



newsline

2020 MEDIA PLANNER

2020 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	\$1,865	\$1,770	\$1,680
Half Page Island	1,515	1,435	1,365
Half Page Horizontal	1,335	1,265	1,200
Third Page	1,060	1,000	950
Quarter Page	870	825	780

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.

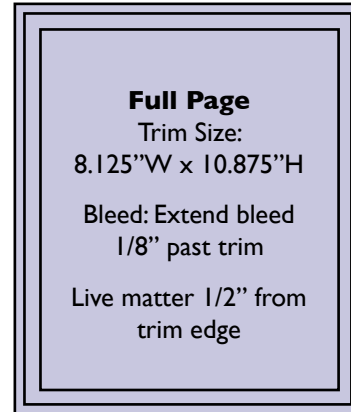
Embedded image resolution should be **at least 300 dpi** at 100% . We cannot be held responsible for image reproduction if original image quality is less than specified above.

Any traps, overprints or reverses should be done in native file prior to exporting to High-Quality PDF.

FULL PAGE AD DETAILS

Full page bleed ads should be created to the trim size of the publication **PLUS ADDITIONAL 1/4" BLEED**. For bleed, background should extend 1/8" (18 pts) on all four sides of the ad. **Keep all important logos and copy 1/2" from trim edge. 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 or 484-380-2968.

2020 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 20010

JAN/FEB – Products/Services & Industry Outlook

Ad Space Deadline: 12/11/19

Ad Material Deadline: 12/18/19

Newsline kicks off 2020 focusing on the new and innovative products and services available to companies of all sizes and lending specialties in the equipment finance industry. This issue also features our annual NEFA Member Executive Outlook

MAR/APR – Spring Conference Issue - National Equipment Finance Summit

Ad Space Deadline: 2/12/20

Ad Material Deadline: 2/19/20

The annual spring conference issue will present articles covering the challenges of competing in our rapidly changing industry – featuring the perspectives of leading lessors, lenders, funding sources and brokers in two separate roundtables. Specialty lenders and regulatory policy changes will also be covered.

➔ **BONUS DISTRIBUTION:** 2020 NEFA Equipment Finance Summit

MAY/JUN – Equipment Finance Sector Overviews

Ad Space Deadline: 4/15/20

Ad Material Deadline: 4/22/20

Newsline turns to NEFA members to provide readers an up-to-date view of four asset classes focused upon by NEFA's lessor, funding source and broker members – providing insights into market conditions and lessee/borrower expectations for financing equipment in each asset class

JUL/AUG – Sales & Marketing/Operations

Ad Space Deadline: 6/10/20

Ad Material Deadline: 6/17/20

Newsline explores how and why an effective business strategy must include the close coordination of sales, marketing and operations departments. Insights from managers in each of these functions will be presented in this issue along with a special section on best practices in business development.

SEP/OCT – Fall Conference Issue - Funding Symposium

Ad Space Deadline: 8/26/20

Ad Material Deadline: 9/2/20

The annual fall conference issue presents *Newsline's* sixth annual NEFA Member *Marketplace Survey* – providing the results of a nationwide survey of NEFA membership. This issue will include a special section spotlighting Millennials in NEFA. *Newsline* will also present an economic outlook as well as profiles of new NEFA members.

➔ **BONUS DISTRIBUTION:** 2020 NEFA Funding Symposium

NOV/DEC – Risk Management

Ad Space Deadline: 10/28/20

Ad Material Deadline: 11/4/20

To wrap up 2020, *Newsline* focuses on how equipment finance companies are working to effectively manage enterprise risk – focusing on specific areas of risk management including asset management, credit underwriting, portfolio management.