ABOUT ABF JOURNAL

TRUSTED INDUSTRY SOURCE FOR THE SPECIALTY FINANCE PROFESSIONAL

ABF Journal has been serving the asset-based and specialty lending industries for more than 20 years as the leading independent source of industry news, articles and information.

Our audience of commercial lending professionals includes specialty lenders, community banks, independent commercial finance companies, private equity and alternative credit providers, commercial real estate lenders, turnaround management and bankruptcy professionals, consultants, attorneys, accountants and service providers.

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

The following pages of ABF Journal’s 2023 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 2023 media kit, keep in mind the opportunity to “package” our offerings and take advantage of discounts.

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PG. 4 | EDITORIAL CALENDAR
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AUDIENCE

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 12K 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, analysis, reports and daily news.

WHAT THEY DO...

30%  
C-SUITE + OWNER / PRINCIPAL

30% of ABF Journal’s audience are senior level executives. This group includes C-Suite, executive level and business owners.

25%  
SENIOR MANAGEMENT

25% of ABF Journal subscribers hold a position in Senior Management. This group includes decision-makers across several organizational functions.

35%  
VICE PRESIDENT + DIRECTOR

35% 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

*Ask About ABF Journal’s Discount Advertising Packages!
### 2023 Editorial Calendar

<table>
<thead>
<tr>
<th>QUARTER</th>
<th>ISSUE</th>
<th>FEATURES</th>
</tr>
</thead>
</table>
| Q1      | Space: 2/6 Material: 2/10 **DE&I + Top Women in Specialty Finance** | - Features + Interviews with DE&I Experts
- Profiles Highlighting the Top Women in Specialty Finance
- Recruiting + Staff Retention
- ABL in a Recession |
- Technology Roundtable
- The Intersection of ABL + Private Equity
- Supply Chain Finance
- Asset Valuation |
| Q3      | Space: 8/21 Material: 8/25 **Industry Icons** | - Highlighting + Profiling the 2023 Icons of Specialty Finance
- Focus on Factoring + Accounts Receivable Financing
- Developing Dynamics in Leveraged Markets
- Turnaround Management Directory |
| Q4      | Space: 10/9 Material: 10/13 **Deals of the Year + Top Products** | - Deep Dives on Rankings of the Most Interesting Deals of 2021
- Best Specialty Finance Products/ Vendors/ Service Providers
- Evaluating the Transition to SOFR
- M&A Activity
- Reviewing 2023 + Predicting 2024 |
PACKAGE OPTIONS

PACKAGE A - $37,000
Package A gets your company in front of our audience via all mediums + 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 + e-news banners, livesteams, podcast sponsorships + more!
Learn more on pg. 6

PACKAGE B - $28,000
This print + digital focused package is for companies looking to take a classic approach to marketing their brand. This package also includes podcast sponsorships, content placement on our social media + more!
Learn more on pg. 7

PACKAGE C - $22,000
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, website + e-news banners + more!
Learn more on pg. 8

PACKAGE D - $15,000
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
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

* Components of all packages must be used within 12 months
PACKAGE A

Package A is our top-tier option. This package is perfect for companies looking to bundle all of our print + 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 + Service Providers Directory

CHOOSE 2 OPTIONS FROM BELOW
1) One Podcast Sponsorship + Participation
2) One Thought Leadership Placement
3) One Dedicated Email Blast

VALUE $46,000
FINAL COST $37,000
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
Banner ad placement in daily e-news 3x/week for 1 year

DIRECTORIES
One full year in Online Lenders + Service Providers Directory

CHOOSE 1 OPTION FROM BELOW
1) One Podcast Sponsorship + Participation
2) Website Banner Rotation for 12 months
3) One Thought Leadership Placement
4) One Dedicated Email Blast

VALUE $35,000
FINAL COST $28,000
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
Banner ad placement in daily e-news 2x/week for 1 year

DIRECTORIES
One full year in Online Lenders + Service Providers Directory

CHOOSE 1 OPTION FROM BELOW
1) One Podcast Sponsorship + Participation
2) Website Banner Rotation for 12 months
3) One Thought Leadership Placement
4) One Dedicated Email Blast

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
2 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 2x/week for 1 year

WEBSITE
Banner ad in all three sizes rotating for 1 year

DIRECTORIES
One full year in Online Lenders + Service Providers Directory

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
3 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 1x/week for 1 year

DIRECTORIES
One full year in Online Lenders + Service Providers Directory

VALUE $13,000
FINAL COST $10,000
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!

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.

RATES:

<table>
<thead>
<tr>
<th>INSERTION FREQUENCY (COST PER INSERTION)</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
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</thead>
<tbody>
<tr>
<td>AD SIZE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>$4,100</td>
<td>$3,805</td>
<td>$3,680</td>
<td>$3,590</td>
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<tr>
<td>HALF PAGE ISLAND</td>
<td>$3,015</td>
<td>$2,805</td>
<td>$2,720</td>
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<td>HALF PAGE</td>
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<td>$2,430</td>
<td>$2,365</td>
<td>$2,315</td>
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<tr>
<td>THIRD PAGE</td>
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<td>$1,845</td>
<td>$1,785</td>
<td>$1,750</td>
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<td>QTR PAGE</td>
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<td>$1,449</td>
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<td>BACK COVER</td>
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<td>$4,065</td>
<td>$3,915</td>
<td>$3,775</td>
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<tr>
<td>INSIDE COVERS</td>
<td>$4,200</td>
<td>$4,040</td>
<td>$3,825</td>
<td>$3,745</td>
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</tbody>
</table>

PRINT SAMPLES:

- Full Page Float 8" x 10"
- Full Page Trim 8.75" x 10.875"
- Full Page Bleed 9.0" x 11.125"
- Half Pg Island 5.2" x 7"
- Half Pg Horizontal 7.875" x 4.5"
- Third Pg Bleed 7.875" x 3"
- Quarter Pg 3.875" x 4.5"
- Third Pg 2.54" x 9.5"
E-NEWS ADVERTISING
ABF Journal’s daily E-news + Weekly Wrap-Up provide an unmatched audience reach for advertisers + sponsors. Reach more than 12K e-news subscribers with banner ads placed directly in the daily + weekly newsletters in a variety of attention-catching spots + one ad size that allows ample space for you to design a message tailored to your audience.

RATES:

<table>
<thead>
<tr>
<th>DAILY E-NEWS FREQUENCY (TIMES PER WEEK)</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
<th>5X</th>
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<tbody>
<tr>
<td>DURATION</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 MONTHS</td>
<td>$4,350</td>
<td>$7,990</td>
<td>$11,800</td>
<td>$14,050</td>
<td>$16,455</td>
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<tr>
<td>6 MONTHS</td>
<td>$2,025</td>
<td>$5,275</td>
<td>$7,675</td>
<td>$9,075</td>
<td>$10,650</td>
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</table>

<table>
<thead>
<tr>
<th>WEEKLY WRAP UP</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>DURATION</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 MONTHS</td>
<td>$4,675</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 MONTHS</td>
<td>$2,850</td>
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</tbody>
</table>

ALSO, CONSIDER THOUGHT LEADERSHIP/SPONSORED CONTENT
Demonstrate your expert commentary with our thought leadership opportunity! Showcase your expertise + start a dialogue to establish brand visibility. Advertisers provide a logo, headshot + a link to a thought leadership video or article/blog + we share + 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:

<table>
<thead>
<tr>
<th>DURATION</th>
<th>$2,495</th>
</tr>
</thead>
</table>

SAMPLES:

Workhorse Receives Order for 20 C-1000 All-Electric Delivery Trucks from eTrucks

Bank Financial

Get up to 50% lower payments for your leasess!

Lower Lease Payments Today for Better Days Tomorrow

See pg. 21 for all specs
WEBSITE

BANNER ADVERTISING - BUNDLED THREE IN ONE!

The abfjournal.com website publishes a wide variety of content, including daily news, articles, editorials, opinion columns + other features. ABF Journal is the most reliable + influential specialty finance media brand available today + consistently gets 40K monthly page impressions. ABF Journal provides several different banner ad placements across all areas of the website for both desktop + mobile, offering maximum visibility + audience engagement for one rate.

DESKTOP + MOBILE LEADERBOARD
Our most exclusive and visible ad, positioned at the top of the ABF Journal website.

SKYSCRAPER
Our largest ad, 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:

<table>
<thead>
<tr>
<th>CONTRACT COST (DURATION)</th>
<th>BANNER TYPE</th>
<th>12 MONTHS</th>
<th>6 MONTHS</th>
<th>3 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL BANNERS</td>
<td></td>
<td>$5,400</td>
<td>$3,450</td>
<td>$1,975</td>
</tr>
</tbody>
</table>

*Includes one of each (Leaderboard, Skyscraper & Box Banner)

See pg. 22 for all specs
DEDICATED EMAIL
WITH SPONSOR

ABF JOURNAL EXCLUSIVE "DEDICATED" EMAIL

ABF Journal Dedicated Email is an exclusive email with your company's message sent to our 12K 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 12K E-news subscribers
- Featured in ABF Journal's E-news for 5 days

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

SAMPLES:
DEDICATED EMAIL

FEATURED SPONSOR

See pg. 21 for all specs
ONLINE DIRECTORIES

ONLINE DIRECTORIES: Lenders + Service Providers
ABF Journal’s Directory has recently been restructured + bundled to include more visibility across e-news + 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 + a direct link to your company’s website.

- 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:

SAMPLES:

ONLINE LISTING
12 MONTHS
COST
$995

DIGITAL DIRECTORY

ABL SERVICES DIRECTORY

By Category
- Appraisers/Auctioneers/Liquidiators
  - A. M. Price
  - Colton & Darby
  - Hensley
  - Tyson
- Asset-Based/Secured Lenders
  - Blue Chip
  - Capital One
  - Wold
  - Wells Fargo
  - JPMorgan Chase
  - Wachovia
- Public Relations
  - J. R. Morgan
  - Williams & Williams
  - Kinney Public Relations

By Company Name
- Doral
  - foreclosure
  - R. H. Brown & Company
  - Wells Fargo
  - Capital
  - Wachovia

ONLINE DIRECTORY

ABL Services Directory
A Comprehensive Directory for the Commercial Finance Professional
ABF Journal’s ABL Services Directory is an online listing of secured lenders, servicers, corporate real estate professionals and service/assurance providers in the commercial finance industry.

This powerful resource offers a wealth of information right at your fingertips. With just a few clicks, you can identify and connect with a wide range of secured lenders and servicers who specialize in providing products and services tailored to the needs of today’s commercial finance professional.

If you are interested in advertising in the ABL Services Directory, please call Sara Angulo at 484-459-3051 or e-mail sara@25x5.com.

See pg. 22 for all specs
EMPLOYMENT ADS

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 12K 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 + job included in the ABF Journal E-news broadcast every day for duration of your posting to 12K subscribers
- Your company logo + job featured prominently on our Homepage
- Your company logo + job featured on the ABF Journal Employment page with direct link to your company
- Your company logo + job featured on landing page of the digital magazine

RATES:

<table>
<thead>
<tr>
<th>WEB CONTRACT RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONLINE POSTING OPTIONS</td>
</tr>
<tr>
<td>STANDARD 60-DAY POSTING</td>
</tr>
<tr>
<td>Each Additional Ad or Reposting an Ad</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>WEB CONTRACT RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONLINE POSTING OPTIONS</td>
</tr>
<tr>
<td>PREPAID MULTIPLE POSTING CONTRACT</td>
</tr>
<tr>
<td></td>
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</tbody>
</table>

SAMPLES:

WEBSITE

E-NEWS

DIGITAL MAGAZINE

See pg. 22 for all specs
LIVESTREAM

LIVE + LIVESTREAM

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 + reach a broad spectrum of professionals in the specialty finance sector. These events will be available for free + will be recorded for dissemination via ABF Journal’s e-news, website + 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 + in all pre- + post-conference promotions
- Conference attendee list provided

RATE: $3000

*** Package offerings may vary per event depending on format of livestream

*** Limited Availability

SAMPLES:
PODCAST

PODCAST SPONSORSHIP

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

Sponsorship opportunities for the podcast are available + will provide direct outreach to our 12K subscribers in the specialty finance industry. In addition, our podcasts are offered on the ABF Journal website + available on iTunes, Spotify, Google Podcasts + a variety of other podcast platforms as well as on Vimeo + LinkedIn – providing multiple channels to reach the publication’s audience!

EXCLUSIVE PODCAST

Podcasts are delivered exclusively to our entire 12K audience, featured in Enews for 7 days + posted + shared on LinkedIn.

- 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:

The ABF Journal Podcast

Season Three
Episode 71

The Effects of Inflation on Credit Finance

Hosted By: [Details]

Episode 70

A Bright View of Direct Lending

Hosted By: [Details]

VOICEOVER

BANNER

*Ask About ABF Journal's Discount Advertising Packages!

See pg. 23 for all specs
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 + get people excited to click + 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 LinkedIn 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 + add the copy that you provide. This copy should be from ABF Journal’s perspective + 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 PER LINK/POST

See pg. 22 for all specs 19
PRINT SPECS

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”  
Two Page Spread: Trim size 17.5” x 10.875”, add .125” on all four sides for a full bleed = 17.75” 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”

Full Page & Two Page Spreads: Keep live matter .25” in from trim

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 is 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. 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. Monitor is not liable for the final color output if a proof is not supplied.
EMAIL OFFERING SPECS

BANNERS ON THE DAILY E-NEWS ARE HORIZONTAL

Banner Size: 600px x 120px
All art should have a maximum file size of 30K and should be in JPG, GIF or PNG format. Please supply the URL to where your banner should link. URL’s with UTM codes are allowed. Animation is NOT supported. Code-based ad servicing and Third-party ad servicing/tracking are not supported.

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

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.

Featured Sponsor On E-News:
Approx. 5 word title, 20 word information blurb + link to content
ONLINE DIRECTORIES + SOCIAL MEDIA + EMPLOYMENT + WEBSITE SPECS

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
Mobile Leaderboard: 300px x 100px
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.
LIVESTREAM + PODCAST SPECS

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: Must be at least 250x150 px at 72dpi (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: .jpg, .png or vector)
Banner: 600x120px, still image/graphic (file type: .jpg 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 ABF Journal website.
2) Company logo in the "sponsors" section in podcast email blasts.
LINKEDIN POST SPECS
(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 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: .jpg or .png)  
Company Logo: Max file size (file type: .jpg 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: .jpg 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.