

PRINT & DIGITAL MAGAZINE ADVERTISING

8K

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PRINT & DIGITAL

As a leader in the commercial finance publishing industry for 19 years, ABF Journal is published six times each year with deep industry insights.

Take advantage of our wide range of display advertising options including preferred positions, custom inserts, and special sections for fractional placements.

The print edition of ABF Journal is mailed to our 8,000 subscribers and distributed at the major industry conferences throughout the year.

Companies who advertise content in the print format get automatic placements in our stylish and modern digital edition as well to ensure maximum reach to your target audience.

Employing the latest in web and mobile responsive technology, ABF Journal's digital edition is loaded with special features including rich media opportunities designed to increase engagement and page impressions. The digital edition has recently been re-formatted in order to provide both a better experience for our readers and to provide advertisers with a multitude of options to reach your audience. The digital edition of ABF Journal is made available to all digital subscribers via ABF Journal's website and is also fully available on mobile platforms.

Bonus: All premium ad spots include visibility through sponsored social media posts.

STANDARD DISPLAY AD RATES

	INSERTION FREQUENCY (COST PER INSERTION)					
	1x	2x	3x	4x	5x	6x
Full Page	\$3,005	\$2,710	\$2,585	\$2,495	\$2,410	\$2,315
Half Page Island	2,140	1,930	1,845	1,780	1,715	1,650
Half Page	1,730	1,555	1,490	1,440	1,380	1,330
Third Page	1,405	1,275	1,215	1,180	1,140	1,100
Qtr Page	985	890	870	840	815	790

COVER & PREMIUM GUARANTEED POSITION AD RATES

	INSERTION FREQUENCY (COST PER INSERTION)					
	1x	2x	3x	4x	5x	6x
Back Cover	\$4,120	\$3,870	\$3,725	\$3,590	\$3,460	\$3,330
Inside Covers	3,640	3,495	3,355	3,240	3,120	3,005
Inside Covers	Position guaranteed at additional 10% charge over standard full page rates					

COLOR/BLEED CHARGES

	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	