

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, 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

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