

# abfjournal

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## 2024

### 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 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](mailto:Susie.angelucci@abfjournal.com)



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The following pages of ABF Journal's 2024 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 2024 media kit, keep in mind the opportunity to "package" our offerings and take advantage of discounts.

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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.

**12K**  
SUBSCRIBERS

**4.5K**  
TOTAL FOLLOWERS

## 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

# 2024 EDITORIAL CALENDAR

QUARTER	ISSUE	FEATURES
Q1	Space: 2/12 Material: 2/16 <b>TOP WOMEN IN SPECIALTY FINANCE + DE&amp;I</b>	<ul style="list-style-type: none"> <li>• Profiles Highlighting the Top Women in Specialty Finance</li> <li>• Supplier Diversity &amp; Diversity Lending Programs</li> <li>• Bank ABL a Year After the Silicon Valley Bank Collapse</li> <li>• The State of Supply Chain Finance</li> </ul>
Q2	Space: 5/20 Material: 5/24 <b>BEST COMPANIES IN SPECIALTY FINANCE</b>	<ul style="list-style-type: none"> <li>• Highlighting the Leading Companies Across Multiple Categories, Including Innovation, Leadership, ESG, Culture + More</li> <li>• Technology Roundtable</li> <li>• AI + ABL</li> <li>• Asset Valuation/ Disposition</li> <li>• Self-Service in ABL</li> </ul>
Q3	Space: 8/5 Material: 8/9 <b>INDUSTRY ICONS</b>	<ul style="list-style-type: none"> <li>• Profiles Highlighting the 2024 Icons of Specialty Finance</li> <li>• Turnaround Management Directory</li> <li>• Special Asset Groups/ Workouts</li> <li>• Esoteric Assets</li> </ul>
Q4	Space: 11/11 Material: 11/15 <b>DEALS OF THE YEAR</b>	<ul style="list-style-type: none"> <li>• Deep Dives on Rankings of the Most Interesting Deals of 2024</li> <li>• Focus on Factoring</li> <li>• Lender Finance/ Funding Sources</li> <li>• Reviewing 2024 + Predicting 2025</li> </ul>



# PACKAGE OPTIONS

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## 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, dedicated emails, podcast sponsorships + more!

**Learn more on pg. 6**

## PACKAGE C - \$22,000

Package C was designed with our digital-focused advertisers in mind, although we 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 E - \$11,000

Package E is another 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 - \$30,000

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 D - \$16,000

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**

**\* Components of all packages must be used within 12 months**



# PACKAGE A

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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) Two Podcast Sponsorships + Participation
- 2) One Thought Leadership Placement
- 3) One Dedicated Email Blast

VALUE \$44,000

**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) Two Podcast Sponsorships + Participation
- 2) Website Banner Rotation for 12 months
- 3) One Thought Leadership Placement & Dedicated Email Blast

VALUE \$36,000

**FINAL COST \$30,000**



# PACKAGE C

---

Package C is for advertisers looking for a digital-focused bundle that includes website, e-news and social media offerings, but also provides a print presence. 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) Two Podcast Sponsorships + 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 via our multiple channels. This package includes...

## **PRINT + DIGITAL**

One quarter page ad in each print issue of ABF Journal

## **SOCIAL MEDIA**

4 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

## **WEBSITE**

Banner ad in all three sizes rotating for 1 year

## **DIRECTORIES**

One full year in Online Lenders + Service Providers Directory

VALUE \$19,000

**FINAL COST \$16,000**

# PACKAGE E

---

Package E is for advertisers looking for a budget-friendly option via our multiple 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**

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 \$11,000**



# 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!

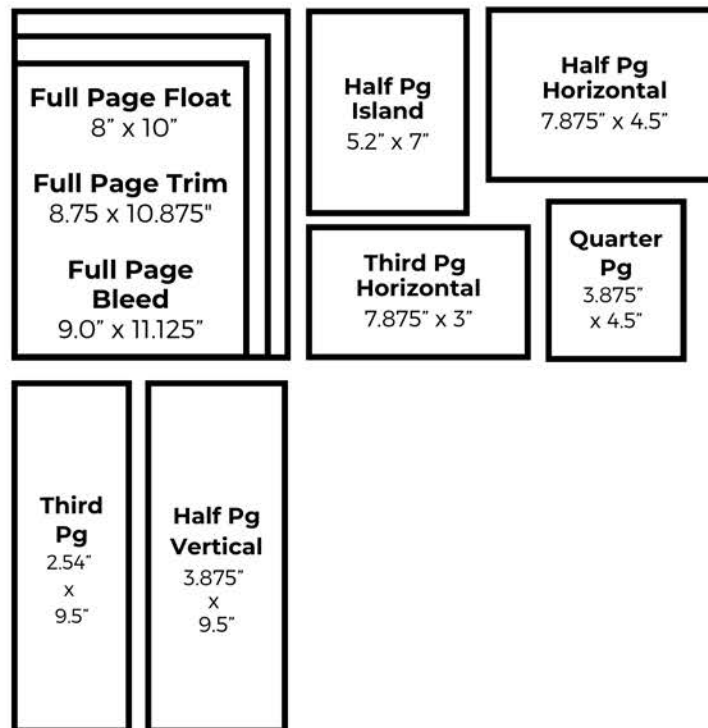
**12K**  
SUBSCRIBERS

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:

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

## PRINT SAMPLES:



# E-NEWS

**12K**  
SUBSCRIBERS

## 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:

DAILY E-NEWS FREQUENCY (TIMES PER WEEK)						WEEKLY WRAP UP*
DURATION	1X	2X	3X	4X	5X	Occurs One Time Per Week
12 MONTHS	\$4,350	\$7,990	\$11,800	\$14,050	\$16,455	plus+ \$4,675
6 MONTHS	\$2,825	\$5,275	\$7,675	\$9,075	\$10,650	

\* Weekly wrap-up is a summary of the top news stories from the week, plus Resource Guides, Profiles, Listings & more.

### SAMPLE:

**Workhorse Receives Order for 20 C-1000 All-Electric Delivery Trucks from eTrucks**  
Workhorse Group, an American technology company that provides drone-integrated electric vehicles to the last-mile delivery sector, received an initial purchase order for 20 of its all-electric C-1000 delivery vehicles from eTrucks, a newly-launched trucking company based in Cincinnati.  
[Read More](#)



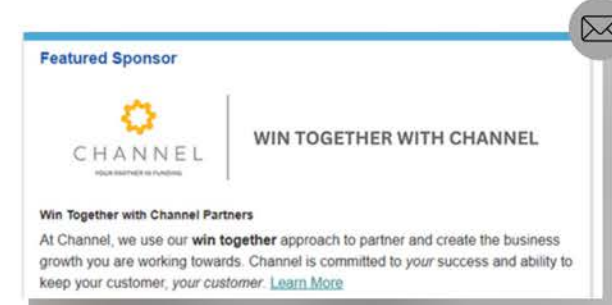
## ALSO, CONSIDER THOUGHT LEADERSHIP/SPONSORED CONTENT

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:

DURATION	
1 MONTH	\$2,495



# 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.

**40K**  
MONTHLY  
IMPRESSIONS

## 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

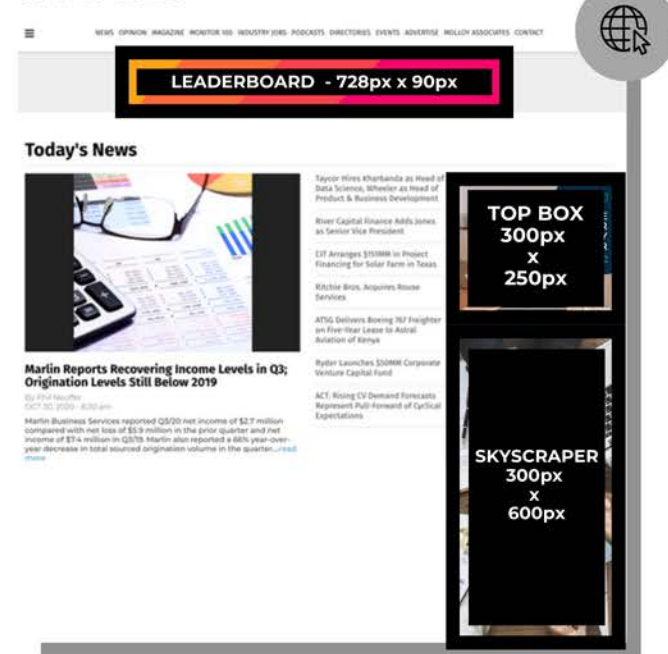
Running along the right side of the page, your ad will rotate between two spots instead of one.

## RATES:

CONTRACT COST (DURATION)			
BANNER TYPE	12 MONTHS	6 MONTHS	3 MONTHS
ALL BANNERS	\$5,400	\$3,450	\$1,975

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

## SAMPLES:





# 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 an entire week. Take advantage of this spotlight opportunity to publish your company's message to ABF Journal's readers.

**12K**  
SUBSCRIBERS

- 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

For Customized Pricing,  
please contact: **Susie Angelucci**,  
Director of Advertising Sales

Cell: 484.459.3016

Email: [Susie.angelucci@abfjournal.com](mailto:Susie.angelucci@abfjournal.com)

### SAMPLES:

#### DEDICATED EMAIL

**abfjournal**

**NFS Leasing**  
We are the ones who help you grow.

Fast, Flexible Financing

for

Non-Investment Grade Companies

*It is common for businesses to undergo short-term cash constraints. Whether emerging or established, NFS Leasing will listen to the story, understand the need, and work with you to construct a flexible finance solution.*

#### A Trusted Partner

Since 2007, NFS Leasing has been supporting businesses that have a vision, but struggle to secure critically needed financing due to less-than-perfect credit. With the entrepreneur in mind, NFS Leasing's experienced leadership team has worked with over 5,000 clients and partners across the business spectrum, positively impacting the economy and community.

- Partnerships built on trust and transparency
- Helping new, emerging, established, and turnaround businesses succeed
- Serving non-investment grade companies, including C, D & storied credits
- Providing financing where traditional lenders can not

NFS partners know that upon introducing their customers, their valued relationships will be protected, they will know where things stand in the process, and they can trust NFS Leasing to deliver results in a way that enhances the customer's experience.

[Learn More Here](#)



#### FEATURED SPONSOR

##### Featured Sponsor



#### WIN TOGETHER WITH CHANNEL

##### Win Together with Channel Partners

At Channel, we use our **win together** approach to partner and create the business growth you are working towards. Channel is committed to *your* success and ability to keep your customer, *your customer*. [Learn More](#)



# 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.

**12K**  
SUBSCRIBERS

- 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:

#### DIGITAL DIRECTORY

ABL SERVICES DIRECTORY		
By Category	Investigations/Collections/Risk Management	By Company Name
<b>Appraisers/Auctioneers/Liquidators</b> <ul style="list-style-type: none"> <li>B. Riley Financial</li> <li>Gordon Brothers</li> <li>Wells Fargo</li> <li>Wells Fargo</li> </ul>	<ul style="list-style-type: none"> <li>Investment Bankers</li> <li>Carl Mark Advisors</li> <li>McCluskey Partners, LLC</li> <li>SSG Capital Advisors, LLC</li> </ul>	<ul style="list-style-type: none"> <li>30 Words Marketing</li> <li>Accurate Capital</li> <li>Accurate Capital Finance</li> <li>B. Riley Financial</li> <li>BDO USA, LLP</li> <li>Capital D. F. Associates Inc.</li> <li>Carl Mark Advisors</li> <li>Clear Choice Securities, Inc. ABFTeam.com</li> <li>COOR</li> <li>Crosby, Marshall &amp; Associates, Inc.</li> <li>Dopkins ABI Consulting Services</li> <li>FBI Real Business Capital</li> <li>FinSoft, LLC</li> <li>Fiscal Management Group</li> <li>Gordon Brothers</li> </ul>
<b>Asset-Based/Secured Lenders</b> <ul style="list-style-type: none"> <li>Accurate Capital Finance</li> <li>KeyBank Business Capital</li> <li>FBI Real Business Capital</li> <li>PublicBank</li> <li>Wells Fargo Capital Finance</li> </ul>	<b>Public Relations</b> <ul style="list-style-type: none"> <li>30 Words Marketing</li> </ul>	
<b>Consulting</b> <ul style="list-style-type: none"> <li>B. Riley Financial</li> </ul>	<b>Software</b> <ul style="list-style-type: none"> <li>COOR</li> <li>FinSoft, LLC</li> <li>HPD Software</li> <li>Willson Shultz &amp; Associates, Inc.</li> </ul>	



#### ONLINE DIRECTORY

ABL Services Directory	
<p><b>A Comprehensive Directory for the Commercial Finance Professional</b></p> <p>ABF Journal's ABL Services Directory is an online listing of secured lenders, factors, corporate renewal professionals and service/product providers in the commercial finance industry.</p> <p>This powerful resource places a wealth of information right at your fingertips. With just a few clicks, you can identify and connect with a wide range of asset-based lenders and vendors who specialize in providing products and services tailored to the needs of today's commercial finance professional.</p> <p>If you are interested in advertising in the ABL Services Directory, please call Susie Angelucci at 484-459-3016 or e-mail <a href="mailto:susie.angelucci@abfjournal.com">susie.angelucci@abfjournal.com</a>.</p>	
<b>By Company Name</b> <ul style="list-style-type: none"> <li>30 Words Marketing</li> <li>Accurate Capital</li> <li>Accurate Capital Finance</li> </ul>	<b>By Category</b> <p><b>Appraisers/Auctioneers/Liquidators</b></p> <ul style="list-style-type: none"> <li>B. Riley Financial</li> <li>Gordon Brothers</li> </ul>



# 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 generate more than **18K** page views during a typical 60-day posting period, ensuring maximum exposure to a wide audience of potential applicants.

**12K**  
SUBSCRIBERS

- 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:

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.

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



**Company Logo:** Must be at least 250x150 px at 72dpi  
Will be displayed at 250x150 px as well as 100x100 px



# 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.

**12K**  
SUBSCRIBERS

## 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:

### ABF Journal Livestream: Adapt or Fail: Technology Reshaping Secured Finance



ABF Journal Livestream: "Adapt or Fail: Technology Reshaping Secured Finance" – Thursday, June 24, 2021  
[Click Here!](#)

### ABF Journal Livestream: The Evolving Art of Business Development



ABF Journal Livestream: "The Evolving Art of Business Development" – Thursday, April 29, 2021  
[Click Here!](#)

### ABF Journal Livestream

#### ABF Journal Livestream: Life in the SaaS Lane: The Technology Factors and ABL Firms Need to Grow



ABF Journal Livestream: "Life in the SaaS Lane: The Technology Factors and ABL Firms Need to Grow" – Tuesday, June 28, 2022  
[Click Here!](#)

#### ABF Journal Livestream: How to Accelerate ABL Growth Through Technology in 2022 and Beyond



ABF Journal Livestream: "How to Accelerate ABL Growth Through Technology in 2022 and Beyond" – Tuesday, June 25, 2022  
[Click Here!](#)

# PODCAST

## Exclusive "Custom" 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!

**12K**  
SUBSCRIBERS

- 30-second promotional video in the podcast or company logo with a 30-second scripted voiceover
- 15-30-minute podcast episode featuring your company's exclusive content
- Your banner included in all ABF Journal promotions
- Posted and shared on LinkedIn

### INCLUSIONS:

- Sent directly to our 12K subscribers
- Featured in Enews for one week
- Posted and shared on LinkedIn
- Remains available on our website indefinitely

**RATE: \$1295**

### SAMPLES:

#### The ABF Journal Podcast

[Jump to Season](#) [Season One](#) | [Season Two](#) | [Season Three](#) | [Season Four](#)

#### Season Four

##### Episode 77



Sponsored by



##### Episode 76



### VOICEOVER





# SOCIAL MEDIA

## 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**

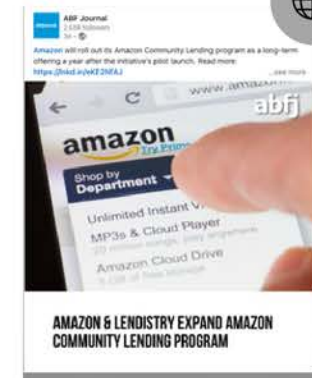
**4.5K**  
TOTAL FOLLOWERS

## SAMPLES:

### SHARED LINK



### SHARED POST



# PRINT SPECS

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## 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"

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

**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-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 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. 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 & WEBSITE SPECS

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## 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:** 800px wide, high resolution 300dpi

**Company Logo:** Max file size

**Company Message:** Recommendation, 500 words max with a URL "Call to action" 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. 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

## WEBSITE

**Leaderboard:** 728px x 90px

**Mobile Leaderboard:** 300px x 100px

**Skyscraper:** 300px x 600px

**Top Box Banner:** 300px x 250px

# ONLINE DIRECTORIES + SOCIAL MEDIA + EMPLOYMENT SPECS

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## 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.

# LIVESTREAM + PODCAST SPECS

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## 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)

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### LINKEDIN POST

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

- LinkedIn post for Women + Icons issues are people-focused + use the headshot + badge
- 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)

### 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