

Daily eNews Blast Advertising

ABLADVISOR delivers the industry's most cost-effective Daily eNews advertising options!



DAILY eNEWS BLAST

Delivers more than just news! The Daily eNews Blast is delivered to over 6,000 subscribers in the asset-based lending industry nationwide. This unique daily blast features the news of the day, articles, blogs, videos, and sector/economic data.

The eNews Blast delivers highly effective advertising options featuring Showcase, Rectangle and Logo/Text banners strategically positioned adjacent to news stories – **limiting the need to scroll through multiple news stories to see your ad!**

Subscribers include asset-based lending professionals and lending specialists from multiple sectors of the banking industry and commercial finance companies, as well as consultants, turnaround management and bankruptcy professionals, attorneys, accountants, service/product providers and more.

SHOWCASE BANNER - TOP POSITION

POSTING PER WEEK / COST

Term	1X	2X	3X	4X	5X
1 Year	\$4,375	\$7,750	\$11,250	\$13,500	\$15,850
6 Months	2,725	4,850	6,850	8,475	10,250

SHOWCASE BANNER - MIDDLE POSITION

Term	1X	2X	3X	4X	5X
1 Year	\$3,940	\$6,980	\$10,130	\$12,165	\$14,285
6 Months	2,450	4,415	6,235	7,655	8,990

Showcase Banner

Our exclusive Showcase banners provide the highest level of visibility and opportunity for action! These banners are center positioned above the news stories and within the press release section of the Daily eNews Blast.

RECTANGLE AND LOGO/TEXT BANNERS

POSTINGS PER WEEK / COST

Term	1X	2X	3X	4X	5X
1 Year	\$3,595	\$6,595	\$9,750	\$11,750	\$13,800
6 Months	2,250	4,150	5,950	7,380	8,850
3 Months	1,425	2,625	3,675	4,595	5,600

Rectangle and Logo/Text Banners

Rectangle and Logo/Text banners provide advertisers with a highly visible and fully actionable advertising solution. These banners are positioned alongside the news stories of the day.

All advertising rates are subject to change.

Banner advertising guidelines, specifications and recommendations, including Flash coding/scripting requirements are available. For details contact Denise Finegan.