



# SPECS: PRINT

## PRINT AD SPECS

**Full Page Float:** 8" x 10"

**Full Page Trim:** 8.75 x 10.875"

**Full Page Bleed:** 9.0" x 11.125"

**Half Page Island:** 5.2" x 7"

**Half Page Horizontal:** 7.875" x 4.5"

**Half Page Vertical:** 3.875" x 9.5"

**Third Page:** 2.54" x 9.5"

**Third Page Horizontal:** 7.875" x 3"

**Quarter Page:** 3.875" x 4.5"

Acceptable File Format: PDF Only DO NOT INCLUDE CROP OR REGISTRATION MARKS. We only accept PDF files created to PDF/X-1a or High Quality Print (CMYK) settings with all fonts 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.

Origination, Settings, Color and Resolutions Document size should be built to specified size with no additional border/white space. 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.

All 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 300dpi at 100%. We cannot be held responsible for image reproduction if original image is less than specified above.

Any traps, overprints or reverses should be done in native file prior to exporting to High-Quality PDF. Full page bleed ads should be created to the trim size of the publication PLUS ADDITIONAL .125" BLEED. For bleed, background should extend at least 1/8" (18pts) on all four sides of ad. DO NOT INCLUDE CROP OR REGISTRATION MARKS.

Color Proofs/Digital Reproduction: To ensure color matching, every color ad should be accompanied by a color proof, 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 a proof is not supplied.



# SPECS: EMAIL OFFERINGS

## E-NEWS

**Horizontal Banner:** 600px x 120px

**Vertical Banner:** 200px x 400px

Banners on the Daily E-News are vertical or horizontal.

Maximum size is 600 pixels wide by 120 pixels high for horizontal banners, 200 pixels wide by 400 pixels high for vertical banners

All banners have a maximum file size of 30K and should be in JPG or GIF format. Animation is NOT supported. Code-based ad servicing is not supported due to restrictions within most corporate email servers. Please supply the URL to where your banner should link. Third-party ad serving/tracking: Because most corporate email systems reject Javascript embedded in email, we cannot accept code-based ad serving.

## THOUGHT LEADERSHIP

**Company logo:** Max file size

**Headshot (if applicable):** Max file size

Approx. 5 word title, 20 word blurb + link to content

Accepted Formats: .JPG or .PNG

Company logo should be high res, 300 dpi, in CMYK or RGB color format.

We will place the provided content into our Thought Leadership format

## DEDICATED EMAIL

**Company Image:** 1200px x 420px

**Company Logo:** Max file size

**Company Message:** Up to 500 words + link

Accepted Formats: .JPG or .PNG

Company image should be high res 300dpi, in CMYK or RGB color format.

Company logo should be 72 or higher dpi, in CMYK or RGB color format.

You may provide up to 500 words of copy + a click through link to more information/content

We will place the provided content into our Dedicated Email format



# SPECS:

## DIRECTORIES + SOCIAL MEDIA + EMPLOYMENT + WEBSITE

### DIRECTORY ADS

Premium Ad listings are created by ABF Journal using information provided from an online form.

### SOCIAL MEDIA

**Shared Link:** Please provide a link to the content you'd like us to share on our social media pages

**Shared Post:** Please provide a link to the post you'd like us to repost, retweet and share on our social media pages

### EMPLOYMENT ADS

**Company logo:** Please send high quality, large file  
Will be displayed at 250px x 150px

Accepted Formats: .JPG, .PNG or vector format  
Company logo should be 72 dpi, in CMYK or RGB color format

### WEBSITE

**Leaderboard:** 728px x 90px  
**Skyscraper:** 300px x 600px  
**Top Box Banner:** 300px x 250px

Accepted Formats: GIF, JPG, HTML and HTML5  
Maximum Sizes: 40K for GIF/JPG; 200K for HTML and HTML5  
URL: Please supply a URL to where your banner should link  
Maximum Animation Length: 30 seconds or three complete loops  
HTML, HTML5 and Third-Party Server Tracking: HTML5 and third-party ad serving/tracking is supported only if complete HTML code is supplied. We support click tracking/cache busting for Doubleclick, Google Ad Sense, Mediaplex and Yahoo! Publisher Network platforms.



# SPECS: LIVESTREAM + PODCAST

## LIVESTREAM

**Slide show/script:** up to 3 slides (Google Slides or PDF) + 300 word script

**Poll questions:** up to 6 questions (Maximum 140 characters per question), single-choice or multiple-choice questions only

**Logo:** 250px width (File type: .jpg, .png or .tiff)

Our Platinum Sponsorship includes a panel seat, a brief slide show accompanied by a short script to be read by the moderator, the ability to poll the conference attendees (up to 5 times) as well as logo placement in all pre- and post-conference emails.

Our Gold Sponsorship allows your company to place a brief slide show accompanied by a short script to be read by the moderator as well as logo placement in all pre- and post-conference email communications.

Our Logo Sponsorship is an a la carte item that allows your company's logo to be placed on all pre- and post-conference emails.

This option has the ability to put your company in front of 12K+ industry professionals.

## PODCAST

**Logo:** minimum of 500x500px (file type: .jpeg, .png or vector)

**Video:** 0-30 seconds long, 1080p or higher resolution (file type: .mp4 or .mov)

**Banner:** 600x120px, still image/graphic (file type: .jpeg or .png)

**Participation:** Please contact for participation information

Sponsorship allows a sponsor to provide:

- 1) a 30-second promotional video in the podcast or,
- 2) company logo with a 30-second scripted voiceover

The sponsor will also get to place a promotional banner ad below the podcast video. This will be placed in emails and on the ABF Journal website.

- 3) Company logo in the "sponsors" section in podcast email blasts.