

Online Advertising

- **abladvisor.com** – A commercial finance focused, search engine optimized and social media enriched website.
- **Daily eNews Blast** – A daily industry-focused news blast delivered to 6,000+ commercial finance professionals.
- **Weekly Deal Blast** – A weekly blast delivered to 6,000+ subscribers providing a detailed overview of the current week's asset-based and senior secured transactions.
- **Monthly iData Blast** – An exclusive monthly data blast providing current sector and economic data to 6,000+ subscribers.

abladvisor.com – A resource rich website delivering highly visible and actionable banner advertising products that meet the most current IAB standards. abladvisor.com combines unique resources and content with highly effective brand exposure — an unmatched experience for both our readers and advertising partners. Features include:

- Website exclusive articles authored by leading subject matter experts – updated weekly
- Blogs featuring the views of industry experts in numerous fields
- NEW! Videos featuring thought leadership topics from industry leaders
- Commercial finance industry news – updated daily
- ABL Deal Tables – updated daily
- Sector/Economic Data – updated monthly
- Lender and Service Provider Directory Listings
- Advisor Professional Network – an exclusive online network designed to engage and connect over 1,000 commercial finance executives nationally.



▲ *ABL Advisor delivers strategically positioned advertising options across all platforms providing maximum brand visibility.*

Advertising Platforms

ABL ADVISOR delivers cost-effective advertising solutions across multiple online platforms.

▲ *ABL Advisor Delivers Measurable Results Via Multiple Online Advertising Platforms!*

Daily eNews Blast

Emailed daily to over 6,000 subscribers, the ABL Advisor eNews Blast reaches decision makers in the asset-based lending industry. This unique daily blast features the news of the day, articles, blogs, videos, and sector/economic data. Our readers include asset-based lending professionals and lending specialists from national, regional and community banks; commercial finance companies; consultants and professionals working within the asset-based lending industry including turnaround management and bankruptcy professionals, attorneys, accountants, service and product providers and more.

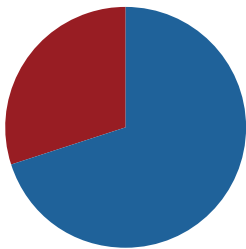
Weekly Deal Blast

Emailed every Friday to over 6,000 subscribers, the Weekly Deal Blast provides a detailed snapshot of asset-based and senior secured transactions. This blast provides commercial finance professionals the weekly transaction information needed to compete in today's lending market.

Monthly iData Blast

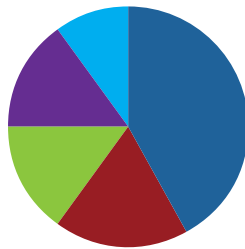
Delivered monthly to over 6,000 subscribers, this industry exclusive platform delivers the most current sector and economic data aggregated by the ABL Advisor editorial staff. Each monthly edition features numerous data sources providing an up-to-date view of the U.S. economy and the various industry sectors most watched by commercial finance professionals.

Demographics



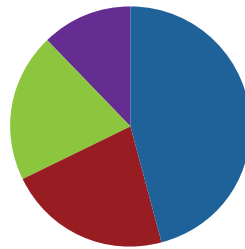
Reader Profile

- Executive/Senior Mgt.- 72%
- Other - 28%



Geographic Profile

- Northeast - 36%
- Midwest - 21%
- Southeast - 17%
- West - 16%
- Southwest - 10%



Business Type

- Commercial Banks - 43%
- Commercial Finance Companies/Independents/Factors - 25%
- Accountants/Attorneys/Consultants - 20%
- Other - 12%