

# Private Lender

## Advertising Rate Sheet

### ABOUT PRIVATE LENDER

Advertising in the **PRIVATE LENDER** e-zine means your service and product will be seen in the world's only publication which deals exclusively with the technical topics, legislation, marketing aspects, special events, and education related to the private lending industry.



Subscribers are e-mailed a link for downloading their digital copy of *Private Lender* and archived issues of *Private Lender* are also available to AAPL members in the Member Resource area of the AAPL website. This E-Zine is targeted to over 10,000 industry professionals every other month, making your advertising not only effective, but focused.

### Issue Dates for 2012

*Private Lender* is distributed on the first Tuesday of the first publication month. (*Private Lender* is a semi-monthly publication). Subscribers are e-mailed a link for downloading their digital copy of *Private Lender*. These links are maintained for one year from the date of original publication.

Archived issues of *Private Lender* are also available to AAPL members in the Member Resource area of the AAPL website.

### Key Dates

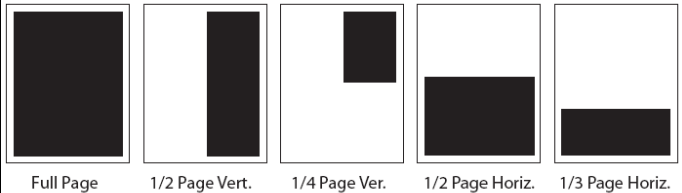
Issue	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec
Cut Off Date	Dec - 18	Feb - 16	Apr - 16	Jun - 16	Aug - 16	Oct - 16
Artwork Due Date	Dec - 20	Feb - 23	Apr - 23	Jun - 23	Aug - 23	Oct - 23

To connect with our sales staff and learn what the *Private Lender* can do for your company, contact Timothy W. Bricker at [TBricker@AAPLonline.com](mailto:TBricker@AAPLonline.com) or (267) 761-2669

The Journal of the American Association of Private Lenders

### SPECIFICATIONS

All ads must be final size. (See AD SIZES.) Digital files preferred. Resolution at 150 dpi or greater. Acceptable formats include: PDF, EPS, or JPEG files. Black and white or full color acceptable.



### AD SIZES

Full Page	7.5" x 10"
1/2 Page Vertical	3.625" x 10"
1/4 Page Vertical	3.625" x 4.875"
1/2 Page Horizontal	7.5" x 4.875"
1/3 Page Horizontal	7.5" x 3.2"

### Private Lender Ad Rates

Issues	Full Page	1/2 Page	1/3 Page	1/4 Page
3	\$2,550 (\$850/Issue)	\$1,950 (\$650/Issue)	\$1,650 (\$550/Issue)	\$1,350 (\$450/Issue)
6	\$4,200 (\$700/Issue)	\$3,000 (\$500/Issue)	\$2,700 (\$450/Issue)	\$2,100 (\$350/Issue)

### Private Lender & Website Ad Rates

6 Private Lender Issues & 12 Months Website Advertising

	Full Page	1/2 Page	1/3 Page	1/4 Page
Single	\$6,300	\$5,100	\$4,800	\$4,200
Double	\$7,200	\$6,000	\$5,700	\$5,100

### Member Discounts

Certain AAPL Members qualify for advertising discounts depending on their membership level. Discounts available up to 20%. Please see Membership Information on the AAPL website