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-Ia 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.

E-NEWS

Horizontal Banner: 600px x 120px
Banners on the Daily E-News are horizontal.
Banner size is 600 pixels wide by 120 pixels high for all banners. All art should have a maximum file size of 30K and should be in JPG, GIF or PNG format at 72 dpi. Please supply the URL to where your banner should link. Animation is NOT supported. Code-based ad servicing is not supported due to restrictions within most corporate email servers. Third-party ad serving/tracking. Because most corporate email systems reject Javascript embedded in email, we cannot accept code-based ad serving.

THOUGHT LEADERSHIP/ SPONSORED CONTENT

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 72 or higher dpi, in CMYK or RGB color format.
We will place the provided content into our Thought Leadership format

Thought leadership should provide content that displays you and your company's expertise and perspective on a certain topic while delivering educational information for readers. Thought leadership should not promote your company's specific products, services or other offerings. Simply put, the content should be about the topic, not your company.

Sponsored content is an avenue for you to directly get a desired message about your company out to the industry. It should highlight what specifically makes your company or what you are discussing unique in the industry. You can include details about your specific products, services and other offerings as well your accomplishments.

ABF Journal reserves the right to review submissions to determine which direction fits best.

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.

ONLINE 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: Must be 180x130 px at 72dpi
Will be displayed at 180x130 px

Accepted Formats: .JPG or .PNG
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: Must be smaller than 256 KB
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 + POLLING

LIVESTREAM

Slide show/script: up to 3 slides (PowerPoint format) + 50 word script
Poll questions: up to 3 questions (Maximum 140 characters per question), multiple choice and single 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 3 times), as well as logo placement in all pre- and post-conference emails.

PODCAST

Logo: minimum of 500x500px (file type: .JPEG, .PNG or vector)
Banner: 600x120px, still image/graphic (file type: .JPEG or .PNG)
Participation: Please contact for participation information

Sponsorship allows a sponsor to provide:
1) 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 Monitor website.
2) Company logo in the "sponsors" section in podcast email blasts.

POLLING

Question(s): Multiple choice question(s), up to 140 characters each
Answers: Multiple choice, up to four responses, up to 30 characters each

SPECS:
LINKEDIN POST
(BONUS FOR MAGAZINE FEATURED ADVERTISERS)

LINKEDIN POST SPECS

IF DESIGNED BY ABF JOURNAL

Headshot or Company Image: Minimum 1080px wide x 1080px high (file type: .jpeg or .png)
Company Logo: Max file size (file type: .jpeg or .png)
Company Message: Up to 20 words
All designs will include "congrats" message.

LINKEDIN POST SPECS

IF DESIGNED BY ADVERTISER

Full Social Media Card: 1600px wide x 900px high (file type: .jpeg or .png)
Headshot (NextGen, Women & Icons issues): 588px wide x 588px high
Company Image (Most Innovative issue): 678px wide x 900px high
Company Logo: No more than 288px high
Company Message: Up to 20 words
All designs must include "congrats" message.