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a mark...

BUILD
your image ...

GET
results.

abfjournal
abfjournal.com

PRINT & ONLINE MEDIA PLANNER

2010

abfjournal

abfjournal.com

New, More Powerful Advertising Tools ... in Print and Online!

Welcome to the new *ABF Journal* and *abfjournal.com*! In 2010, *ABF Journal* introduces its loyal readers and advertisers to a newly sized magazine with more print advertising options than ever! PLUS, we've matched our new look in print with a new and interactive website with even more cutting-edge content and greatly enhanced advertising products! It's a new look all around for *ABF Journal* and *abfjournal.com* as we strive to maintain our position as the premier source of information to the asset-based lending, factoring, commercial finance and turnaround management industries!

ABF JOURNAL — **Resized with more print advertising options than ever!**

Published since 2002, with 7,000 subscribers, *ABF Journal* is the most widely read and distributed independent trade publication exclusively focused on specific segments of the commercial finance industry. *ABF Journal's* comprehensive coverage of industry-relevant topics, issues and news is the reason it is recognized by advertisers as the premier choice for reaching more targeted prospects and customers than any other publication.

Over 90% of *ABF Journal* readers influence purchasing and outsourcing decisions within their organizations.

Each issue of *ABF Journal* features six exclusive departments:

- **UPFRONT:** Current industry news, events and real-time industry data
- **PROFILE OF SUCCESS:** Profiles of industry executives and companies
- **TURNAROUND CORNER:** News and information about the turnaround community with articles penned by corporate renewal professionals
- **FACTORING FOCUS:** Headlines and data focused on the factoring sector with articles written by factors
- **BANKRUPTCY UPDATE:** News from the bankruptcy world and articles authored by bankruptcy professionals
- **LEGAL EYES:** Legal sector news and articles on legal aspects of commercial finance penned by top legal talent

In 2010, *ABF Journal* will again present two specially focused issues within its 8-issue calendar!

- **APRIL'S ANNUAL FACTORING ISSUE:** Each spring, *ABF Journal* presents an edition focused on the issues and challenges faced in the factoring industry featuring articles authored by factors, lenders and turnaround management professionals.
BONUS DISTRIBUTION: International Factoring Association's Annual Conference (April 2010).
- **OCTOBER'S ANNUAL CONFERENCE ISSUE:** This fall edition is one of the most widely read and distributed issues of the year. This issue is packed with articles, charts and an in-depth industry status report as experienced by leading asset-based lenders, factors and turnaround management professionals.
BONUS DISTRIBUTION: Commercial Finance Association's Annual Convention (October 2010).

ABFJOURNAL.COM — **Redesigned and relaunched featuring powerful new advertising options!**

ABF Journal is proud to unveil its newly redesigned website. This fresh new site will feature more "must have" real-time industry-related content and information than ever — the daily information our visitors need to remain abreast of the happenings and news in the asset-based lending, factoring, commercial finance and turnaround management industries.

More than 18,000 commercial finance professionals visit *abfjournal.com* each month!

ABFJOURNAL.COM'S ALL NEW WEB ADVERTISING PRODUCTS:

- Leaderboard Banners
- Skyscraper Half Page Banners
- Box Medium Rectangle Banners
- Text Sponsorship Ad
- ABL Services Directory Featured Listings



These advertising products rotate throughout the entire *abfjournal.com* site AND are also featured on *abfjournal.com's* *Daily E-news Update* story pages via links from our daily broadcast to 6,000 commercial finance professionals.

ABFJOURNAL.COM'S DAILY E-NEWS UPDATE

Broadcast to 6,000 commercial finance professionals every day, *abfjournal.com's* *Daily E-news Update* is the only independently published daily e-news broadcast serving the asset-based lending, factoring, commercial finance and turnaround management industries. This free broadcast is e-mailed daily to subscribers, and provides the most comprehensive and current news unfolding in these industries.

E-NEWS SPONSORSHIP ADVERTISING IS THE ONLY WAY TO ENSURE YOUR COMPANY LOGO AND MESSAGE WILL BE E-MAILED TO 6,000 INDUSTRY PROFESSIONALS ... EVERY DAY!

60% of *ABF Journal* readers have contacted an advertiser after reading an ad in *ABF Journal*.

DEMOGRAPHICS

Print, Online & E-News Broadcast – three unparalleled connections to the decision makers advertisers need to reach!

ABF JOURNAL

PRINT CIRCULATION: 7,000

FREQUENCY: 8 issues annually

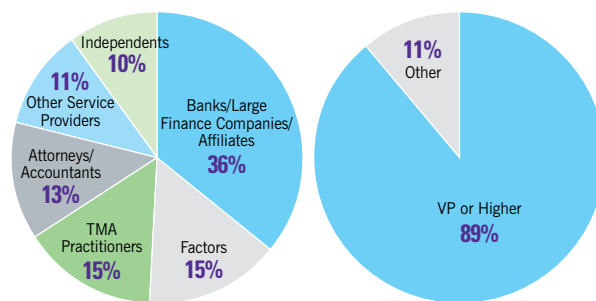
ABF Journal is published 8 times annually, and is the print publication of choice attracting more advertisers than any other publication in the asset-based lending, factoring, commercial finance and turnaround management industries. ABF Journal's 7,000 subscribers are comprised of a diverse community of asset-based lenders, factors, commercial finance professionals, turnaround managers, legal and accounting firms, service providers and other finance professionals in the vast commercial finance industry.

A recent survey* of ABF Journal readers revealed the following:

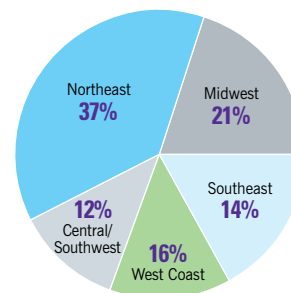
- 89% of ABF Journal readers hold **VICE PRESIDENT OR HIGHER** positions.
- 91% of ABF Journal readers **INFLUENCE PURCHASING & OUTSOURCING DECISIONS** within their organizations.
- 81% of ABF Journal readers have **DISCUSSED, REFERRED OR INQUIRED** about a company after reading an ad in ABF Journal.
- 60% of ABF Journal readers have actually **CONTACTED AN ADVERTISER** after reading an ad in ABF Journal.
- 90% of readers polled rank their **OVERALL SATISFACTION** with ABF Journal as **"HIGH."**

*ABF Journal reader survey conducted July 2009.

READERSHIP COMPOSITION



CIRCULATION CONCENTRATIONS BY REGION



INDUSTRY-WIDE BONUS DISTRIBUTION

Each year, ABF Journal issues are distributed at more than 20 industry conferences and seminars across the country, expanding advertisers' reach even further!

CONTACT DENISE FINEGAN AT 800.708.9373 X120 FOR THE MOST CURRENT DISTRIBUTION INFORMATION ON EACH ISSUE.

ABFJOURNAL.COM

REDESIGNED FEATURING NEW, MORE POWERFUL ADVERTISING OPTIONS!

abfjournal.com consistently reaches the widest audience of professionals in the commercial finance community each month. A recent WebTrends® analysis demonstrated average **MONTHLY** traffic to abfjournal.com as 18,000 unique visitors generating over 63,000 visits and 107,000 page views.

ABFJOURNAL.COM'S DAILY E-NEWS UPDATE

abfjournal's E-News Update is the only **DAILY** e-news broadcast delivered via e-mail to 6,000 registered subscribers every day. A unique advertising product, Daily E-News Update sponsorships provide advertisers the consistent ability to reach subscribing commercial finance professionals every business day with a company message, logo and hotlink to their company's website.

REACH THE EQUIPMENT LEASING & FINANCE INDUSTRY!

CROSS-SELLING OPPORTUNITIES — Discounts are available for advertisers looking to reach prospects in the equipment leasing and finance industry with our trade publication affiliate, the *Monitor* and its companion website, *monitordaily.com*

ABF Journal Readers and abfjournal.com Visitors Are Seeking Information About...

- ASSET-BASED & SPECIALTY LENDERS
- FACTORS
- TURNAROUND & BANKRUPTCY PROFESSIONALS
- FIELD EXAMINATION/AUDIT SERVICES
- COMMERCIAL COLLECTION SERVICES
- LIQUIDATION/RECOVERY SERVICES
- CREDIT/INSURANCE PRODUCTS
- REAL ESTATE LENDERS
- INVESTIGATIONS SPECIALISTS
- WORKOUT SPECIALISTS
- SOFTWARE SOLUTIONS PROVIDERS
- CONSULTANTS
- APPRAISALS/VALUATIONS SERVICES
- SEARCH/FILING/DOCUMENTATION PRODUCTS

PRINT ADVERTISING

ABF Journal is published eight times annually and reaches 7,000 subscribers in the asset-based lending, factoring, commercial finance and turnaround management industries.

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

COLOR/BLEED CHARGES

AD SIZE	COST PER INSERTION [^]	
	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	

[^] 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.

FULL PAGE COVER & PREMIUM GUARANTEED POSITION AD RATES

AD SIZE	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.

BELLY BANDS/INSERTS/GATEFOLDS

Special requests can be accommodated. Please contact your advertising representative for details and a quote.

AGENCY COMMISSIONS

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

MULTIMEDIA DISCOUNT PACKAGES

ABF Journal display advertisers contracting for two or more insertions qualify for the following Web 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. Offer excludes leaderboard banner and e-news advertising.

AD SPECIFICATIONS/SUBMISSION INSTRUCTIONS

ACCEPTABLE FILE FORMAT: PDF/X-1A ONLY

We only accept PDF files created to PDF/X-1a settings with all fonts and images embedded. We do not accept native or EPS files, original art and/or fonts. We are not responsible for ad reproduction if PDF specifications are not met.

PREPARING ADS: ORIGATION, SETTINGS, COLOR & RESOLUTION

Ads can be originated in any program that will support the creation of Adobe Portable Document Format (PDF) files. Original program files are NOT acceptable. Any traps, overprints or reverses should be done in native file prior to exporting PDF with PDF/X-1a settings. Document size should be the specified ad size with no additional border/white space. PLEASE DO NOT INCLUDE CROP OR REGISTRATION MARKS.

Color images MUST be saved in CMYK. B&W images may be saved as grayscale. Spot, Pantone® (PMS) and RGB are not acceptable. We cannot be held responsible for inaccurate color conversion on ads submitted incorrectly.

Embedded image resolution should be at least 240 dpi at 100% (the size it is used in the ad). Internet images (.JPG/.GIF) are 72 dpi and will not print well.

Full page bleed ads should be created to the trim size of the publication plus bleed. For bleed, background should extend at least 1/4" (18 pts) on all four sides of the ad.

COLOR PROOFS/ DIGITAL REPRODUCTION

Every color ad MUST be accompanied by a contract proof (match print), sized at 100% and appearing exactly as the advertiser expects. Some ad elements may appear to print correctly on ink-jet or laser printers but will not print correctly on press. ABF Journal is not liable for the final color output if no contract proof is supplied.

AD SUBMISSION INSTRUCTIONS/ASSISTANCE

E-mail files to denise@abfjournal.com, or if your file is larger than 10MB, please upload it to our FTP dropbox at <http://dropbox.yousendit.com/XMG-AD-DROP>

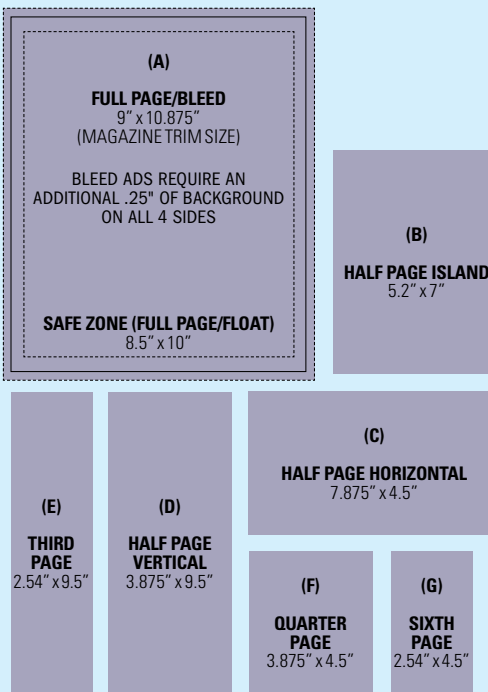
Send color proofs to: Advertising Department, 409 E Lancaster Ave, Wayne, PA 19087-4202

If you have questions regarding ad sizes specifications, please contact our production department at 800.708.9373 x129.

MAGAZINE DISPLAY AD SIZES

All ad sizes are shown as width x length.

- Full Page (A) 9" x 10.875" Trim Size
- Half Page Island (B) 5.2" x 7"
- Half Page Horizontal (C) . . 7.875" x 4.5"
- Half Page Vertical (D) . . . 3.875" x 9.5"
- Third Page (E) 2.54" x 9.5"
- Quarter Page (F) 3.875" x 4.5"
- Sixth Page (G) 2.54" x 4.5"



Contact Denise Finegan for display advertising details!

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

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.

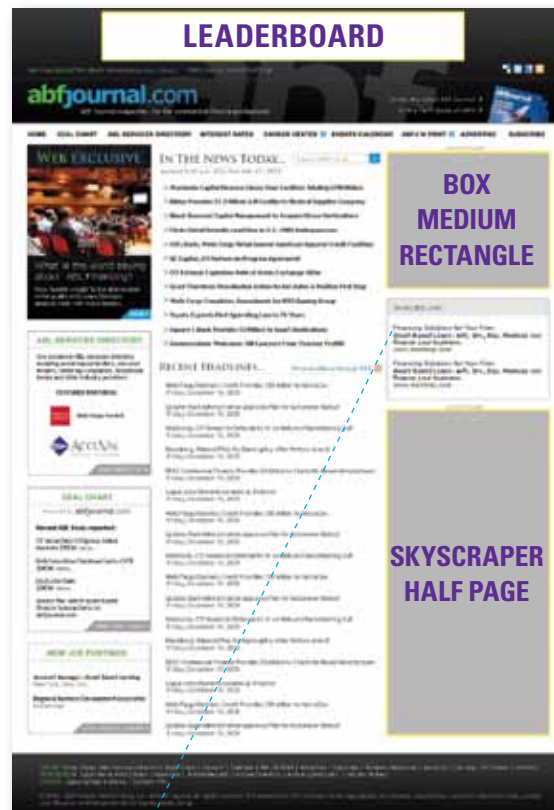
NEW! **TEXT SPONSORSHIP ADS**

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.

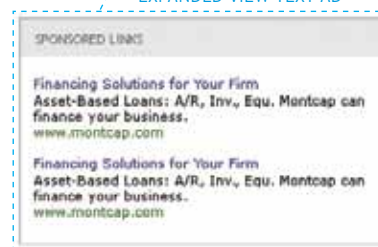
As an **ADDED VALUE**, text sponsorship advertisers' company logos appear in the *abfjournal.com* sponsor index in each issue of *ABF Journal* for the duration of their contract.

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

CLASSIFIED EMPLOYMENT ADVERTISING

Classified employment advertising with *ABF Journal* & *abfjournal.com* is the most cost-effective hiring solution in the ABL, factoring, commercial finance industries!

ABFJOURNAL.COM CLASSIFIED POSTINGS

Classified employment advertising on *abfjournal.com* provides employers national reach to an audience of thousands of asset-based lending, factoring, commercial finance and turnaround management professionals every day with real-time employment postings. This online service has proven to be the most cost-effective hiring tool used by leading ABLs, factors, turnaround managers and service providers, nationwide.

PREPAID MULTIPLE POSTING CONTRACTS

Contract and prepay for three (3) or more 60-day Web postings and take advantage of significant savings. Postings may be used any time within your 12-month contract period. See table below for prepaid contract rates.

WEB POSTING RATES	SINGLE POSTING	PREPAID MULTIPLE POSTING CONTRACT (COST PER POSTING)		
		3-5 POSTINGS	6-9 POSTINGS	10+ POSTINGS
60-Day Postings	\$375	\$300	\$275	\$250

All advertising rates are subject to change.

ONLINE FEATURED EMPLOYER PROGRAM

abfjournal.com's Featured Employer Program provides maximum visibility for all of your position postings. This program allows advertisers to post their company's logo with a direct hotlink to their current job postings on our highly visited classified homepage.

As an **ADDED VALUE**, featured employer program advertisers also get their company logo and hotlink included in *abfjournal.com*'s *Daily E-News Update* broadcast every weekday.

CONTRACT DURATION	FEATURED EMPLOYER PROGRAM RATES		
	2 MONTHS	6 MONTHS	1 YEAR
Featured Employer	\$325	\$610	\$975

All classified advertising rates are subject to change.

CLASSIFIED HOMEPAGE



EXPANDED VIEW OF FEATURED EMPLOYERS ON E-NEWS BROADCAST



ABF JOURNAL PRINT CLASSIFIEDS

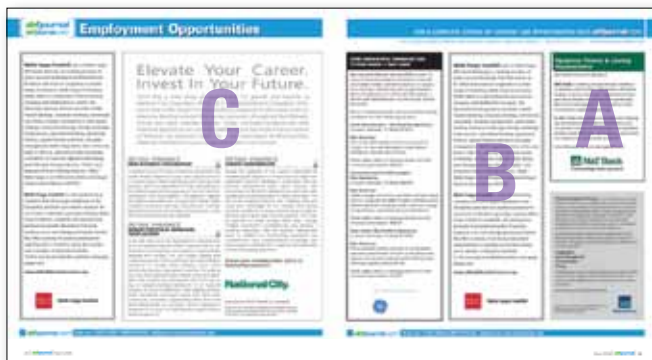
ABF Journal features the only industry-focused classified employment advertising pages in the asset-based lending and factoring industries. Reaching more than 7,000 subscribers with every issue, *ABF Journal* is one of the most recognized publications in the industry and the leading source of industry-related classified employment advertising.

PREPAID MULTIPLE INSERTION CONTRACTS

Contract and prepay for three (3) or more print classified ads within a 12-month period and take advantage of significant savings. See table below for prepaid contract rates.

PRINT AD RATES & SIZES	COST PER INSERTION		DIMENSIONS
	SINGLE INSERTION	PREPAID CONTRACT 3+ INSERTIONS	
Standard Ad (A)	\$445	\$360	2.54" x 3.875"
Premium Ad (B)	\$585	\$470	2.54" x 8"
Showcase Ad (C)	\$ 1,195	NA	5.2" x 8"

A color company logo is included in insertion price, any additional color in your classified ad is subject to a \$125 color charge. All advertising rates are subject to change.



SAMPLE PRINT CLASSIFIED PAGES/AD SIZES

CLASSIFIED MULTIMEDIA DISCOUNT PACKAGE

Maximize your exposure and reach more candidates by utilizing both print and Web advertising mediums.

PRINT & WEB PACKAGE — Utilize both Web and print advertising, and receive a **10% DISCOUNT** off your total classified advertising package. Discount does not apply to multiple posting contracts.

Contact Denise Finegan for classified employment advertising details or questions!

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

2010 EDITORIAL CALENDAR

Now in its eighth year, *ABF Journal* continues to deliver finance professionals the very best coverage of the commercial finance industry.

ISSUE	AD CLOSE (SPACE)	MATERIALS DUE	TOPIC/FOCUS
JAN/FEB	12/4	12/11	RISK MANAGEMENT Industry experts discuss effective risk management and fraud prevention strategies for asset-based lenders and factors
MARCH	1/22	1/29	BANKRUPTCY The latest in bankruptcy-related topics ranging from DIP loan structures to current bankruptcy trends affecting both ABLs & factors BONUS DISTRIBUTION: TMA Annual Spring Conference and ABI Annual Spring Meeting
APRIL	3/12	3/19	FACTORING An in-depth look at the factoring industry and other alternative forms of specialty financing BONUS DISTRIBUTION: IFA Annual Conference
MAY/JUN	4/30	5/7	ABL INDUSTRY ISSUE Our annual mid-year survey with expanded coverage of trends in the ABL market including an industry leadership roundtable discussion BONUS DISTRIBUTION: TMA Mid-Atlantic Regional Conference
JUL/AUG	6/18	6/25	PRODUCTS & SERVICES Provides the latest in innovative products and services specifically geared for asset-based lenders, factors and other specialty lenders
SEPTEMBER	7/30	8/6	TURNAROUND MANAGEMENT The world of corporate turnarounds and restructurings take center stage as we look at the important role turnaround managers play in the asset-based lending space BONUS DISTRIBUTION: TMA Annual Conference
OCTOBER	9/10	9/17	CONFERENCE ISSUE The latest, most significant industry trends and topics, the role of ABLs in the marketplace and a roundup of notable transactions and personnel announcements come together in this much anticipated issue BONUS DISTRIBUTION: CFA Annual Convention
NOV/DEC	10/22	10/29	THE WORLD OF COMMERCIAL FINANCE A broader look at commercial finance including commercial real estate, equipment finance and other niche lenders BONUS DISTRIBUTION: CFA Annual Convention and ABI Winter Leadership Conference

Bonus distribution is subject to change. Please contact your advertising representative for the most current distribution schedule.

IN EVERY ISSUE...

UP FRONT

Includes top industry headlines, editorials, notable transactions and other important industry and economic data

PROFILE OF SUCCESS

Profiles of industry executives and companies making headlines

TURNAROUND CORNER

News and information about the turnaround management sector with articles offering insight into the corporate renewal process by industry experts

FACTORING FOCUS

Content, news and data focusing on the factoring industry with topics ranging from risk management to innovative marketing concepts

BANKRUPTCY UPDATE

Updates, interviews and perspectives on current trends in commercial bankruptcies

LEGAL EYES

News and technical articles on legal issues impacting commercial finance transactions penned by some of the top legal talent and most respected firms in North America

FINAL CUT

This "parting glance" offers a visual representation of a recent industry-related news story

BONUS DISTRIBUTION

Each year, *ABF Journal* issues are distributed at more than 20 industry conferences and seminars across the country, expanding advertisers' reach even further!

CONTACT DENISE FINEGAN AT 800.708.9373 X120 FOR THE MOST CURRENT DISTRIBUTION INFORMATION ON EACH ISSUE.

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