



NEWSLINE

2025 MEDIA PLANNER

2025 PRINT ADVERTISING RATES



NEFA Newline 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		
	1X	3X	6X
Full Page	\$1,960	\$1,855	\$1,750
Half Page Island	1,615	1,530	1,455
Half Page Horizontal	1,430	1,350	1,280
Third Page	1,180	1,110	1,050
Quarter Page	950	900	850

PREMIUM POSITIONS:

Inside Covers – Member Rates +10%

Back Cover - Member Rates +15%

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.**

MAGAZINE AD SIZES

Full Page
Trim Size:
8.125" W x 10.875" H

Bleed: Extend bleed
1/8" past trim
(8.375" W x 11.125" H)

No Bleed: Live matter
1/2" from trim edge
(7.125" W x 9.875" H)

Half Page Island
4.6875" W
x
7.375" H

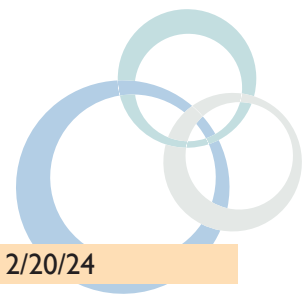
Third Page
4.6875" W
x
4.875" H

Half Page Horizontal
7.125" W x 4.875" H

Quarter Page
3.4792" W
x
4.9167" H

Contact Denise Finegan for print advertising details: dfinegan@advisorpubs.com or 484-380-2968.

2025 EDITORIAL CALENDAR



DEPARTMENTS

NEFA Updates

Legal

Brokers

Sales & Marketing

Human Resources

Specialty Lending

Human Interest

Workouts

Personal Productivity

Accounting

Financial Planning

JAN/FEB – Industry Outlook

Ad Space Deadline: 12/16/24

Ad Material Deadline: 12/20/24

- 2025 Executive Outlook
- NEFA's 2025 Priorities/Strategic Plan
- Innovations in equipment finance products and services

MAR/APR – Conference Issue – 2025 Spring Conference

Ad Space Deadline: 2/5/25

Ad Material Deadline: 2/12/25

- Annual Broker Roundtable
- Marketing Leaders Roundtable – Creating effective sales & marketing strategies
- Specialty Lending Products
- The Role of Private Credit in Equipment Finance

➔ **BONUS DISTRIBUTION: 2025 Spring Conference, Carlsbad, CA**

MAY/JUN – Equipment Finance Sectors Overviews Issue

Ad Space Deadline: 4/23/25

Ad Material Deadline: 4/30/25

- A closer look at four (4) top equipment finance sectors – a review of market conditions including collateral values, aftermarket considerations, credit underwriting risks, supply chain challenges.
- NEFA members share their passions for philanthropic efforts and charitable giving.

JUL/AUG – Next Generation Issue

Ad Space Deadline: 6/18/25

Ad Material Deadline: 6/25/25

- NEFA's Next Generation Members in the spotlight
- Fostering creativity and innovation in your corporate culture.
- The importance of mentorship in equipment finance.

SEP/OCT – Conference Issue - 2025 Fall Conference Issue

Ad Space Deadline: 8/27/25

Ad Material Deadline: 9/3/25

- **SPECIAL SECTION: Funding Source & Service Provider Spotlights**
- Newline's annual NEFA Marketplace Survey
- Women Leaders in NEFA Roundtable
- Annual economic and CAPEX outlook
- The Year in Review (NEFA Looks Back)
- Profiles of NEFA's new members

➔ **BONUS DISTRIBUTION: 2025 Fall Conference, Minneapolis, MN**

NOV/DEC – Risk Management Issue

Ad Space Deadline: 10/29/25

Ad Material Deadline: 11/5/25

- Managing Risk: Credit Underwriting, Portfolio Management, Collateral Management and Portfolio Risk Management
- The role of Technology and Artificial Intelligence in Equipment Finance
- Finding Talent – effective hiring strategies from leading lessors and funding sources.

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