUTION:** 2019 NEFA Equipment Finance Summit

## MAY/JUNE – Equipment Finance Sector Overviews

Ad Space Deadline: 4/17/19

Ad Material Deadline: 4/24/19

In the May/June issue, *Newsline* presents its annual review of the major equipment sectors financed by NEFA members – including insights into how current economic conditions are impacting these sectors.

## JULY/AUGUST – Sales & Marketing/Operations

Ad Space Deadline: 6/12/19

Ad Material Deadline: 6/19/19

The coordination of critical functions within an equipment finance company take center stage in this issue – featuring a look at how and why close coordination of sales, marketing and operations is critical to success. *Newsline* will also delve into new technologies utilized by business development professionals.

## SEPTEMBER/OCTOBER – Conference Issue - Funding Symposium

Ad Space Deadline: 8/28/19

Ad Material Deadline: 9/4/19

The fall conference issue presents *Newsline's* fifth annual NEFA Member Marketplace Survey. This issue will also feature a look at how Millennials are bringing new best practices to the equipment finance industry, a view of the economic environment and profiles of new NEFA members.

➔ **BONUS DISTRIBUTION:** 2019 NEFA Funding Symposium

## NOVEMBER/DECEMBER – Risk Management

Ad Space Deadline: 10/23/19

Ad Material Deadline: 10/30/19

To wrap up the year, *Newsline* focuses on both established and new methodologies for managing risk – focusing on specific areas of risk management including credit underwriting, portfolio management, and the importance of a strong cybersecurity strategy.