

More Media Platforms, More Audience Engagement

E-News Advertising

Ideally suited to support any marketing campaign, *ABF Journal's* unique Daily E-News Broadcast and Weekly Wrap-Up afford unmatched audience reach for advertisers and sponsors.

DAILY E-NEWS BROADCAST ADVERTISING

Our most popular advertising media platform, *abfjournal Daily E-News Broadcast*, reaches over 5,000 registered e-news subscribers every business day. Its unique format and delivery has made it the medium of choice for advertisers seeking to heighten awareness. A direct hotlink feature affords the additional opportunity for audience engagement.

DURATION	CONTRACT COST (FREQUENCY/INSERTIONS PER WEEK)				
	1X	2X	3X	4X	5X
1 Year	\$3,970	\$7,345	\$10,710	\$12,705	\$14,875
6 Months	2,575	4,785	6,945	8,230	9,655

All e-news advertising rates are subject to change without notice.



WEEKLY E-NEWS WRAP-UP ADVERTISING

This new platform, launched in January 2011, provides an alternative to the *Daily E-News Broadcast*. Using a new e-mail delivery system that measures story popularity, this broadcast of the top 10 news stories from the previous week is forwarded every Monday morning to *abfjournal's* 5,000+ e-news subscribers.

This exclusive new media platform is limited to three (3) advertisers per broadcast thus improving visibility and the opportunity to engage with this opt-in audience.

INSERTION/FREQUENCY	CONTRACT COST (DURATION)		
	1 YEAR	6 MONTHS	3 MONTHS
One Time Per Week	\$7,800	\$5,200	\$3,250

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DAILY & WEEKLY E-NEWS AD REQUIREMENTS

BANNER STYLE: 600 pixels wide x 80 pixels tall, JPG or GIF. Maximum file size is 15K. Animation is NOT supported.

LOGO/TEXT STYLE: Company logo/image area is 200 pixels wide x 120 pixels tall, must include 10 pixel white border on top and bottom. Animation is NOT supported. If you cannot prepare a Web-ready image, send us a high-resolution EPS, TIF or PDF of your logo and we will prepare it for you. E-news message space is limited. Please supply text as follows:

- Line 1: Bold Headline** — Single line only, cannot exceed 60 characters including all spaces and punctuation.
- Lines 2/4: Body Copy** — Three lines only, please limit text to 220 characters including spaces and punctuation. We will work with advertisers to edit text that is too long when submitted.
- Line 5: URL (live hotlink)** — Line 5 is designed to contain an active URL only, other text will not be considered. URL cannot exceed 50 characters including punctuation.

CONTACT DENISE FINEGAN FOR E-NEWS ADVERTISING DETAILS!

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