

# More Media Platforms, More Audience Engagement

## Print Advertising

Published eight times in 2012, *ABF Journal* leads the industry with 6,500 subscribers and an audience reach of more than 18,000 readers — 81% hold the title of VP and above; reader composition includes 1,500+ referral sources.

### STANDARD BLACK & WHITE DISPLAY AD RATES

AD SIZE	INSERTION FREQUENCY (COST PER INSERTION)							
	1X	2X	3X	4X	5X	6X	7X	8X
Full Page	\$2,945	\$2,655	\$2,535	\$2,445	\$2,360	\$2,270	\$2,200	\$2,135
Half Page Island	2,100	1,890	1,810	1,745	1,680	1,615	1,570	1,525
Half Page	1,695	1,525	1,460	1,410	1,355	1,305	1,265	1,225
Third Page	1,375	1,250	1,190	1,155	1,115	1,075	1,035	995
Quarter Page	965	870	850	825	800	775	750	725
Sixth Page	775	695	665	645	625	605	585	565
Two-Page Spread	5,595	5,045	4,815	4,645	4,485	4,315	4,180	4,055

All advertising rates are subject to change.

### COVER & PREMIUM GUARANTEED POSITION AD RATES

FULL PAGE ADS	INSERTION FREQUENCY (COST PER INSERTION)							
	1X	2X	3X	4X	5X	6X	7X	8X
Back Cover	\$3,940	\$3,795	\$3,650	\$3,520	\$3,390	\$3,265	\$3,155	\$3,040
Inside Front Cover	3,565	3,425	3,290	3,175	3,060	2,945	2,830	2,710
Inside Back Cover	3,420	3,290	3,165	3,055	2,945	2,830	2,720	2,610
Pages 1, 2, 5 & 7	Position guaranteed at an additional 10% charge over standard full page rates							

All advertising rates are subject to change.

### CUSTOM OPTIONS

Special requests can be accommodated. Please contact Denise Finegan for details.

### AGENCY COMMISSIONS

Commissions are available to independent agencies for print advertising only. All ads must be submitted to specifications below to qualify.

### MULTIMEDIA PACKAGE DISCOUNTS\*

To encourage advertisers to use the multimedia platforms of *ABF Journal*, print display advertisers contracting for **two or more print insertions** qualify for the following online advertising discounts: purchase one online offering and receive a discount of **10% off** the cost; purchase two and receive a **20% discount** off the cost of both.

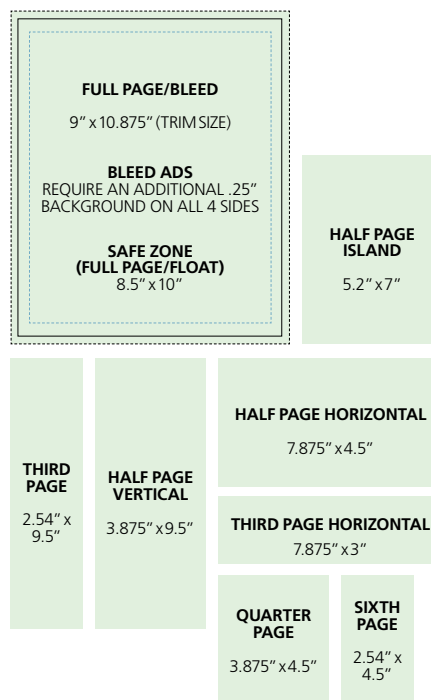
\* Discount offer excludes daily or weekly e-news advertising.

### COLOR/BLEED CHARGES

AD SIZE	COST PER INSERTION <sup>^</sup>	
	FULL COLOR	SINGLE COLOR
Full Page	\$1,095	\$575
Half Page & Island	875	450
Third & Quarter Page	570	290
Sixth Page	325	175
Bleed (Available on Full Pgs Only)	200	

<sup>^</sup>Color and bleed charges are per insertion. Single color charges are per color, all colors will run as CMYK (must be converted prior to submission), no spot/PMS colors are accepted.

### MAGAZINE DISPLAY AD SIZES



### PRINT AD GUIDELINES & SPECIFICATIONS

**We accept press-ready PDF files only.** Please consult our complete print specifications guide before creating your ad.

This guide contains all of the necessary PDF specifications, ad sizes and guidelines, as well as submission and/or FTP instructions that you will need to ensure your ad is accepted upon delivery. You can request this from your sales rep or, download it at: <http://www.abfjournal.com/advertising/print-specifications.pdf>.

### CONTACT DENISE FINEGAN FOR DISPLAY ADVERTISING DETAILS

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