

## Online Banner Advertising

Newly enhanced *abfjournal* leaderboard and banner offerings, coupled with full website rotation and popular content proximity features, ensure maximum visibility and audience engagement.

### *abfjournal* SPONSORSHIP BANNERS

Banners are available in three styles and sizes and rotate throughout the entire website — in addition to appearing on all *abfjournal Daily E-News Broadcast* and *abfjournal Weekly E-News Wrap-Up* linked story pages (80 news stories in a typical week or over 4,000 per year).

As an added value, banner advertisers' company logos appear in the sponsor index page in both the print and digital editions of *ABF Journal* for the duration of their contract.

#### Leaderboard

Our most exclusive and visible banner ad! The leaderboard is located at the top of every *abfjournal* page and limited to only seven (7) rotating advertisers.

#### Skyscraper Half Page

The largest skyscraper Web ad available — this half page banner is designed to catch a visitor's attention utilizing a large portion of prime Web page real estate.

#### Box Medium Rectangle

Our oversized box banner ads are prominently displayed throughout the website to provide more visibility than ever to ensure maximum exposure of your company's message.



BANNER TYPE	CONTRACT COST (DURATION)			DIMENSIONS
	1 YEAR	6 MONTHS	3 MONTHS	
Leaderboard	\$7,125	\$4,275	\$2,495	728 x 90
Skyscraper Half Page	2,790	1,755	NA	300 x 600
Box Medium Rectangle	2,365	1,550	NA	300 x 250

*Dimensions are in pixels, width by height. All Web advertising rates are subject to change without notice.*

### BASIC BANNER DESIGN REQUIREMENTS/RESTRICTIONS

**ACCEPTED FILE FORMATS:** GIF, JPG & SWF (*SWF: Please request additional guidelines for all details pertaining to coding Flash banners.*)

**MAXIMUM FILE SIZE:** 40K GIF/JPG; 50K Flash

**RESOLUTION/COLOR:** Image resolution must be optimized at standard screen resolution, 72 PPI (pixels per inch) and be designed with a single pixel (1x1) solid color border on all four (4) sides, JPG banners must be full bleed with no transparency or background fill outside the border, non-bleed must be submitted as GIF or SWF

**ALT TEXT:** Please supply desired "Alt Text" to be added to your banner. Cannot exceed 100 characters.

**ALTERNATIVE IMAGE (SWF ONLY):** Banners submitted as SWF require an additional JPG or GIF image that will appear when Flash is not supported (i.e., iPad)

**URL:** Please supply the active URL where your banner should link to for all banners including SWFs.

**ANIMATION LENGTH/ BEHAVIOR:** Maximum length (run time) is 30 seconds (incl. multiple loops). Animations must end on a single frame after 30 seconds, preferably with company/contact information. Animated GIFs should have two seconds between frames, maximum six frames. All ads must open a new browser window upon click.

### REQUEST COMPLETE ONLINE AD SPECIFICATIONS & REQUIREMENTS

To ensure that your banner functions properly, please request our complete online specifications guide from your sales rep **before** creating your banner. It contains detailed specifications, recommendations and coding (ClickTAG) requirements for Flash. Or, you can download it at: <http://www.abfjournal.com/advertising/web-specifications.pdf>.

### CONTACT DENISE FINEGAN FOR ALL ONLINE ADVERTISING DETAILS

**PHONE:** 800.708.9373 x120 **E-MAIL:** [denise@abfjournal.com](mailto:denise@abfjournal.com)

# Online Services Directory & Text Ads

Showcase your company to decision makers with *abfjournal's* premium directory listings and text sponsorship ads.

## *abfjournal* ONLINE SERVICES DIRECTORY

Newly revamped in 2010, *abfjournal's* Online Services Directory provides advertisers with the opportunity to feature their unique expertise to deliver solutions. Your listing allows for a company logo, hotlink to your website, complete profile, multiple contact information and flexibility to make real-time text or copy changes.

### Homepage Featured Partner

Being a Homepage Featured Partner provides additional visibility because of your logo's positioning on the *abfjournal* homepage — in close proximity to popular content. The benefit is incremental visitor traffic driven directly to your directory listing page.

### Added-Value Feature

Services directory advertisers get the benefit of a complementary index listing in *ABF Journal* print and digital publications over the duration of their contract — includes company name and website URL (hotlinked in digital edition).

ONLINE LISTING TYPE	CONTRACT COST
	DURATION/1 YEAR
Standard Online Directory Listing	\$950
Homepage Featured Partner Listing	295

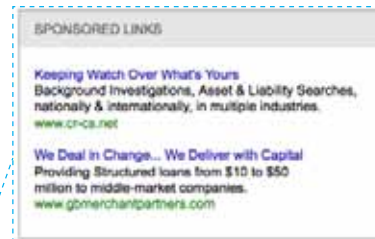
All advertising rates are subject to change.

## *abfjournal* TEXT SPONSORSHIP ADS

Text sponsorship ads provide a quick, easy Web advertising solution without any design/production, while delivering informative text-based advertising for your organization. Text sponsorship ads rotate throughout the entire *abfjournal* website and provide the very best in Search Engine Optimization technology.

AD TYPE	CONTRACT COST (DURATION)	
	1 YEAR	6 MONTHS
Text Sponsorship Ad	\$1,450	\$895

All Web advertising rates are subject to change without notice.



EXPANDED VIEW TEXT SPONSORSHIP AD



## TEXT SPONSORSHIP AD REQUIREMENTS

Text sponsorship ad space is limited. Please supply text as follows:

- Line 1: Bold Headline/Call to Action Line** — Single line only, cannot exceed 50 characters including spaces and punctuation.
- Lines 2/3: Body Copy/Description** — Two lines only, limit text to 120 characters including spaces and punctuation.
- Line 4: URL (live hotlink)** — Active URL only, other text will not be considered. URL cannot exceed 50 characters.

CONTACT DENISE FINEGAN FOR ALL ONLINE ADVERTISING DETAILS

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