

# PRINT + DIGITAL

**12K**  
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The print and digital edition of ABF Journal is sent to **12K** subscribers and also circulated at the major industry conferences throughout the year. ABF Journal is now published quarterly and includes the ABFJ25, an annual ranking of the most innovative commercial finance companies in the U.S. All print ads include a free digital ad to be placed within our digital interactive magazine. The ABF Journal digital edition has recently been re-formatted in order to provide both a better experience for readers and to provide advertisers with new ways to reach our audience.

## RATES

INSERTION FREQUENCY (COST PER INSERTION)				
Ad Size	1x	2x	3x	4x
Full Page	\$4,100	\$3,805	\$3,680	\$3,590
Half Page Island	3,015	2,805	2,720	2,655
Half Page	2,605	2,430	2,365	2,315
Third Page	1,975	1,845	1,785	1,750
Qtr Page	1,555	1,460	1,449	1,410
<b>Back Cover</b>				
Back Cover	\$4,325	\$4,065	\$3,915	\$3,775
<b>Inside Covers</b>				
Inside Covers	4,200	4,040	3,825	3,745

## SAMPLES

### PRINT

### PLUS, FREE DIGITAL MAGAZINE AD