



PACKAGE OPTIONS

PACKAGE A

\$35,000

Our most valuable package, Package A, gets your company in front of our audience via all mediums and at the maximum frequency. This package was created to satisfy a year's worth of marketing needs, including a print ad in every issue, website and e-news banners, livestreams and podcast sponsorships & more!

Learn more on pg. 6

PACKAGE C

\$22,000

Although Package C was designed with our web-focused advertisers in mind, we've included some other options as well. This package includes a print ad in every issue, social media offerings, short-term website and e-news banners & more!

Learn more on pg. 8

PACKAGE E

\$10,000

Our base package, Package E, is a budget-friendly option for companies that want to take a balanced approach to reach our audience. This package includes print ads, website, e-news banners & more!

Learn more on pg. 10

PACKAGE B

\$27,000

This print-focused package is for companies looking to take a classic approach to marketing their brand. This package also includes livestream and podcast sponsorships, content placement on our social media & more!

Learn more on pg. 7

PACKAGE D

\$15,000

Our upgraded base package, Package D, is a budget-friendly option for companies that want to take a balanced approach to reach our audience. This package includes print ads, website, e-news banners & more!

Learn more on pg. 9



PACKAGE A

Package A is our top-tier option. This package is perfect for companies looking to bundle all of our print and digital offerings, at a discounted bulk rate. This package includes...

PRINT + DIGITAL

One full page ad in each print issue of ABF Journal

SOCIAL MEDIA

5 sponsored social media posts. You can provide us with a link or we'll repost something you've already shared
ABF Journal's social media includes Facebook, Twitter & LinkedIn

E-NEWS

Banner ad placement in daily e-news 5x/week for 1 year

WEBSITE

Banner ad in all three sizes rotating for 1 year

DIRECTORIES

One full year in online Lenders and Service Providers directory

CHOOSE 2 OPTIONS FROM BELOW

1. One Podcast sponsorship and participation
2. One Live sponsorship and participation
3. One Thought Leadership placement
4. One Dedicated Email blast

*Must be used in 2022

VALUE \$46,000
FINAL COST **\$35,000**



PACKAGE B

Package B is for advertisers looking for a print-focused bundle that still includes our print, email & social offerings. This package includes...

PRINT + DIGITAL

One full page ad in each print issue of ABF Journal

SOCIAL MEDIA

5 sponsored social media posts. You can provide us with a link or we'll repost something you've already shared
ABF Journal's social media includes Facebook, Twitter & LinkedIn

E-NEWS

One banner ad placement in daily e-news 3x/week for 1 year

DIRECTORIES

One full year in online Lenders and Service Providers directory

CHOOSE 1 OPTION FROM BELOW

1. One Podcast sponsorship and participation
2. One Live sponsorship and participation
3. Website Banner rotation for 12 months
4. One Thought Leadership placement
5. One Dedicated Email placement

*Must be used in 2022

VALUE \$35,000
FINAL COST **\$27,000**



PACKAGE C

Package C is for advertisers looking for a web-focused bundle that still includes our digital, email & social offerings. This package includes...

PRINT + DIGITAL

One half page ad in each print issue of ABF Journal

SOCIAL MEDIA

5 sponsored social media posts. You can provide us with a link or we'll repost something you've already shared
ABF Journal's social media includes Facebook, Twitter & LinkedIn

E-NEWS

One banner ad placement in daily e-news 2x/week for 1 year

DIRECTORIES

One full year in online Lenders and Service Providers directory

CHOOSE 1 OPTION FROM BELOW

1. One Podcast sponsorship and participation
2. One Live sponsorship and participation
3. One Thought Leadership placement
4. Website Banner rotation for 12 months
5. One Dedicated Email blast

*Must be used in 2022

VALUE \$25,000
FINAL COST **\$22,000**



PACKAGE D

Package D is for advertisers looking for a budget-friendly option that includes marketing via all of our channels. This package includes...

PRINT + DIGITAL

One quarter page ad in each print issue of ABF Journal

SOCIAL MEDIA

3 sponsored social media post. You can provide us with a link or we'll repost something you've already shared
ABF Journal's social media includes Facebook, Twitter & LinkedIn

E-NEWS

One banner ad placement in daily e-news 2x/week for 1 year

DIRECTORIES

One full year in online Lenders and Service Providers directory

PODCAST

One Podcast sponsorship and participation

*Must be used in 2022

VALUE \$20,000
FINAL COST **\$15,000**



PACKAGE E

Package E is for advertisers looking for a budget-friendly option that includes marketing via all of our channels. This package includes...

PRINT + DIGITAL

One quarter page ad in each print issue of ABF Journal

SOCIAL MEDIA

1 sponsored social media post. You can provide us with a link or we'll repost something you've already shared
ABF Journal's social media includes Facebook, Twitter & LinkedIn

E-NEWS

One banner ad placement in daily e-news 1x/week for 1 year

DIRECTORIES

One full year in online Lenders and Service Providers directory

PODCAST

One Podcast sponsorship and participation

*Must be used in 2022

VALUE \$13,000
FINAL COST **\$10,000**