



National Equipment Finance Association

# 2024 Media Planner

NATIONAL EQUIPMENT FINANCE ASSOCIATION



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# THANK YOU!

On behalf of the Board of Directors and members of NEFA, we thank you in advance for your participation and support, and we look forward to an exciting year of delivering outstanding, exclusive, and rewarding benefits to our association in 2024.

Your participation demonstrates your commitment both to the industry and your customers.

Below, you will find the deadlines and size dimensions of each sponsorship item so we can market your company accurately.

## CONFERENCES & REGIONAL EVENTS

- ▶ Partner Program Participants are eligible to receive a registration discount for each event they attend. Your company's unique discount code can be found in the body of the email in which you received this media planner. If you cannot find that code, please email [abos@nefassociation.org](mailto:abos@nefassociation.org).
- ▶ If you update your logo throughout the year, please send it to us. Logos must be sent a minimum of 3 weeks in advance, when applicable, of an event to be used in the marketing materials.
  - Accepted formats include .jpeg, .png, .eps, or .svg

## CONFERENCE SPONSORSHIPS

- ▶ Event Social Media Post
  - Specifications: 1200px by 628px, JPEG or PNG
  - Provide tentative posting date
  - **Deadline:**
    - One week before selected posting date

- ▶ Program Book
  - Inside Front Cover & Full Page Ad
    - Specifications: 5.5 x 8.5 inches, PDF or PNG
    - **Deadlines:**
      - Finance Summit: Friday, March 1st
      - Funding Symposium: Friday, October 18th
  - Half Page Ad
    - Specifications: 5.5 x 4.25 inches, PDF or PNG
    - **Deadlines:**
      - Finance Summit: Friday, March 1st
      - Funding Symposium: Friday, October 18th

## ADVERTISING OPPORTUNITIES

- ▶ NEFA Note e-Newsletter
  - Full Page Ad Specifications: 8.5 x 11 inches, PDF or PNG
    - Platinum Partners receive an ad in 4 issues, Gold Partners receive an ad in 2 issues, Silver and Bronze receive an ad in 1 issue.
  - Substantive Article
    - Maximum word count is 750 words.
  - **Deadlines:**
    - Q1: Friday, April 5th
    - Q2: Friday, July 5th
    - Q3: Friday, October 4th
    - Q4: Friday, January 3rd, 2025
- ▶ NEFA Tid-Bit Tuesday
  - Ad Specifications: 600px by 400px, JPG or PNG
    - Maximum word count is 50 words.
    - Can provide a link to a continuation of your text or to your website.
  - **Deadline:**
    - One week before the Tid-Bit Tuesday is set to be published.
- ▶ Membership Directory Ad
  - Front Inside Cover, Back Inside Cover, and Full Page Ad Specifications: 8.5 x 11 inches, PDF or PNG
  - **Deadlines:**
    - Issue 1: Friday, May 24th
    - Issue 2: Friday, December 6th

## ► Website Digital Ad

- Ad Specifications: 300 x 250 pixels, JPEG or PNG format
  - Provide URL for link destination
  - Max file size: 50K
- 12 month run for Platinum and Gold Level Partners Only
  - Ad will run from January 1, 2024 – December 31, 2024
- 9 month run for Silver Level Partners Only
  - Ad will run for the 9 months specified by the Partner, must be in the 2024 calendar year
- 6 month run for Bronze Level Partners Only
  - Ad will run for the 6 months specified by the Partner, must be in the 2024 calendar year

## ► Broadcast Email

- Choose date to send email
- Specifications: send HTML in zip file
- **Deadlines:**
  - Content due 1 week before the email will be sent

## ► Virtual Exchange Webinar

- Choose date for webinar
- **Deadlines:**
  - Content due 45 days before date of webinar
    - Content Needed
      - Title
      - Paragraph description of webinar
      - Speaker Biographies
      - Speaker Headshots