

E-Newsletters | Website | Dedicated Emails

Video Sponsorship | Sponsored Content | Directory Listings

# ABL **A** DVISOR

## 2023 MEDIA PLANNER

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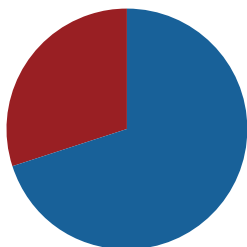
## LEADING ONLINE PUBLISHER SINCE 2012

For a decade, ABL Advisor has been a leading online publisher providing daily news, articles authored by subject matter experts, thought-leadership videos, commercial finance deal tables and various online resources focused on the informational needs of commercial finance, asset-based lending and specialty lending professionals.

ABL Advisor's national audience includes commercial finance industry C-suite executives, senior managers and various decision makers from a wide scope of the commercial finance industry including lending professionals from national, regional and community banks, independent commercial finance companies, specialty lenders, private equity and alternative credit providers, commercial real estate lenders, consultants, turnaround management and bankruptcy professionals, attorneys, accountants and service providers.

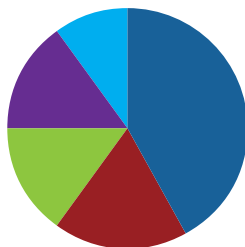
OVER 3,000 SOCIAL MEDIA FOLLOWERS

### Demographics



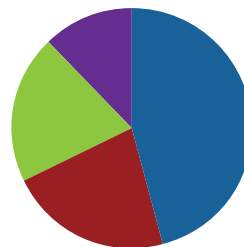
**Reader Profile**

- 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%

Reaching over 6,000 loyal subscribers and focusing on commercial finance industry each business day, ABL Advisor's Daily E-News features breaking news of the day, various reports and sector analysis, secured lending transactions, articles, thought leadership videos and sponsored content.

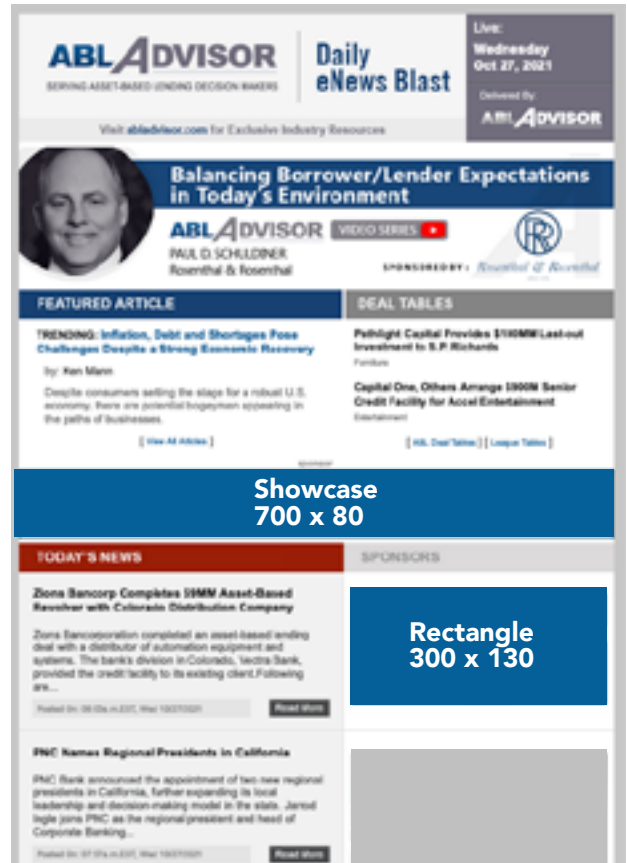
The Daily E-News delivers highly effective advertising options featuring Showcase, Rectangle and Logo/Text banners strategically positioned adjacent to news stories to maximize brand awareness.

### Showcase Banner

Featuring only one Showcase Banner advertiser per day, this "leaderboard style" banner is prominently displayed and provides the highest level of visibility and brand awareness.

### Rectangle Banner and Logo/Text Banner

Uniquely positioned alongside news stories, Rectangle and Logo/Text banners provide advertisers with a highly visible and fully actionable advertising solution.



SHOWCASE BANNERS		
	CONTRACT TERM / COST	
Frequency	1 Year	6 Months
One Time Per Week	\$4,680	\$2,900

LOGO/TEXT AND RECTANGLE BANNERS					
	POSTINGS PER WEEK / COST				
Term	1X	2X	3X	4X	5X
1 Year	\$3,990	\$7,300	\$10,600	\$13,200	\$15,825
6 Months	2,530	4,650	6,750	8,400	10,100

All advertising rates are subject to change.

ABL Advisor is the exclusive publisher of the industry's only Weekly Deal Report – a “must have” weekly report providing a summary of the week's asset-based and secured loan transaction activity. This unique weekly source of market data is emailed every Monday to over 6,000 subscribers nationally and provides commercial finance professionals highly detailed and timely information needed to compete in today's lending market.

The Weekly Deal Report offers highly effective advertising solutions featuring Showcase banners strategically positioned throughout the entire blast providing maximum visibility to each advertiser.

Space is limited for this exclusive advertising opportunity!

SHOWCASE BANNER	
Term	
1 Year	\$5,250
6 Months	\$3,300

The screenshot displays the ABL Advisor Weekly Deal Blast interface. At the top, it features the ABL Advisor logo and the 'Weekly Deal Blast' title with the date 'Blast Period: October 17 - 23, 2021'. Below this is a 'Showcase Banner' section for a 700 X 80 size, featuring two deal cards. The first card is for 'Huntington Business Credit Provides \$10MM Credit Facility to Mid America...' and the second is for 'CIT Arranges Up to \$95MM Financing for Relaunch of Castle Rock...'. Below the showcase banner is a section titled 'ALL DEALS POSTED: October 17 - 23, 2021' with a link to 'Click Individual Deal for Full Details'. This section lists several deals, including 'CIT Arranges Up to \$95MM Financing for Relaunch of Castle Rock...', 'Columbia Pacific Business Finance Provides \$17MM Term Loan to Stroyer...', 'Huntington Business Credit Provides \$10MM Credit Facility to Mid America...', 'Joshi Holdings Enters into \$100MM Acquisition Facility with Sunstream', and 'Silicon Valley Bank Provides \$10MM Credit Facility to Stride Funding'. At the bottom, there is a link to 'Chicago Atlantic, AFC Gamma Increase Veneto's Credit Facility to \$250MM'.


Emailed to over 6,000 subscribers each Friday, the Weekly Review provides readers a uniquely designed wrap up of the five top news stories of the week as ranked by the Daily E-News subscribers\* and the most recently featured article and thought leadership video.

The Weekly Review provides advertisers with large (600 X 160) and strategically positioned banner ads stimulating strong engagement from commercial finance professionals nationally. Advertising slots are limited.

### SHOWCASE BANNER

Term	Cost per Month
1 Year	\$5,520
6 Months	\$3,240

\*Google Analytics Data



**WEEKLY REVIEW**

- Updated - 09.24.2021 -

**600 x 160**

**Top News Stories**

**U.S. Bancorp to Acquire MUFG Union Bank in \$8B Deal**  
 U.S. Bancorp entered into a definitive agreement to acquire MUFG Union Bank's core regional banking franchise from Mitsubishi UFJ Financial Group in a transaction that will bring together two premier organizations with a focus on...

**Great Elm Capital Corp. Acquires Majority Interest in Lenders Funding**  
 Great Elm Capital Corp., a business development company, has acquired a majority equity interest in Lenders Funding, LLC, a private funding and risk sharing source for factors and asset-based lenders. Established in 2000...

**M&A Surge Could be Catalyst for New Challenges, Grant Thornton Survey**  
 According to a recent survey by Grant Thornton LLP, the majority of merger and acquisition (M&A) dealmakers expect a surge in deal volume, especially in the technology, retail, hospitality and insurance industries. For this survey of M&A...

### ABL Advisor Boosted Campaigns

ABL Advisor offers advertisers the opportunity to utilize the reach of our entire subscriber base with a fully customized email campaign. Dedicated Email campaigns can include custom graphics and messaging, company logo and link and much more.


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### Exclusive Opportunity to Showcase:

- New product releases
- Branded thought leadership pieces
- White papers
- Company product and personnel announcements
- Event promotions
- And more...

### MYTH 2

## SAAS IN THE CLOUD



Security of a cloud-based platform is unproven.

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### Myth Debunked: Security of a SaaS platform is unproven.

Data security is a top concern. And rightly so. A common myth that's starting to unfurl is that software-as-a-service (SaaS) platform is unproven.

How do we prove that it's proven? You've probably already engaged with a SaaS solution several times today. Web-based email services like Outlook, Yahoo, Gmail are all SaaS services. So if you trust your email, you can trust IDScLOUD™ – a true SaaS provider.

Our SaaS expert, Lisa Nowak, talked with ABL Advisor earlier this year to debunk this myth (among others).

Learn what security questions you should ask your SaaS provider and how Solifi handles security in the cloud.

[Learn More >](#)

The ABL Advisor website is the foundation of our publishing property featuring daily news, articles, thought-leadership videos, deals tables, sponsored content, an industry directory featuring various lenders and service providers and much more.

ABL Advisor features three highly visible banner options that rotate throughout the entire website.

### Banner Advertising Options:

**Leaderboard Banner** – Prominently displayed top and center on every website page providing the highest level of visibility for our advertisers.

**Large Box Banner** – A highly visible large banner ad strategically positioned above the fold.

**Skyscraper Banner** – The largest banner ad available; certain to catch the attention of all visitors.



BANNER ADVERTISING			
	CONTRACT TERM/COST		
Banner Type	1 Year	6 Months	Dimensions
Leaderboard	\$5,700	\$3,420	728 X 90
Large Box	2,700	1,620	300 X 250
Skyscraper	2,400	2,010	160 X 600

BANNER SUITE PROGRAM – PAGE OWNERSHIP		
	CONTRACT TERM/COST	
Suite Options	1 Year	6 Months
Top Half Page Ownership - Leaderboard & Box Banners	\$9,500	\$5,840
Full Page Ownership - Leaderboard, Box and Skyscraper Banner Ads	\$12,200	\$7,500

### BANNER SUITE PROGRAM – PAGE OWNERSHIP

A unique and highly effective branding opportunity to showcase your company with multiple banners appearing simultaneously on ABL Advisor’s home page and interior pages. Ultimately, you can own each page of the website with ONLY your ads appearing in the rotation. Options include Full Page and Half Page programs.

ABL Advisor's Video series features interviews with commercial finance industry executives and leaders covering current topics impacting the various segments of the commercial finance industry. Videos focus on thought leadership, industry insights, risk management, sector analysis, company/executive profiles, service provider information and much more.

Hosted by ABL Advisor's publisher, video sponsorship provides a unique opportunity to associate your company with leading-edge content – reaching our nationwide audience of subscribers each day.

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### Video Sponsorships Include:

- Company logo appearing in a Video Banner located top and center of the Daily eNews
- Company logo appearing at the beginning of the video
- Company logo and link appearing on your sponsored video landing page of the ABL Advisor website
- Company logo and link on the Video Library landing page on the ABL Advisor website.





ABL Advisor offers a unique opportunity to showcase branded thought leadership, white papers, proprietary content and much more to our nationwide audience. All sponsored content includes links to your company website, custom graphics, and company logo and link.

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Content can be changed each month to meet advertisers' messaging requirements.

### Highly Effective Delivery Model

For ONE FULL MONTH (or longer if required), Sponsored Content is strategically presented to readers in two key areas:

- Daily E-News – delivered to 6,000 subscribers daily
- Website – prominent homepage placement

# ABL ADVISOR

## SERVING ASSET-BASED LENDING DECISION MAKERS

ABL Advisor's online directory company profiles are the most detailed source of information available for service providers, commercial banks, and commercial finance companies of all sizes. A directory listing enables decision makers to access critical information about your company, products and services, key contacts, industry affiliations and much more all on one easy to navigate page.

All directory profiles include highly detailed company information along with your company logo and link to your website as well as social media links for LinkedIn™, Facebook™ and Twitter™ profile pages.

### PREMIER PARTNER PROGRAM

Upgrade! Directory advertisers can expand their brand awareness campaigns even further with the Premier Partner Program\*\*. Upgrade to this program and your company logo and hotlink will be featured on the home page of the ABL Advisor website homepage – maximizing exposure to the equipment finance industry.

#### INDUSTRY DIRECTORY

Listing Type	1 Year
Premier Partner Listing	\$995
Standard Company Listing	795

\*\* Premier Partner Program participants' logos and hotlinks will rotate on the home page with other program participants.

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