



WEBSITE BANNER ADVERTISING

46K

MONTHLY IMPRESSIONS

The ABF Journal.com website publishes a wide variety of content including daily news, articles, editorials, opinion columns and other features. ABF Journal is the most reliable and influential commercial finance media brand available today and consistently gets 46,000 monthly page impressions. ABF Journal provides several different options for banner ad placement across all areas of the website, offering maximum visibility and audience engagement.

LEADERBOARD

Our most exclusive and visible ad! The leaderboard ad is positioned at the top of ABF Journal website and is in the direct line of sight of our audience.

SKYSCRAPER

The skyscraper is the largest banner ad zone, design to catch the attention of your targets by utilizing a large portion of prime web real estate.

TOP BOX

The top box banner runs along the right side of the page content, ensuring visibility as readers start at the top and scroll down.

BANNER TYPE & RATES

BANNER TYPE	CONTRACT COST (DURATION)		
	1 YEAR	6 MONTHS	3 MONTHS
Leaderboard	\$7,270	\$4,360	\$2,545
Skyscraper	5,785	3,670	2,200
Top Box Banner	2,410	1,580	950