

# PRINT & DIGITAL

## PRINT + DIGITAL + FLIPBOOK

The print + digital edition of ABF Journal is sent to **12K** subscribers + also posted + shared on LinkedIn. ABF Journal is now published quarterly + includes ABF Journal's annual list of the most innovative companies in specialty finance, top women in specialty finance, industry icons, deals of the year + much more!

**12K**  
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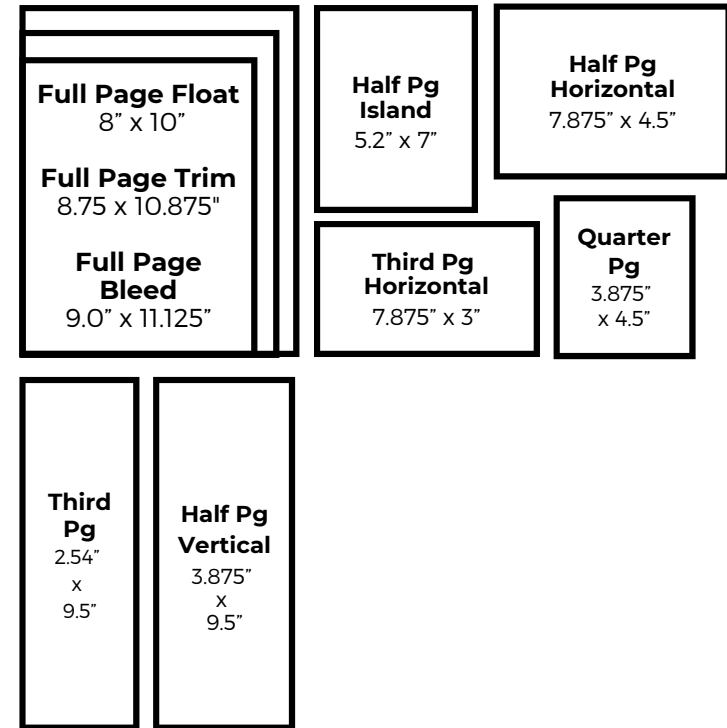
ABF Journal's digital edition is now provided in two formats – flipbook + interactive – to provide readers with viewing options + advertisers with multiple ways to reach our audience. All print ads will appear in the digital flipbook + include a listing in our digital magazine.

**\*Ask About ABF Journal's Discount Advertising Packages!**

## 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

## PRINT SAMPLES:



# LINKEDIN POST SPECS

## (BONUS FOR MAGAZINE FEATURED ADVERTISERS)

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### LINKEDIN POST

A free value add LinkedIn post is included as added reach for advertising company's in our Most Innovative Companies, Women in Specialty Finance + Icon Issues.

- LinkedIn post for Women + Icons issues are people-focused + use the headshot, badge, quote/copy (optional)
- LinkedIn post for Most Innovation Companies highlight your company + 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:

### 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 (Women & Icons issues):** 588px wide x 588px high

**Company Image (Most Innovative Companies 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.