



2014  
DailyFunder  
**MEDIA KIT**  

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*Rates & Schedule*

# INTRODUCTION

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DailyFunder is the only publication dedicated to alternative business lending and merchant cash advance. With growth in these markets on the rise, this magazine answers questions and shares information that can't be found anywhere else.

This magazine is complimented by a rapidly growing social network, [dailyfunder.com](http://dailyfunder.com) where industry insiders communicate, make deals, and foster connections on a daily basis. The majority of users also take advantage of the social network's mobile apps available in the iTunes app store and Google Play store.

DailyFunder was founded by veterans of the merchant cash advance and payment processing industries. We know the industry because we work in it too. We fund daily, do you?

# CALENDAR

ISSUE	RELEASED	AD ARTWORK DUE
1 <b>JANUARY</b> - DEBUT ISSUE	JANUARY 15	DECEMBER 31
2 <b>MARCH</b> - 2ND ISSUE	MARCH 15	FEBRUARY 28
3 <b>MAY</b>	MAY 15	APRIL 30
4 <b>JULY</b>	JULY 15	JUNE 30
5 <b>SEPTEMBER</b>	SEPTEMBER 15	AUGUST 30
6 <b>NOVEMBER</b>	NOVEMBER 15	OCTOBER 30

*DailyFunder may accelerate publications to monthly instead of bi-monthly.*

## RATES

### PER ISSUE AD RATES

AD SIZES	1-ISSUE	6-ISSUES
Spread	\$ 3,500	\$2,870
Full page	\$ 2,400	\$1,968
1/2 page (horizontal)	\$ 1,440	\$1,181
1/2 page (vertical)	\$ 1,440	\$1,181
1/4 Page	\$ 960	\$787

### PREMIUM AD PLACEMENTS ADS

Inside Front Cover	\$3,300
First Page	\$3,000
Inside Back Cover	\$3,000
Back Cover	\$3,000
1/4 Page Placement on Humor Page	\$1,500

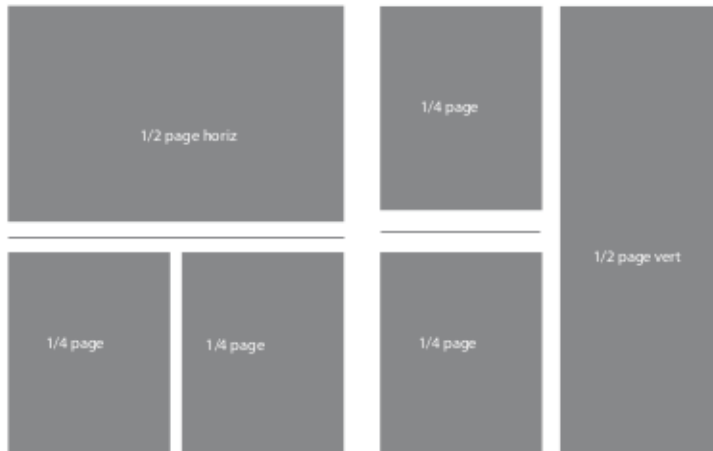
*Advertisers will receive an 18% discount on premium ad placements with a contract for 6 issues or more.*



# AD SPECS

AD SIZES	INCHES	FILE INFORMATION
Double Page Spread	15.5" w x 10.5" h	When using bleed ads: Keep ALL essential copy 5/8" from trim edge. Book Trim size: 7.75" w x 10.5" h
Double Page Spread Bleed	16" w x 11" h*	
Full Page	7.75" w x 10.5" h	
Full Page Bleed	8.25" w x 11" h*	
1/2 Page Vertical	3.375" w x 9.375" h	
1/2 Page Horizontal	7" w x 4.5" h	
1/4 Page	3.375" w x 4.25" h	

\* Bleed ads: Keep all essential copy 5/8" from trim edge.  
 Book Trim size: 7.75" w x 10.5" h



## ACCEPTABLE FILE FORMATS

All ads should be saved as high resolution (300 dpi) PDF, accompanied by hard copy color proof. All files and images must be **CMYK** or **Grayscale**. All high-resolution images, artwork and fonts must be included when file is saved as PDF; all spot colors must be converted to **CMYK**.

## ACCEPTABLE MEDIA

CD-ROM and hard copy proof labeled with client and publication date should be mailed to **Sean Murray, DailyFunder, 11 Broadway, Suite 814, New York, NY 10004**. Emailed ads may be sent to [sean@dailyfunder.com](mailto:sean@dailyfunder.com) but should be followed by a hard copy proof to insure against file errors.

DailyFunder cannot be held responsible for faithful match if proper proof is not supplied. **We cannot guarantee color unless provided a hard copy color proof.** We do not return cds and discard all advertising material one year from insertion date.

## PRODUCTION CHARGES

DailyFunder does not create any ads. Any work performed to make ad materials or to correct or update images will result in a production charge. Ads requiring production services are due prior to our deadline date.

We can refer you to a third party graphic design company if you do require assistance.

# DESKTOP AD RATES & SPECS

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*AVERAGE MONTHLY IMPRESSIONS PER AD: 31,000*

## DAILYFUNDER.COM DESKTOP SITE

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Below Navigation Bar - Horizontal (400x70 pixels)	\$1,000
Right Sidebar - Square (150x150 pixels)	\$500
Right Sidebar - Mini (150x30 pixels)	\$300
Bottom, Above Footer - Horizontal (400x70 pixels)	\$1,000

### ACCEPTABLE FILE FORMATS

All ads should be saved as .png or .jpg. Transparency is acceptable.

**Contact us if you'd like to advertise on both desktop & mobile combined.**

# MOBILE DEVICE APPLICATION AD RATES & SPECS

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*AVERAGE MONTHLY IMPRESSIONS PER AD: 10,000*

## iOS AND ANDROID DEVICE APPLICATION (Available in iTunes App Store & Google Play Store)

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Exclusive Bottom Rotation - Horizontal (640x100 pixels)	\$350
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### ACCEPTABLE FILE FORMATS

All ads should be saved as .png or .jpg. No Transparency. Flatten images.

**Contact us if you'd like to advertise on both desktop & mobile combined.**



# ADVERTISING CONTRACT

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## PAYMENT INFORMATION

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**Daily Funder will accept the following forms of payment:**

Visa

Mastercard

Discover

AMEX

Check (Make checks payable to Daily Funder, LLC)

ACH

WIRE

## AD MATERIALS

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Please submit ad materials and correspondence to [sales@dailyfunder.com](mailto:sales@dailyfunder.com). You will sign our full advertising agreement.

## CONDITIONS

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The publishers reserve the right to reject any advertising at any time and are not liable for any cost or damages if, for any reason, they fail to publish an ad. The publishers cannot guarantee that any advertisement will appear on a specific page or at a specific location on a page without preferred placement fees. Advertisers are liable for any claims made against DailyFunder as a result of their ad content. Our liability is limited to the cost of your ad. Payment is due upon placing your ad and will be assessed late charges after 30 days.