

WEBSITE BANNER ADS & TEXT SPONSORSHIP

abfjournal.com's **NEW** banner and text sponsorship ads provide advertisers with the most effective and quantifiable advertising results available!

SPONSORSHIP BANNERS

Banners are available in **THREE NEW STYLES AND SIZES** and rotate throughout the entire website **AND** on all *abfjournal.com* Daily E-news Update linked story pages! **EXPOSURE! EXPOSURE! EXPOSURE!** Plus, all banners can now utilize effective and exciting Flash animations!

NEW! **LEADERBOARD**

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

NEW! **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.

NEW! **BOX MEDIUM RECTANGLE**

New box banner ads are prominently displayed throughout the site and oversized to provide more room than ever to effectively showcase your company's message!

As an **ADDED VALUE**, banner advertisers' company logos appear in the *abfjournal.com* sponsor index in each issue of *ABF Journal* for the duration of their contract.

BANNER TYPE	COST/CONTRACT DURATION			DIMENSIONS [^]
	1 YEAR	6 MONTHS	3 MONTHS	
Leaderboard	\$9,500	\$5,500	\$3,285	728 x 90
Skyscraper Half Page	3,100	1,950	NA	300 x 600
Box Medium Rectangle	2,150	1,350	NA	300 x 250

[^] Dimensions are in pixels, width by height. All Web advertising rates are subject to change.

BASIC BANNER REQUIREMENTS

Maximum Size: 40K GIF/JPG; 50K Flash

Accepted File Formats: GIF, JPG, SWF (Flash)

Maximum Animation Length: 30 Seconds (includes multiple loops)

All ads must open a new browser window upon click

Supplied "Alt Text" is not to exceed 100 characters

For more detailed specifications and recommendations, as well as all Flash requirements, please call 800.708.9373 x120.

WEBSITE ADVERTISING DISCOUNT PACKAGE

Advertisers purchasing a skyscraper half page or box medium rectangle banner **AND** an online directory contract will receive a **15% DISCOUNT** off the combined cost when purchasing both products.

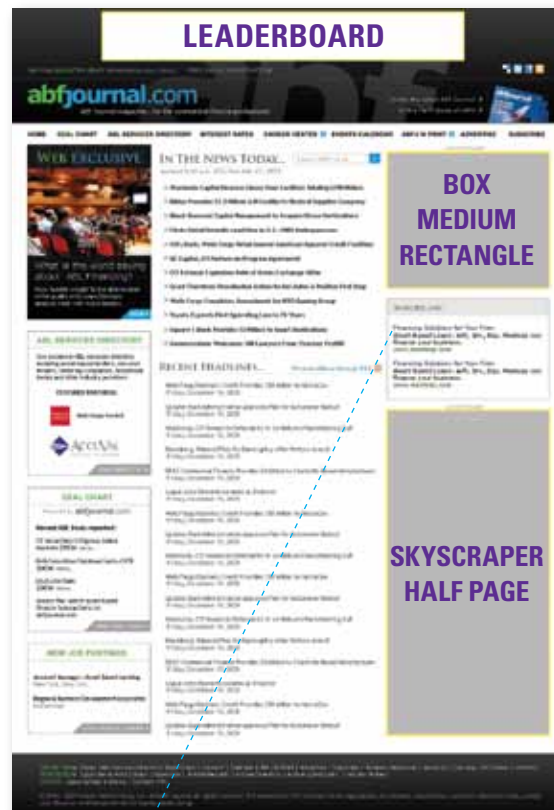
NEW! **TEXT SPONSORSHIP ADS**

Text Sponsorship Ads provide a **QUICK, EASY WEB ADVERTISING SOLUTION** without any design/production, while delivering informative text-based advertising for your organization. Text ads provide the very best in Search Engine Optimization technology! Text sponsorship ads will rotate throughout the entire *abfjournal.com* website.

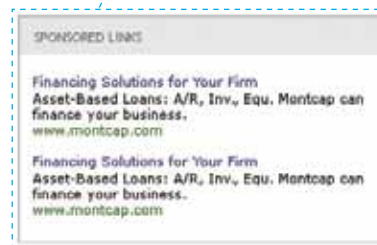
As an **ADDED VALUE**, text sponsorship advertisers' company logos appear in the *abfjournal.com* sponsor index in each issue of *ABF Journal* for the duration of their contract.

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

All Web advertising rates are subject to change.



EXPANDED VIEW TEXT AD



BASIC TEXT 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, please limit text to 120 characters including spaces and punctuation. We will work with advertisers to edit text that is too long when submitted.
- Line 4: URL (live hotlink)** — Line 4 is designed to contain an active URL only, other text will not be considered, URL cannot exceed 50 characters including punctuation.

For more specifications and recommendations, please call 800.708.9373 x120.

Contact Denise Finegan for Web advertising details!

PHONE: 800.708.9373 x120 **E-MAIL:** denise@abfjournal.com

ONLINE DIRECTORY & E-NEWS ADVERTISING

Showcase your company to thousands of decision makers every week with *abfjournal.com's* **NEW** premium directory listing and daily e-news broadcasts!

ABL SERVICES DIRECTORY

This online directory showcases service/product providers, lenders and consultants in a real-time format including your company logo, a complete company profile, space for multiple contact information and a hotlink directly to any page on your company's website.

NEW! PREMIUM FEATURED LISTINGS

Maximize your exposure with your company logo on the abfjournal.com homepage and all Daily E-News Update linked story pages! The exclusive product includes a one-year Standard ABL Services Directory Listing.

As an **ADDED VALUE**, all online directory advertisers' company name and website URL will appear in the abfjournal.com online directory index in each issue of ABF Journal for the duration of their contract.

LISTING TYPE	COST/CONTRACT DURATION
	1 YEAR
Premium Featured Listing	\$1,250
Standard Listing	950

All advertising rates are subject to change.



STANDARD LISTING PROFILE PAGE

EXPANDED VIEW
PREMIUM FEATURED LISTING

DAILY E-NEWS UPDATE ADVERTISING

abfjournal.com's Daily E-News Update is broadcast via e-mail to 6,000 registered subscribers every weekday, and includes your company logo, message and a direct hotlink to your website.

DURATION	INSERTION FREQUENCY (CONTRACT COST)				
	1X	2X	3X	4X	5X
1 Year	\$3,780	\$6,995	\$10,200	\$12,100	\$14,170
6 Months	2,300	4,275	6,200	7,350	8,620



E-NEWS AD REQUIREMENTS ART

Company logo/image area is 200 x 120 pixels. Animation is NOT supported. If you cannot prepare a Web-ready image, send us a high-resolution EPS or TIF of your image and we will prepare it for you.

E-NEWS AD REQUIREMENTS TEXT

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 200 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.

MULTIMEDIA DISCOUNT PACKAGES

Maximize your company's exposure and reach more prospects by utilizing both print and Web advertising mediums.

ABF Journal display advertisers contracting for **two or more insertions** qualify for the following Web advertising discounts: purchase one Web product and receive a **10% DISCOUNT** off the cost of that product, or purchase two Web products and receive a **20% DISCOUNT** off the cost of both Web products.

All discount offers exclude leaderboard and e-news advertising.

Contact Denise Finegan for Online Directory and E-News advertising details!

PHONE: 800.708.9373 x120 E-MAIL: denise@abfjournal.com

BANNER SPECIFICATIONS, DESIGN REQUIREMENTS, BEHAVIOR & RECOMMENDATIONS

BASIC REQUIREMENTS

Maximum Size: 40K GIF/JPG; 50K Flash
Accepted File Formats: GIF, JPG, SWF (Flash)
Maximum Animation Length: 30 Seconds (includes multiple loops)
All ads must open a new browser window upon click
Supplied "Alt Text" is not to exceed 100 characters

BASIC DESIGN REQUIREMENTS (SEE BELOW FOR FLASH GUIDELINES):

Image resolution must be optimized at standard screen resolution, 72 PPI (pixels per inch)
All creative (color, white or transparent background) must be designed with a single pixel (1x1) solid color border around all four (4) sides to avoid unwanted color conflicts
JPG format banner creative must be "full bleed" with no transparency or background fill outside of the border, non-bleed creative must be submitted as GIF or Flash (SWF)
Animated GIFs should have at least two seconds between frames, maximum six frames

FLASH MEDIA GUIDELINES/INTEGRATION SPECIFICATIONS

Flash movie files saved in Flash version 9 or prior are supported.

Flash creative with audio/sound is not permitted.

When submitting Flash creative, all the following must be provided:

- Flash movie file .SWF and Flash .FLA file (Multi-Platform Compatible)
- All fonts used in piece. If fonts cannot be provided, all fonts used in the .FLA file must be converted to outlines.
- Please specify the version of Flash used to compile the final movie and platform (i.e., Flash CS3 MAC), as well as background color needed for the Flash creative (Default is #FFFFFF).
- All final creative must be designed with a solid background color to avoid unwanted color conflicts with the displaying page.
- The wmode value in the HTML code must be set to "opaque."

Flash ActionScript/Code for tracking will be provided for embedding or, *abfjournal.com* staff will complete the routine as needed (at no cost) and re-compile, as required. Both ActionScript 2.0 and 3.0 are supported.

LEAD TIME/SCHEDULE TO LAUNCH

Delivered Web-Ready GIFs/JPGs: Three (3) business days
Delivered Web-Ready Flash & Rich Media: Five (5) business days
Design Assisted Files: Seven (7) business days

TEXT SPONSORSHIP AD GUIDELINES & RECOMMENDATIONS

BASIC GUIDELINES/REQUIREMENTS

All promotional text sponsorship ads should adhere to the guidelines that follow. We have also included some recommendations and things to consider when creating your copy. Keep in mind that the *abfjournal.com* staff is available to assist your organization in finalizing the copy for your text ad in order to optimize you deliverable results and maximize the ROI for your campaign. All campaigns will be reviewed by *abfjournal.com* prior to launch.

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, please limit text to 120 characters including spaces and punctuation. We will work with advertisers to edit text that is too long when submitted.
- Line 4:** **URL (live hotlink)** — Line 4 is designed to contain an active URL only, other text will not be considered, URL cannot exceed 50 characters including spaces and punctuation

BANNER AD EFFECTIVENESS (RECOMMENDATIONS)

The goal for the Call-to-Action line is for your audience to quickly see objective, descriptive keywords/phrases that are relevant to the end-user's line of business. The copy should be written from the end-user's point of view. This line is not organizational branding (which can be placed in the description). The organization's name in the text

THIRD-PARTY AD SERVING

Banner ad serving support for 3rd-party code is supported. Please note, 3rd-party code that uses the IFRAME cannot be served without removing the IFRAME portion.

JAVASCRIPT: Any code that sets or reads 3rd-party cookies, or has any reference to cookies, must be 3rd-party served. NOSCRIPT calls are not required. JavaScript creative must be able to support all JavaScript versions 1.2 and higher.

JAVA: Java Applets are not directly supported by *abfjournal.com*. If you wish to deliver Java-based media, please contact *abfjournal.com*. We recommend delivering banners via rich media solutions like Flash, then delivering your Java solution on the resulting page on your website (linked from the banner delivered through *abfjournal.com*).

BANNER AD EFFECTIVENESS (RECOMMENDATIONS)

You only have a few seconds to catch the attention of your audience with your banner. Everything about your banner ad creative should be designed to capture the viewers' attention easily and quickly without a "full read" required. Although not required, we recommend the following to increase the effectiveness of your banner ads:

- Use a small number of easy-to-read words. You can make the text easier to read by providing: a) large letters, b) few words (maximum of about 10 words)
- Keep any animation to quick attention-getting movements. Get to your message quickly and deliver your call to action.
- For legibility, create good contrast between the text and the background color.
- Utilize the following types of words/copy in your banner:
 - **CLICK HERE:** Or similar copy to let the user know that it's a clickable banner ad.
 - **MAIN SERVICES:** Add a few words which describe your services or hit the mark on your target audience — that way users will be more inclined to click on the ad.
 - **ORGANIZATION'S NAME & LOGO:** One of the main goals of a banner ad is for branding your organization. You would want to "brand" your organization's name and main services into the end user's mind. This is a different function than clicking thru to your site. Consequently, you may wish to add your organization's name and logo into the banner even if not a dominant visual element.
 - **SHORT, PITHY ACTION-ORIENTED STATEMENTS:** If you write a full sentence in your ad banner, then users will be forced to read the entire sentence to understand the meaning. This takes longer than desired given the way people use the Web. Instead, create short statements that will hopefully capture their attention.
 - **ATTENTION GRABBER:** Pose a short attention getting question, but try to keep it objective. People respond to questions versus "answers," especially if they are interested in what the answer may be (be sure to include answer on landing page).

advertisement should be consistent with the name that appears on the page the viewer is redirected to upon clicking the ad.

Descriptions should include coverage of your products and services or describe what differentiates your offerings from your competitors. The description may also quickly expand on key points of focus in the industry as well as tie into branding, geographic coverage, etc., if applicable.

We recommend keeping the URL as short as possible (using a redirection link, if needed) to assist with the branding of your product or service. Consider using a sub-domain like "finance.domain.com" so end-users can make a visual note of the domain, thus having the URL reinforce your brand over time. When an end-user lands on the URL supplied, we recommend that your Call-to-Action be answered right on that page. It is best to avoid having the end-user click again to access or request information.

Text can contain comparative and/or factual statements (voted best ..., "50 year of services," "closed 1,300 deals in last 5 years") if they are clearly substantiated (i.e., source, date, and methods) on your website. You may also include superlative expressions ("first-class customer service," "premier funding source").

Text formatting cannot contain excessive capitalization (multiple words), bolding or excessive exclamation points.

All text must adhere to *abfjournal.com* advertising guidelines for appropriateness and will be reviewed by *abfjournal.com* staff as such. Any claims made in ads must be supported by reliable data and no other organization should be mentioned negatively or compared in negative manner.