



National Equipment Finance Association

NEWSLINE

2026 MEDIA PLANNER

2026 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

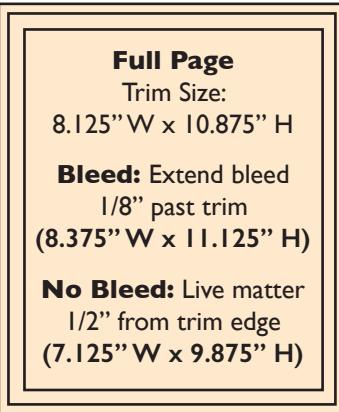
AD SIZE	STANDARD COLOR RATES		
	IX	3X	6X
Full Page	\$1,995	\$1,895	\$1,790
Half Page Island	1,695	1,600	1,535
Half Page Horizontal	1,500	1,420	1,350
Third Page	1,240	1,170	1,110
Quarter Page	995	945	895

PREMIUM POSITIONS:

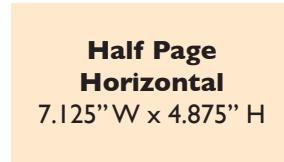
Inside Covers – Member Rates +10%

Back Cover - Member Rates +15%

MAGAZINE AD SIZES



Half Page Island Trim Size: 4.6875" W x 7.375" H
Third Page 4.6875" W x 4.875" H



Quarter Page 3.4792" W x 4.9167" H
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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.

2026 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 – Industry Outlook

Ad Space Deadline: 1/14/26

Ad Material Deadline: 1/21/26

- 2026 Executive Outlook
- NEFA's 2026 Priorities/Strategic Plan
- Meet the NEFA Board of Directors

MAR/APR – Conference Issue – 2026 Spring Conference

Ad Space Deadline: 2/25/26

Ad Material Deadline: 3/14/26

- Annual Broker Roundtable
- Marketing Leaders Roundtable
- Capital Markets Update
- Utilizing Complimentary Specialty Lending Products

→ **BONUS DISTRIBUTION: 2026 Spring Conference, Huntington Beach, CA**

MAY/JUN – Funding Source & Equipment Sectors Overview

Ad Space Deadline: 4/22/26

Ad Material Deadline: 4/29/26

- Funding Source Roundtable
- Identifying the Right Funding Source
- Top equipment finance sectors – market conditions and lending strategies
- NEFA members share their passions for philanthropic efforts and charitable giving

JUL/AUG – Technology & Next Generation

Ad Space Deadline: 6/17/26

Ad Material Deadline: 6/24/26

- NEFA's Next Generation Members in the spotlight
- Leveraging AI – from onboarding to closure
- New innovations in technology in equipment finance
- Fostering an innovative corporate culture

SEP/OCT – Conference Issue - 2026 Fall Conference Issue

Ad Space Deadline: 8/26/26

Ad Material Deadline: 9/2/26

→ **SPECIAL SECTION: Funding Source & Service Provider Spotlights**

- Newsline's annual NEFA Marketplace Survey
- Annual economic and CAPEX outlook
- The Year in Review (NEFA Looks Back)
- Profiles of NEFA's new members

→ **BONUS DISTRIBUTION: 2026 Fall Conference, Atlanta, GA**

NOV/DEC – Risk Management

Ad Space Deadline: 10/28/26

Ad Material Deadline: 11/4/26

- Managing Risk: Focusing on Credit Underwriting, Portfolio Management and Collateral Management Strategies
- Revisiting the 5 Cs of Credit
- Identifying Talent – effective hiring strategies from leading lessors and funding sources