



NEWSLINE

2024 MEDIA PLANNER

2024 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	\$1,960	\$1,855	\$1,750
Half Page Island	1,615	1,530	1,455
Half Page Horizontal	1,430	1,350	1,280
Third Page	1,180	1,110	1,050
Quarter Page	950	900	850

MAGAZINE AD SIZES

Full Page
Trim Size:
8.125" W x 10.875" H

Bleed: Extend bleed
1/8" past trim
(8.375" W x 11.125" H)

No Bleed: Live matter
1/2" from trim edge
(7.125" W x 9.875" H)

Half Page Island
4.6875" W
x
7.375" H

Third Page
4.6875" W
x
4.875" H

Half Page Horizontal
7.125" W x 4.875" H

Quarter Page
3.4792" W
x
4.9167" H

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.

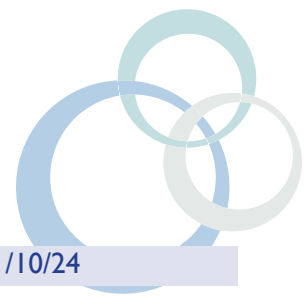
Any traps, overprints or reverses should be done in native file prior to exporting to High-Quality PDF.

FULL PAGE AD DETAILS: **TEMPLATE IS AVAILABLE

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.**

Contact Denise Finegan for print advertising details: dfinegan@advisorpubs.com or 484-380-2968.

2024 EDITORIAL CALENDAR



DEPARTMENTS

NEFA Updates

Legal

Brokers

Sales & Marketing

Human Resources

Specialty Lending

Human Interest

Workouts

Personal Productivity

Accounting

Financial Planning

JAN/FEB – Industry Outlook Issue

Ad Space Deadline: 1/3/24

Ad Material Deadline: 1/10/24

- 2024 NEFA Executive Outlook Roundtable
- Special Section: NEFA's 2024 Priorities/Strategic Plan
- Innovative products and services

MAR/APR – Conference Issue – 2024 Finance Summit

Ad Space Deadline: 2/21/24

Ad Material Deadline: 2/28/24

- Effective Sales and Marketing Strategies
- Annual Broker Roundtable
- Specialty Lending Products
- Diversity, Equity and Inclusion in Equipment Finance

➔ **BONUS DISTRIBUTION:** NEFA's 2024 Finance Summit, Huntington Beach, CA

MAY/JUN – Equipment Finance Sector Overviews Issue

Ad Space Deadline: 4/24/24

Ad Material Deadline: 5/1/24

- Insights from NEFA's lessor, funding source and broker members covering four prominent asset classes – including a review of current market conditions and borrower/lessee expectations.
- Evaluating collateral in an equipment finance portfolio

JUL/AUG – Next Gen Issue

Ad Space Deadline: 6/26/24

Ad Material Deadline: 7/3/24

- NEFA's Next Generation members take center stage
- Building a leading-edge equipment finance company
- Effective utilization of social media in marketing

SEP/OCT – Risk Management Issue

Ad Space Deadline: 8/14/24

Ad Material Deadline: 8/21/24

- Credit Underwriting / Portfolio & Asset Management / Operations
- Technology's Role in Risk Management
- The Nuances of Hiring Superior Talent

NOV/DEC – Conference Issue - 2024 Funding Symposium

Ad Space Deadline: 10/9/24

Ad Material Deadline: 10/16/24

- Newsline's annual NEFA Marketplace Survey
- Focus on Women in Equipment Finance
- CAPEX and Economic Outlook
- Profiles of New NEFA Members
- The Year in Review (NEFA Looks Back)

➔ **BONUS DISTRIBUTION:** 2024 Funding Symposium, Indianapolis, IN

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