

YOUR CONNECTION TO THE LEASING WORLD



OVERVIEW

About the Publishers

WLN will be jointly published by Sudhir Amembal and Lisa Rafter, the two people best suited to bring you the world of leasing. Amembal and Rafter have a combined experience of 50 years in the equipment leasing industry. A joint venture with depth and experience, they have the ideal combination of skills and knowledge to cover the global marketplace.

Amembal has been exposed to more leasing markets than anyone in the world. Having trained over 60,000 leasing professionals and having published 16 leasing books, his name is the most recognizable name in the global leasing industry. Rafter has been publishing newspapers, magazines and websites in the leasing industry for over 20 years and is connected to every U.S. leasing company from the largest bank leasing subsidiary to the smallest independent lessor.

Amembal and Rafter will deliver what you need and when you need it!

REACHING OVER 20,000 SUBSCRIBERS IN THE U.S. AND THE WORLD!

The 24/7 **DAILY** Equipment Leasing Industry E-Magazine.
IT'S AN INDUSTRY REVOLUTION!

THE REVOLUTION

This summer, the equipment leasing world will not be same again! With WorldLeasingNews.com, there will be no need to wait anymore for articles and analysis on the latest happenings. EVERY DAY, essential, relevant and interesting articles, news and industry analysis will be made available at the fingertips of our viewers.

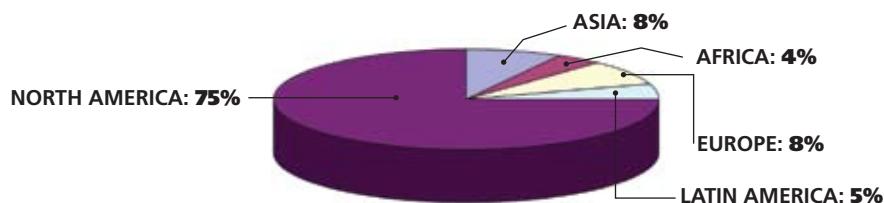
THE MEDIUM

WLN magazine content will be updated online everyday AND we'll also send twice a week e-mail blasts with highlights and direct links to the online content. If this is not enough, at the end of each month, WLN will publish a digital magazine with the month's editorial content and send to our 20,000 subscribers!

To continually maintain viewer interest, WLN will offer the world of leasing through narrative, audio-visual interviews, webinars and blogs!

THE READERSHIP

WLN will have the largest readership of any leasing publication in the U.S. and in the world. The 20,000 launch readers will be from leasing markets all over the world – in the U.S and in 70 other countries! And, more readers will be added every day! The readership breakdown will be as follows:



THE ADVERTISING OPPORTUNITY

WLN offers U.S. advertisers an opportunity to reach your target audience in a manner unmatched by any other online or print publication – a daily online magazine with better content and larger readership. Not just news, but a full content magazine! The initial number of subscribers in just the U.S. will be 15,000 leasing professionals. Unlike print, the viewers will repeatedly see your message – over and over again!

For those seeking to have visibility and/or expand overseas, WLN's initial international readership of over 5,000 will be more than frosting on the cake! It will enable service providers to penetrate foreign markets with high efficiency and low cost.

WLN DETAILS!

WLN advertising programs and editorial calendar are enclosed.

CONTACT WLN FROM MORE INFORMATION

Advertising Contact: Sue Angelucci, 610-285-1602, sangel@worldleasingnews.com

Editorial Contact: Lisa Rafter, 215-765-2646, lisarafter@worldleasingnews.com

ADVERTISING RATES SUMMARY

2008 ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Pre-Launch Discount & Introductory Charter Rates

WLN introduces a revolutionary advertising program to build brand awareness, generate leads and increase visibility. Below are the many opportunities available to create a unique customized program specific to your company's needs. There is additional information on each of the individual opportunities in the other pages of this media kit.

I. HOMEPAGE BANNERS (ALSO ROTATE THROUGHOUT SITE)

	<u>1 YEAR RATE</u>		<u>6 MONTH RATE</u>	
	PRE-LAUNCH RATE*	CHARTER RATE**	PRE-LAUNCH RATE*	CHARTER RATE**
Top Horizontal	\$4,200	\$5,250	\$2,500	\$3,125
Large Square	\$3,000	\$3,750	\$1,800	\$2,250
Skyscraper	\$2,400	\$3,000	\$1,450	\$1,800
Rectangle	\$1,500	\$1,875	\$900	\$1,125

SIZES: Top Horizontal: 728x90 pixels • Large Square: 250x250 pixels
Skyscraper: 176x446 pixels • Rectangle: 548x95 pixels

II. ENHANCED LEASING DIRECTORIES

	<u>1 YEAR RATE</u>	
	PRE-LAUNCH RATE*	CHARTER RATE**
Funding Source:	\$975	\$1,225
Leasing Services:	\$975	\$1,225

III. CLASSIFIED JOB LISTINGS

	PRE-LAUNCH RATE*	CHARTER RATE**
60 day postings:	\$350	\$450

	<u>1 YEAR RATE</u>		<u>6 MONTH RATE</u>	
	PRE-LAUNCH RATE*	CHARTER RATE**	PRE-LAUNCH RATE*	CHARTER RATE**
Employer Profile Listing:	\$1,250	\$1,550	\$750	\$950

IV. EMAIL BLAST SPONSORSHIPS

	<u>1 YEAR RATE</u>	
	PRE-LAUNCH RATE*	CHARTER RATE**
1 Year (2x's / week):	\$12,000	\$15,000
6 mos. (2x's / week):	\$7,000	\$9,000

V. DIGITAL MAGAZINE SPONSORSHIPS

	PRE-LAUNCH RATE*		CHARTER RATE**	
Full Page, Full Color Ads:				
1x:	\$2,750		\$3,400	
3x:	\$2,600		\$3,250	
6x:	\$2,475		\$3,100	
12x:	\$2,200		\$2,750	
MONTHLY SPONSOR:	\$14,000		\$17,500	

* Rate effective through launch date (estimated 6/15/08)
** Rate effective through 12/31/08

ACT NOW AND TAKE ADVANTAGE OF THE PRE-LAUNCH DISCOUNT RATE... AVAILABLE FOR A LIMITED TIME!

CALL TODAY FOR MORE INFORMATION!

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Sue Angelucci
610-285-1602
sangel@worldleasingnews.com



WEBSITE ADVERTISING

TARGET THE **MOST** EQUIPMENT LEASING PROFESSIONALS **EVERY DAY!**

2008 Website Advertising Pre-Launch Discount & Charter Rates

Launching with 20,000 subscribers, WLN reaches the most equipment leasing subscribers in the U.S. and in the world, of any online or print publication. WLN is revolutionizing the equipment leasing industry's access to news/analysis, fresh article content, updated columns and the first ever blogs! There's nothing like it available anywhere! It's all online everyday—no more waiting for the mail!

HOMEPAGE BANNERS (ALSO ROTATE THROUGHOUT SITE)

	<u>1 YEAR RATE</u>		<u>6 MONTH RATE</u>	
	PRE-LAUNCH RATE*	CHARTER RATE**	PRE-LAUNCH RATE*	CHARTER RATE**
Top Horizontal	\$4,200	\$5,250	\$2,500	\$3,125
Large Square	\$3,000	\$3,750	\$1,800	\$2,250
Skyscraper	\$2,400	\$3,000	\$1,450	\$1,800
Rectangle	\$1,500	\$1,875	\$900	\$1,125

SIZES: Top Horizontal: 728x90 pixels • Large Square: 250x250 pixels
 Skyscraper: 176x446 pixels • Rectangle: 548x95 pixels

ENHANCED LEASING DIRECTORIES

Most comprehensive directories in the industry!

1 YEAR RATE

	PRE-LAUNCH RATE*	CHARTER RATE**
Funding Source:	\$975	\$1,225
Leasing Services:	\$975	\$1,225

The enhanced directory listings include:

- Company Profile & Details • Search Options • Article(s) about your company
- Company Logo • Profile of Company Executives • Press Releases

CLASSIFIED JOB LISTINGS

	PRE-LAUNCH RATE*	CHARTER RATE**
60 day postings:	\$350	\$450

1 YEAR RATE

6 MONTH RATE

	PRE-LAUNCH RATE*	CHARTER RATE**	PRE-LAUNCH RATE*	CHARTER RATE**
Employer Profile Listing:	\$1,250	\$1,550	\$750	\$950

Reach the most prospective employees on the planet on the most visited website on the planet! And, job listings will be featured on our WLN Email Blasts 2 days every week!

Your Employer Profile Listing includes:

- Profile about your company • Company executive(s) profile • Press Releases • Link to website



ACT NOW AND TAKE ADVANTAGE OF THE PRE-LAUNCH DISCOUNT RATE... AVAILABLE FOR A LIMITED TIME!

SPECIAL! COMBINATION ADVERTISING DISCOUNT!

- If you are a WLN website banner advertiser (excludes classified advertising), you'll receive a 10% discount on directories!
- If you purchase \$3000 or more in website banner advertising, receive a 15% discount on a digital magazine advertising contract.
- Buy a one-year banner ad, receive one free classified ad for 60 days.

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EMAIL BLAST SPONSORSHIPS

REACH 20,000 LEASING PROFESSIONALS TWICE A WEEK!

2008 Email Blast Sponsorship Pre-Launch Discount & Charter Rates

Twice a week, WorldLeasingNews.com will be sending an email blast to our 20,000 subscribers in the U.S. and the rest of the world. The blasts will include headlines of the latest news stories AND exclusive WLN articles covering the latest issues impacting our industry. The email will also include the latest job postings in the industry and a list of hot leasing blogs.

WLN Email Blast:

- News Headlines & Analysis
- Exclusive WLN Feature Articles
- Latest Industry Job Listings
- Industry Blogs!
- And More!

SUBSCRIBERS: 20,000 worldwide

15,000 in the U.S. and 5,000 internationally

EMAIL BLAST SPONSORSHIP BANNERS

1 YEAR RATE

PRE-LAUNCH RATE* CHARTER RATE**

1 Year (2x's / week):	\$12,000	\$15,000
6 mos. (2x's / week):	\$7,000	\$9,000

SPECIAL! COMBINATION ADVERTISING DISCOUNT!

If you purchase an Email Blast Sponsorship, take 15% off on any of our other products:

- website banner ads
- directories
- digital magazine
- classified job listings

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ADVANTAGE OF
THE PRE-LAUNCH
DISCOUNT RATE...
AVAILABLE FOR A
LIMITED TIME!



DIGITAL MAGAZINE ADVERTISING

THE ONLY EQUIPMENT LEASING MAGAZINE REACHING 20,000 SUBSCRIBERS!

2008 Digital Magazine Pre-Launch Discount & Charter Rates

This is an industry first! The first ever digital equipment leasing magazine sent to the inbox of 20,000 industry professionals every month! We're providing this service to our subscribers so they don't miss content posted on WorldLeasingNews.com. At the end of every month, our subscribers will receive a digital magazine with WLN's most popular articles – and new articles and content exclusively for the digital magazine.

And, every monthly issue will have an "archive" feature for past issues. So your ad will be seen again and again.

Why Advertise?

This is the industry's first digital magazine! Subscribers will enjoy the convenience of a monthly magazine right on their desktop. And they can print their favorite articles and save for future reference. This magazine will be read, saved and forwarded to other industry professionals.

DIGITAL MAGAZINE ADVERTISING SPONSORSHIPS

	PRE-LAUNCH RATE*	CHARTER RATE**
Full Page, Full Color Ads:		
1x:	\$2,750	\$3,400
3x:	\$2,600	\$3,250
6x:	\$2,475	\$3,100
12x:	\$2,200	\$2,750

- All Rates Are Per Insertion
- Ads with frequency discounts MUST be run within a 12-month period

MONTHLY SPONSOR: \$14,000 \$17,500

Enjoy a prominent and exclusive position in a monthly issue of WLN's digital magazine. Your sponsorship includes:

- 4 Full Page Ads
- 2 Page Article authored by your company
- Exclusive mention on the magazine cover
- Logo prominently displayed on magazine navigation bar

DEADLINES: 15th of every month

SPECIAL! COMBINATION ADVERTISING DISCOUNT!

Advertise in WLN's digital magazine and we'll give you a 15% discount on any WLN website banner ad (excluding classified) or listing in our Funding Source or Leasing Services Directories.

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EDITORIAL CALENDAR



EVERY DAY, WORLDLEASINGNEWS.COM WILL BE UPDATED WITH NEWS, ARTICLES, COLUMNS, BLOGS, INTERVIEWS, AND MUCH MORE.

It really is the industry's first 24/7 equipment leasing magazine!

The editorial calendar below lists the features and columns that will be updated throughout the week, every week of the year and all week long.

Featured Monthly Website Topics

Each monthly topic will be updated once a week so subscribers will receive continuous editorial content on each feature below.

JULY Funding & Capital Markets

AUGUST Credit Risk Management

SEPTEMBER Equipment Management

OCTOBER Sales & Marketing

NOVEMBER Technology & New Innovative Products

DECEMBER The Year Ahead—A Look at 2009

Regular Columns

Each column will be updated on a monthly basis and written by industry professionals.

TAX

LEGAL

ACCOUNTING

BROKER

Features

WEEKLY BLOGS What's the industry buzz?

AUDIO INTERVIEWS Interviews with the people in the industry who are making it happen.

WEBINARS We'll offer topics designed to further the training and development of industry professionals. Each webinar will be led by a respected industry professional.

COUNTRY OF THE MONTH We'll provide insight and depth to leasing in featured countries.

2008 Featured Countries to Be Chosen From:

Australia • India • Brazil • Italy • China • Russia • Egypt • South Africa • Germany • Turkey

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