abfjournal

2022

MEDIA KIT

PRINT | DIGITAL | WEB | E-NEWS | SOCIAL

ABOUT ABF JOURNAL

TRUSTED INDUSTRY SOURCE FOR THE SPECIALTY FINANCE PROFESSIONAL

abfjournal

ABF Journal has been serving the unique informational needs of the asset-based and specialty lending industries for 20 years.

ABF Journal is the leading independent source of industry news, articles and information for specialty finance professionals.

As the media brand for asset-based and specialty lending, ABF Journal delivers the most informative and relevant coverage of the industry every day. Whether in print, digital, social media, or live events, ABF Journal is committed to serving the asset-based and specialty lending community with need-to-know information and forward-looking insight. Our audience of commercial lending professionals is comprised of organizational executives and decision makers from the industry's top companies. ABF Journal continues to evolve to deliver diverse and in-depth content that meets its audience's informational needs. ABF Journal provides news, analysis, commentary and tools to guide industry professionals through the complex specialty finance industry and lead the way for executives navigating the ever-evolving market.

For Advertising opportunities, please contact:
Susie Angelucci, Director of Advertising Sales
Cell: 484.459.3016
Email: Susie.angelucci@abfjournal.com

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Ask About ABF Journal's Discount Advertising Packages!

The following pages of ABF Journal's 2022 media kit provide information about ABF Journal's several advertising platforms. All of the prices are "a la carte." **If your company is considering advertising on more than one platform, we now offer special discount packages!** So, as you're paging through the 2022 media kit, keep in mind the opportunity to "package" our offerings and take advantage of discounts.

Please contact Susie Angelucci, Director of Advertising, at 484.459.3016 or susie.angelucci@abfjournal.com to discuss your 2022 plans and the many package options available to you!

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AUDIENCE

13K
SUBSCRIBERS

ABF Journal's audience is comprised of specialty finance industry executives and organizational leaders. We reach C-Suite and executive level management readers in specialty finance. Our audience of decision-makers makes ABF Journal a powerful media outlet with total reach exceeding **13K** readers across a variety of platforms, including print, digital and social media. Readers use ABF Journal as a multi-faceted tool for industry decisions, insight, analyses, reports and daily news.

WHAT THEY DO...

28.4%

C-SUITE & OWNER/PRINCIPAL

28.4% of ABF Journal's audience are senior level executives. This group includes C-Suite, executive level and business owners.

25.1%

SENIOR MANAGEMENT

25.1% of ABF Journal subscribers hold a position in Senior Management. This group includes decision-makers across several organizational functions.

35.7%

VICE PRESIDENT & DIRECTOR

35.7% of ABF Journal subscribers hold the title of Vice President or Director at their organization.

SEGMENTS...

50%
LENDERS & FACTORS

25%
REFERRAL SOURCES

14%
SERVICE PROVIDERS

11%
OTHER SUBSCRIBERS

2022 EDITORIAL CALENDAR

QUARTER	PRINT FOCUS	FEATURES	BONUS DISTRIBUTION	PODCASTS + LIVESTREAMS
Q1 Space: 2/7 Material: 2/11	**DE&I AND TOP WOMEN IN SPECIALTY FINANCE**	• Features and interviews with DE&I experts • Profiles highlighting the Top Women in Specialty Finance • Tools for handling covenant violations	• 13th Annual Philadelphia Credit & Restructuring Summit • InterGrowth 2022 • 2022 Annual Factoring Conference	**Podcasts** Board Member Series, featuring interviews with ABF Journal editorial board members from across the specialty finance industry **Livestreams** Sustainability and asset-based lending The state of supply chain finance
Q2 Space: 5/23 Material: 5/27	**MOST INNOVATIVE COMPANIES IN SPECIALTY FINANCE**	• Third annual list of the Most Innovative Companies in Specialty Finance • Financing with non-traditional assets • Capital markets update		**Podcasts** Innovations in business development Bankruptcy updates **Livestreams** Closing deals in 2022 Risk management and fraud prevention
Q3 Space: 8/15 Material: 8/19	**INDUSTRY ICONS/ TURNAROUND MANAGEMENT DIRECTORY**	• Highlighting and profiling the 2022 Icons of Specialty Finance • Roundtable on portfolio management • Turnaround management directory	• TMA Annual Conference	**Podcasts** Exploring alternative lending and lender finance Private equity and leveraged finance **Livestreams** Trends in ABL technology Asset valuations in 2022
Q4 Space: 10/17 Material: 10/21	**DEALS OF THE YEAR**	• Deep dives on and rankings of the most interesting deals of 2021 • Exploring the year in specialty finance M&A • Technology roundtable		**Podcasts** Distressed lending Creative deal structuring/underwriting **Livestreams** Reviewing 2022 and predicting 2023 The state and future of retail lending

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, livesteams and podcast sponsorships & more!

Learn more on pg. 6

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 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 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 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 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

VALUE $46,000
FINAL COST $35,000

*Must be used in 2022

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

PRINT + DIGITAL

13K
SUBSCRIBERS

PRINT + DIGITAL + FLIPBOOK

The print and digital edition of ABF Journal is sent to **13K** subscribers and also circulated at the major industry conferences throughout the year. ABF Journal is now published quarterly and includes ABF Journal's annual list of the most innovative companies in specialty finance.

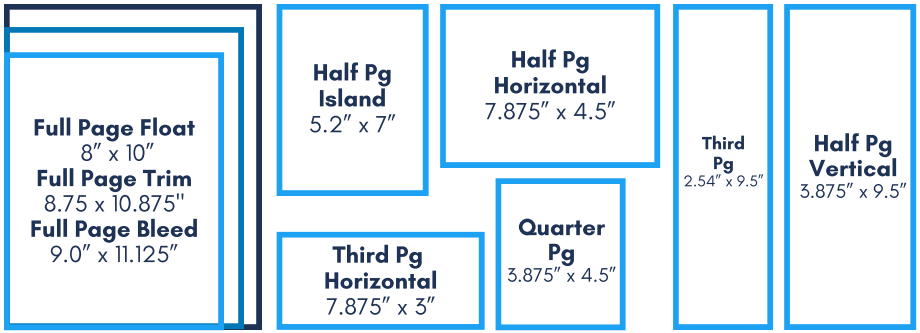
ABF Journal's digital edition is now provided in two formats — flipbook and interactive — to provide readers with viewing options and advertisers with multiple ways to reach our audience. All print ads will appear in the digital flipbook and include a free digital ad to be placed within our digital interactive magazine.

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
Back Cover	$4,325	$4,065	$3,915	$3,775
Inside Covers	4,200	4,040	3,825	3,745

SAMPLES

PRINT



*Ask About ABF Journal's Discount Advertising Packages!

See pg. 22 for all specs

LINKEDIN POST

(BONUS FOR MAGAZINE FEATURED ADVERTISERS)

LINKEDIN POST
A free-value add LinkedIn post is included as added reach for advertising company's in our Most Innovative, Women, NextGen & Icon Issues.

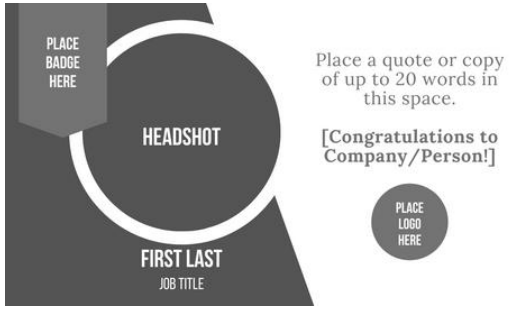
- LinkedIn post for NextGen, Women & Icons issues are people-focused and use the headshot, badge, quote/copy (optional)
- ABF Journal List for Most Innovative highlight your company and utilize the image or person from the company profile

All social media cards are designed by ABF Journal's media team. If you prefer, you may create your own, following the guidelines below:

Full Social Media Card: 1600px wide x 900px high
Headshot: 588px wide x 588px high
Company Logo: No more than 288px high
Company Message: Up to 20 words
All designs must include "congrats" message.

ABF JOURNAL NEXT GEN, WOMEN & ICONS ISSUES

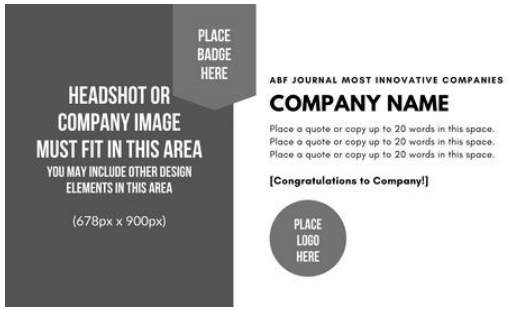
BLANK TEMPLATE



COMPLETED EXAMPLE

ABF JOURNAL MOST INNOVATIVE ISSUE

BLANK TEMPLATE



COMPLETED EXAMPLE

See pg. 26 for all specs

E-NEWS

13K
SUBSCRIBERS

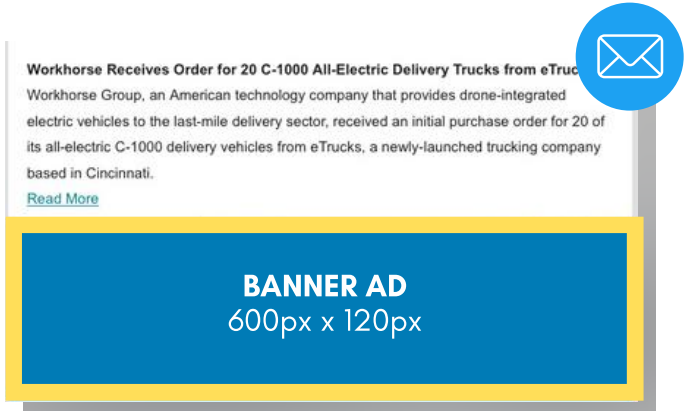
E-NEWS ADVERTISING

ABF Journal's daily E-news and Weekly Wrap-Up provide an unmatched audience reach for advertisers and sponsors. Reach more than **13K** e-news subscribers with banner ads placed directly in the daily and weekly newsletters in a variety of attention-catching spots and one ad size that allows ample space for you to design a message tailored to your audience.

RATES

FREQUENCY (TIMES PER WEEK)					
DURATION	1X	2X	3X	4X	5X
12 Months	$4,250	$7,850	$11,475	$13,600	$15,975
6 Months	2,750	5,125	7,450	8,825	10,325

SAMPLES



ALSO, CONSIDER THOUGHT LEADERSHIP/SPONSORED CONTENT

Demonstrate your expert commentary with our thought leadership opportunity! Showcase your expertise and start a dialogue to establish brand trust. Advertisers provide a logo, headshot and a link to a thought leadership video or article/blog and we share and promote it via our e-news, website & social media.

- Your content to be featured in the ABF Journal e-news for 30 days
- Your content on ABF Journal homepage for 30 days
- Your content posted on our social media platforms

RATE

DURATION	
1 Month	$2,495

*Ask About ABF Journal's Discount Advertising Packages!

See pg. 23 for all specs

WEBSITE

45K
MONTHLY IMPRESSIONS

BANNER ADVERTISING - BUNDLED THREE IN ONE!
The abfjournal.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 specialty finance media brand available today and consistently gets **45K** monthly page impressions. ABF Journal provides several different banner ad placements across all areas of the website for both desktop and mobile, offering maximum visibility and audience engagement for one rate.

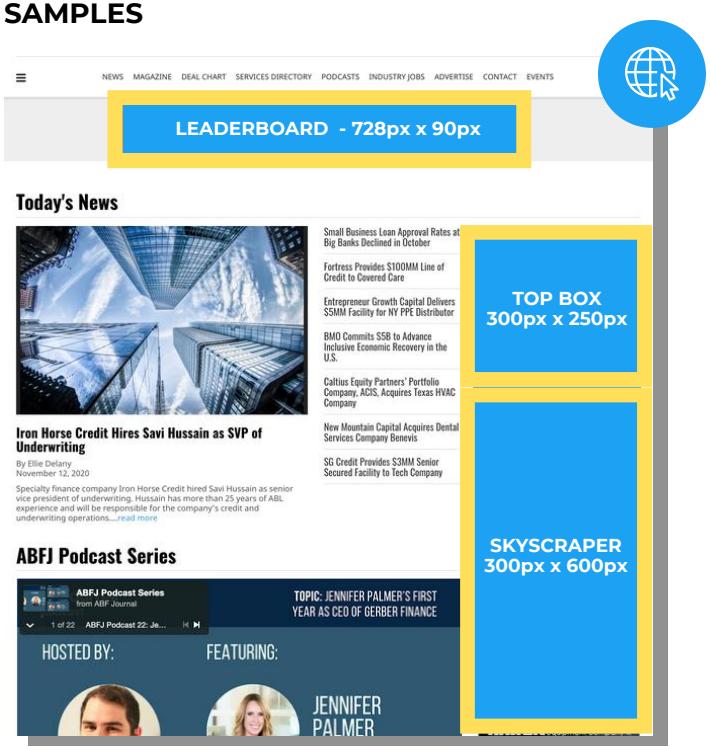
Leaderboard
Our most exclusive and visible ad, positioned at the top of the ABF Journal website.
Skyscraper
Our largest ad zone, designed to catch the attention of your targets.
Top Box
Running along the right side of the page, your ad will rotate between two spots instead of one.

RATES

CONTRACT COST (DURATION)			
BANNER TYPE	12 MONTHS	6 MONTHS	3 MONTHS
All Banners	$5,155	$3,250	$1,895

***Includes one of each: leaderboard, skyscraper & box banner**

SAMPLES



See pg. 24 for all specs

DEDICATED EMAIL

WITH SPONSORSHIP

13K
SUBSCRIBERS

ABF JOURNAL EXCLUSIVE "DEDICATED" EMAIL
ABF Journal Dedicated Email is an exclusive email with your company's message sent to our **13K** readers. In addition, your company's message will be included in our daily e-news every day for the entire week. Take advantage of this spotlight opportunity to publish your company's message to ABF Journal's readers.

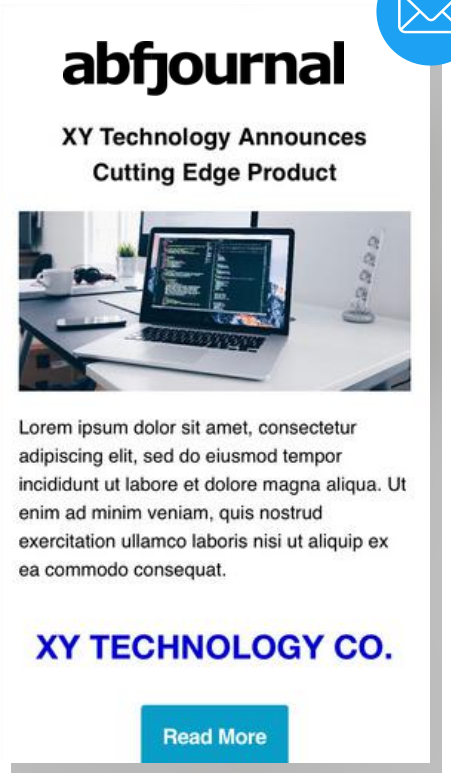
- Your company message delivered in an exclusive email to ABF Journal's **13K** e-news subscribers
- Featured in ABF Journal's e-news for 5 days

PERFECT FOR:
- New product/services announcements
- Event promotions
- Deal highlights
- Partnership announcements
- New company divisions
- Introducing personnel additions

Please contact for customized pricing
Please contact Susie Angelucci at 484-459-3016 or email susie.angelucci@abfjournal.com

SAMPLE

DEDICATED EMAIL



FEATURED SPONSOR

ONLINE DIRECTORIES

13K
SUBSCRIBERS

ONLINE DIRECTORIES: Lenders and Service Providers
ABF Journal's Directory has recently been restructured and bundled to include more visibility across e-news and all digital platforms. All directory listings include promotion on our website & digital magazine. Company listings include company description, services/products provided, contact information, company logo and a direct link to your company's website.

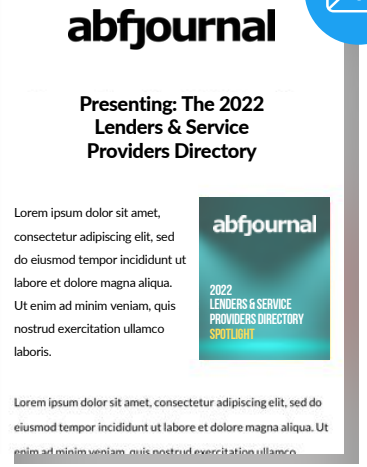
- Dedicated email — Directory sent directly to **13K** subscribers
- Ad included in the digital edition
- Profile in ABF Journal's online services directory
- Profile in ABF Journal's digital magazine directory
- Featured in ABF Journal's e-news resources

RATES

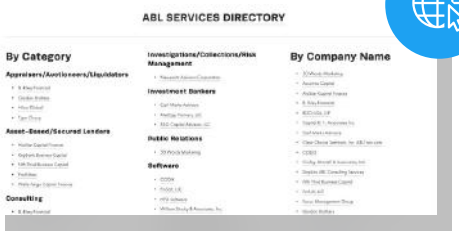
ONLINE LISTING	COST
12 Months	$995

SAMPLES

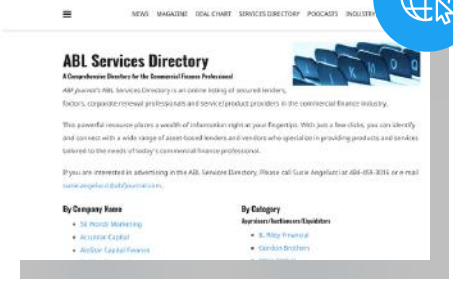
DEDICATED EMAIL

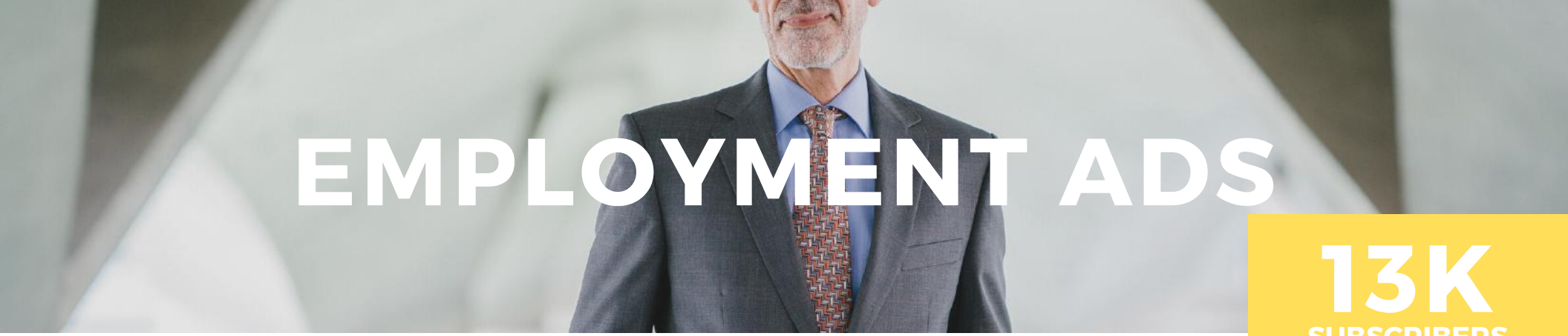


DIGITAL DIRECTORY



ONLINE DIRECTORY





EMPLOYMENT ADS

13K
SUBSCRIBERS

FEATURED EMPLOYER/JOB POSTING

The most cost-effective hiring solution in the specialty finance industry, ABF Journal's Featured Employer job postings reach more than **13K** readers every day and generates more than **18K** page views during a typical 60-day posting period, ensuring maximum exposure to a wide audience of potential applicants.

- Your company logo and job included in the ABF Journal E-news broadcast every day for duration of your posting to **13K** subscribers
- Your company logo and job featured prominently on our Homepage
- Your company logo and job featured on the ABF Journal Employment page with direct link to your company
- Your company logo and job featured on landing page of the digital magazine

RATES

WEB CONTRACT RATES		
ONLINE POSTING OPTIONS	# OF POSTINGS	COST PER POSTING
Standard 60-Day Posting	Single	$690
	Each additional ad or reposting an ad	$585

PREPAID MULTIPLE POSTING CONTRACT

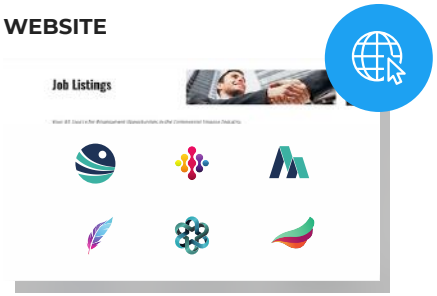
Contract and pre-pay for three or more 60-day web postings and take advantage of significant savings! These prepaid postings may be used at any time within your 12-month contract period.

RATES

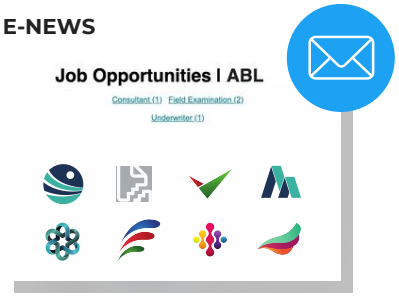
WEB CONTRACT RATES		
ONLINE POSTING OPTIONS	# OF POSTINGS	COST PER POSTING
Prepaid Multiple Posting Contract	3-6	$310
	7-10	$280
	10+	$255

SAMPLES

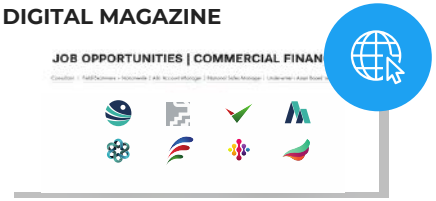
WEBSITE



E-NEWS



DIGITAL MAGAZINE



See pg. 24 for all specs

LIVESTREAM

LIVESTREAM = "LIVE" EVENTS

ABF Journal's livestream events offer a “live” virtual platform for specialty finance professionals to engage in the most important current issues impacting the industry. Whether it’s a panel of industry experts or an interview with a leading commentator, these livestream events will tackle timely topics and reach a broad spectrum of professionals in the specialty finance sector. These events will be available for free and will be recorded for dissemination via ABF Journal’s e-news, website and social media platforms.

PLATINUM SPONSORSHIP

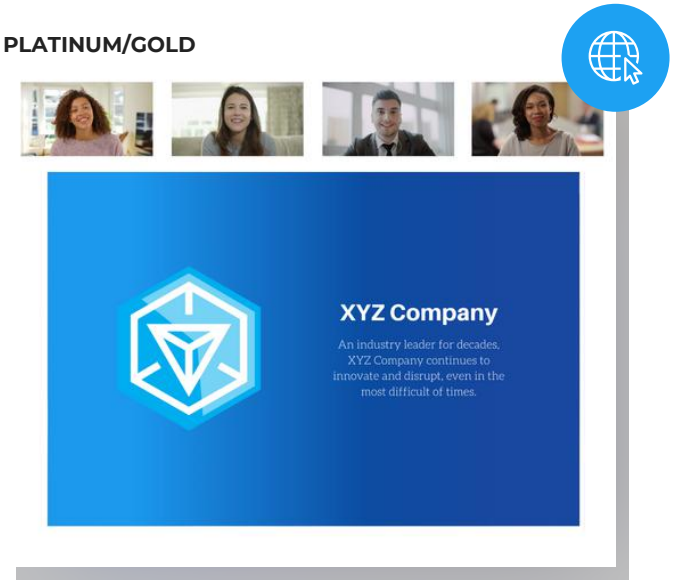
- Moderator or panelist seat
- Introductory script (50 words) for host
- Slide show (3 slides)
- Attendee polling during livestream
- Logo placement during conference and in all pre- and post-conference promotions
- Conference attendee list provided

RATE $2500

*Package offerings may vary per event

SAMPLES

PLATINUM/GOLD



See pg. 25 for all specs

PODCAST

13K
SUBSCRIBERS

PODCAST SPONSORSHIP

ABF Journal's podcast series is dedicated to the specialty finance sector and features insights and updates from industry leaders on a wide range of topics, including business development, emerging trends, bankruptcy activity, the capital markets and more.

Sponsorship opportunities for the podcast are available and will provide direct outreach to our **13K** subscribers in the specialty finance industry. In addition, our podcasts are offered on the ABF Journal website and available on iTunes, Spotify, Google Podcasts and a variety of other podcast platforms as well as on Vimeo and LinkedIn — providing multiple channels to reach the publication's audience!

- 30-second promotional video in the podcast or company logo with a 30-second scripted voiceover
- Your banner included in all ABF Journal promotion

RATE $995

EXCLUSIVE PODCAST

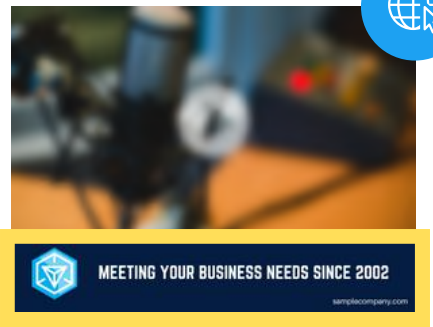
Collaborate with ABF Journal's editors to curate your very own Podcast episode! This upgraded sponsorship includes:

- 30-minute podcast episode featuring your company's exclusive content
- Promotional video or slideshow during the podcast
- Your banner included in all ABF Journal promotion

RATE $1295

SAMPLES

BANNER



VIDEO/VOICEOVER

LOGO

*Ask About ABF Journal's Discount Advertising Packages!

See pg. 25 for all specs

SOCIAL MEDIA

3,500
TOTAL FOLLOWERS

SOCIAL MEDIA

We have two offerings, a "shared link" or a "shared post." Both options include your content being featured on all of our social media platforms alongside our ongoing daily content.

Your content will be pinned to the top of each of our social media pages for 5 business days (if your content is pinned on a Monday, it will remain there until the following Monday, etc).

SHARED LINK

For a "shared link," your company will provide a link to a page on your website. You can highlight a new blog post, an updated look on your website, etc. Provide up to 50 words of copy along with your link. This copy should be from ABF Journal's perspective and get people excited to click and see what your link has to offer.

- We share your link directly to our followers with 50 words of copy provided by your company
- Your link will be pinned to the top of our Facebook, LinkedIn and Twitter for 5 days

SHARED POST

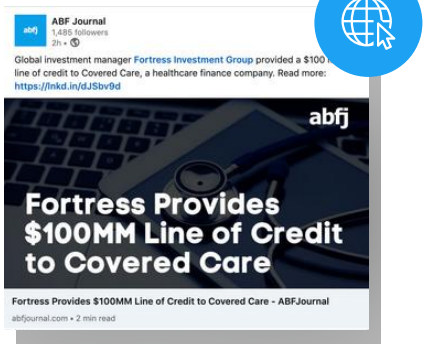
For a "shared post," your company will provide links to content you have already posted on social media. For best results, we recommend utilizing a piece of content that has been posted on Facebook, Twitter & LinkedIn. You can highlight a press release or other exciting news that your company has already shared to social media. On all platforms, we will share/repost your post and add the copy that you provide. This copy should be from ABF Journal's perspective and can add to what the original post included or just direct people to check it out.

- We repost/share a link that your company has already published on your social media

RATE $750

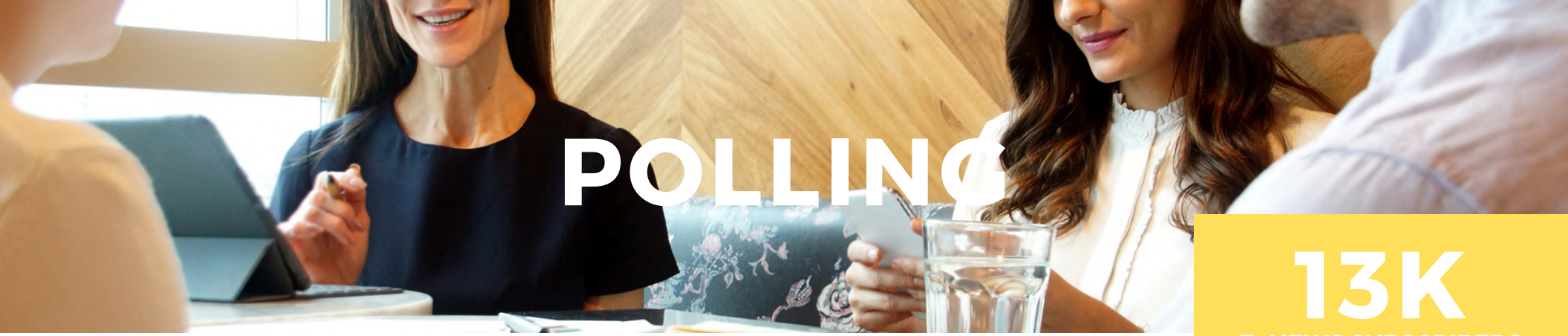
SAMPLES

SHARED LINK



SHARED POST

See pg. 24 for all specs



POLLING

13K
E- NEWS SUBSCRIBERS

POLLING
Our newest product, Polling, gives you the ability to poll our **13K** e-news subscribers and our highly engaged and active LinkedIn audience. This is a great opportunity for companies to ask industry-related questions on a mass scale to get the true industry pulse on trending, hot-button topics.

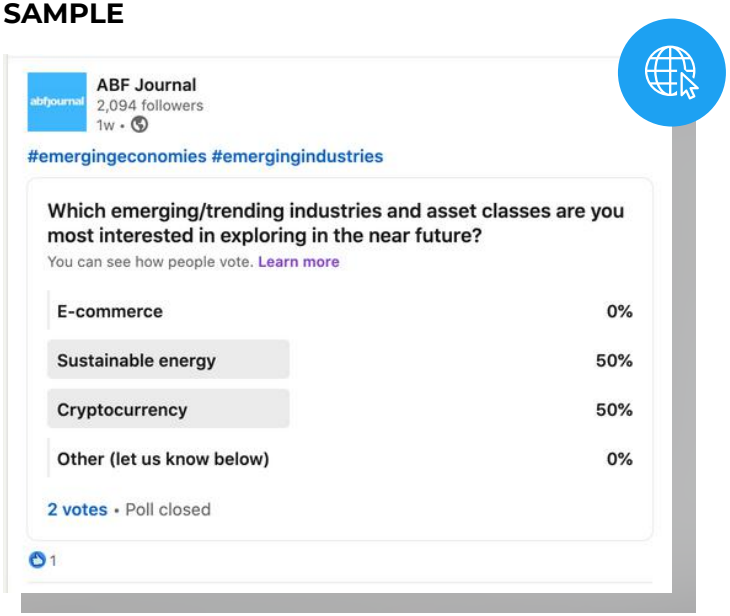
Please note: Your questions must be reviewed and approved by our Editor in Chief to ensure quality and relevance.

- Your poll question is shared directly to our 2,000+ followers on LinkedIn
- Your poll will be shared with our audience of **13K** e-news subscribers for 3 days
- Your poll will be pinned to the top of our profile for 3 days
- Your poll question and results will remain on our profile indefinitely
- Poll results will be shared with your company

PERFECT FOR
- Measuring industry interest in new technology, innovation, business models, or leadership to learn what our industry values most
- Forecast industry trends and make future predictions by collecting industry data to inform research
- Capture feedback by gathering information on what your audience thought about a topic that you are trying to initiate
- Conduct an industry-wide survey
- Determine how you can provide more value to your audience
- Test and build your audience rapport

RATE $995/POLL

SAMPLE



See pg. 25 for all specs

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-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.

SPECS:
EMAIL OFFERINGS

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 information 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 + FEATURED SPONSOR ON E-NEWS

Company Image: 1200px x 420px
Company Logo: Max file size
Company Message: Up to 500 words + link

Horizontal Banner: 600px x 120px
Approx. 5 word title
20 word information blurb
Link to content

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:

ONLINE DIRECTORIES + SOCIAL MEDIA + EMPLOYMENT + WEBSITE

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.