

# 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.

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

**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.

# 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