

# ***FORWARD***

For Specialty Finance

## **abfjournal** **2025 Media Kit**

*ABF Journal connects and  
elevates the brands of specialty  
debt and equity financiers.*

Print | Digital | Website | E-News | Directories

# Dedicated to Specialty Finance

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“*ABF Journal* publications, events and activities have been an important daily driver of information, insights and growth opportunities for specialty finance industry participants for decades. We deliver vehicles for enhanced brand recognition, referral volume, syndication and funder relationships, data, insights and a powerful recognition engine to build your brand on.

More than that, we connect and develop people, fuel new ideas and deliver results that position our clients to win for the road ahead.”



*Lisa Rafter, Publisher and CEO*

## **abf**journal

One of the leading specialty finance publications serving lenders, advisors, sponsors and service providers.

## **secured** commercial capital research

Commercial capital providers can unlock breakthrough research insights, quickly and affordably.

## **MOLLOY ASSOCIATES**

Commercial Finance industry specialists in executive recruitment since 1972

## **monitor** **suite**

A collection of premium research, data and insights to help financiers make better business decisions.

## **monitor**

The equipment finance industry's daily driver of e-news and insights along with the most powerful print publication in the industry.



Small Business Finance Insights serves Third Party Originators and their funding sources.

## **STRIPES** Leadership Program

A leadership program designed to build, challenge and inspire best-in-class leaders within the equipment finance industry.

## **converge** workshops > awards > networking

Events that focus on building the innovative future of equipment finance with fellow industry leaders.

# Decision Makers Depend on *ABF Journal*

*ABF Journal's* audience is comprised of over 11,000 specialty finance industry staff and executives, private equity investors, investment bankers, advisors, service providers and more. Our solutions are delivered through a variety of platforms but assemble to deliver a single powerful value element.

**Our content focuses on deals, dealmakers and issues impacting the capital that's moving the middle market. We drive specialty financing forward.**



## 52%

Of industry senior executives are subscribed to *ABF Journal* publications

## 76%

Of those executives interact with *ABF Journal* publications at least 3x per week

## 41%

Of our subscriber list has been subscribed for over 10 years



**>11,000**

Print and Digital Subscribers



**>1,000,000**

Annual Email Newsletter Opens

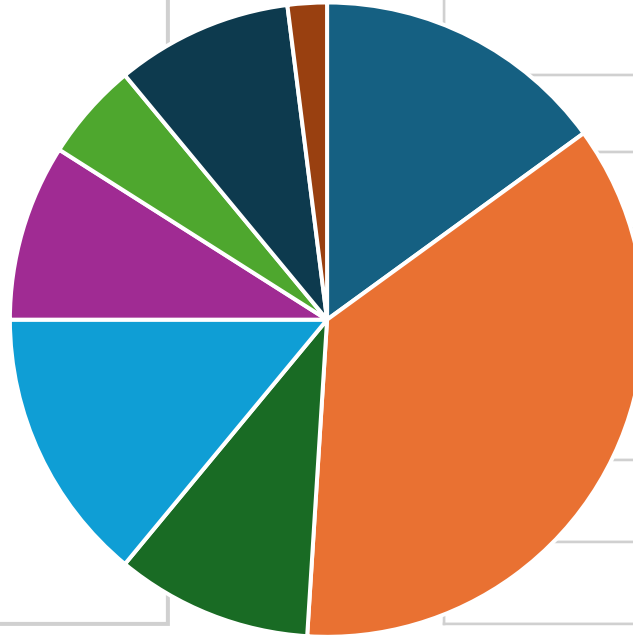


**>400,000**

Annual Website Visits

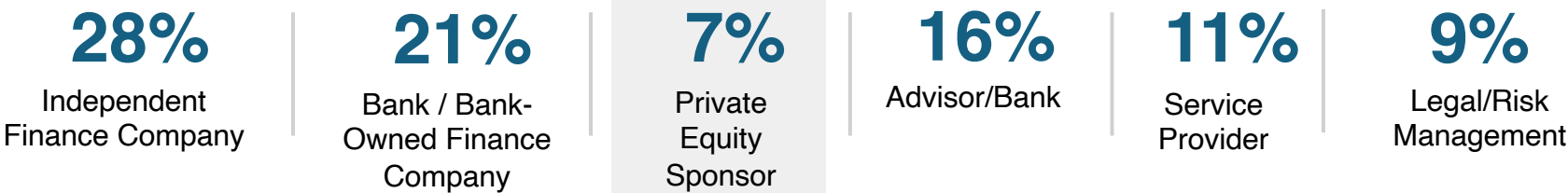
# Core Audience Breakdown

**11,000+**  
subscribers to  
print and e-news



C-Level	15%
SVP, Director Level	36%
Risk/Credit	10%
Business Development	12%
Operations	9%
IT	5%
Legal	9%
HR	2%

## Segments



**For 2025:** We will be expanding the core audience by adding more than 7000 private equity contacts for specific new digital offerings.

# Media Kit Elements

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The following pages of *ABF Journal's* 2025 media kit provide information about several advertising platforms. Prices are “a la carte.” **If your company is considering advertising on more than one platform, discounts are available!**

As you review the 2025 media kit, consider how you might bundle our offerings to maximize your savings. For more information on custom package options and discounts, please give us a call.

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# 2025 Editorial Calendar

Edition	Format	Dates	Print Focus	Features	Distribution
<b>The Digital Pulse, by ABF Journal</b>	Online Magazine	Space: 2/5 Material: 2/16 Release: 2/28	<b>Acquisition Advantage</b> (Acquisition Financing)	<ul style="list-style-type: none"> <li>Sector Spotlights: Opportunities in Key Industries</li> <li>Assessing Risk in Acquisition Lending</li> <li>M&amp;A Case Studies</li> </ul>	<ul style="list-style-type: none"> <li>11,000+ Specialty Finance</li> <li>7000+ Private Equity</li> </ul>
<b>Signature Edition</b>	Print, Flipbook and Website Posts	Space: 3/10 Material: 3/14 Release: 4/15	<b>Legends &amp; Leaders</b>	<ul style="list-style-type: none"> <li>Trailblazers: Leading Women</li> <li>NextGen: Tomorrow's Leaders</li> <li>Innovators: Change Agents</li> <li>Rainmakers: Deal Closers</li> <li>Icons: Recognized Industry Leaders</li> <li>Sentinels: Top Risk Managers</li> </ul>	<ul style="list-style-type: none"> <li>11,000+ Specialty Finance</li> <li>TMA Conferences</li> </ul>
<b>The Digital Pulse, by ABF Journal</b>	Online Magazine	Space: 4/21 Material: 4/25 Release: 5/14	<b>Capital Catalysts</b> (Private Credit & Private Equity)	<ul style="list-style-type: none"> <li>Bank &amp; Private Credit Partnerships</li> <li>Structuring Private Equity Deals</li> <li>Securitization &amp; Private Credit</li> <li>Regulatory &amp; Tech Topics for Private Credit Lenders</li> </ul>	<ul style="list-style-type: none"> <li>11,000+ Specialty Finance</li> <li>7000+ Private Equity</li> </ul>
<b>The Digital Pulse, by ABF Journal</b>	Online Magazine	Space: 7/14 Material: 7/18 Release: 8/6	<b>Scaling for Success</b> (Expansion & Growth Capital)	<ul style="list-style-type: none"> <li>ABL for Middle Market Expansion</li> <li>Navigating Risk &amp; Reward in Growth Financing</li> <li>Middle Market Growth Opportunities in Key Industries</li> </ul>	<ul style="list-style-type: none"> <li>11,000+ Specialty Finance</li> <li>7000+ Private Equity</li> </ul>
<b>The Digital Pulse, by ABF Journal</b>	Online Magazine	Space: 9/29 Material: 10/3 Release: 11/4	<b>Resilience &amp; Recovery</b> (Turnaround)	<ul style="list-style-type: none"> <li>Restructuring Roundtable</li> <li>Protecting Value in a Bankruptcy</li> <li>Distressed M&amp;A</li> <li>Recap Post Turnaround: Fueling Future Growth w/ Private Equity</li> </ul>	<ul style="list-style-type: none"> <li>11,000+ Specialty Finance</li> <li>7000+ Private Equity</li> </ul>
<b>Signature Edition</b>	Print, Flipbook and Website Posts	Material: 11/3 Material: 11/7 Release: 11/26	<b>Powerhouses</b>	<ul style="list-style-type: none"> <li>Dealmakers: Middle Market Lenders</li> <li>Revitalizers: Turnaround Advisors</li> <li>Activators: Legal, Accounting &amp; Professional Services</li> <li>Value Creators: Middle Market Sponsors</li> <li>Technologists: Tech Firms</li> </ul>	<ul style="list-style-type: none"> <li>11,000+ Specialty Finance</li> <li>7000+ Private Equity</li> <li>Private Credit Connect</li> <li>ABS East</li> <li>TMA Conferences</li> </ul>

# Signature Editions:

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## 11,000 Strong.

Our signature editions (Print + Flipbook + Web Edition) are on the desk and website browsers of leading decision makers across specialty finance genres and 11,000 industry participants. With additional circulation at major industry conferences throughout the year, **there is no brand visibility comparison for middle market specialty finance sector participants.**

With two signature publications and four unique digital only editions, *ABF Journal* delivers the deals, dealmakers, data, and insights that power specialty finance.

The *ABF Journal's* signature editions are now provided in two formats — flipbook and web — to provide readers with viewing options and advertisers with multiple ways to reach our audience.

# Signature Editions: Can't-Miss Brand Elevation Experiences

Whether through the **People Power** edition celebrating the individuals and leaders on the forefront of the specialty finance industry or the **Powerhouses** edition elevating the brands of the highest performing and ground-breaking firms, *ABF Journal* Signature Editions are can't miss opportunities to raise your profile.

## The People Power Edition

Distribution to 11,000+ Specialty Finance Industry Participants



### Trailblazers

The Women Leading Specialty Finance



### Innovators

The People Driving Positive Change In the Sector



### Icons

The Widely Recognized Industry Leaders That Have Formed Specialty Finance



### NextGen

Recognition of Tomorrow's Leaders



### Rainmakers

The Deal Doers that Break New Ground and Set Records



### Sentinels

The Risk Managers that Shield, Protect and Preserve Growth

## The Powerhouses Edition

Reaching 11,000+ Specialty Finance Industry Participants **PLUS 7,000+ Private Equity Contacts**



### Dealmakers

The Middle Market Specialty Finance Companies Getting Deals Done



### Revitalizers

The Turnaround Advisors Guiding Firms Through Challenging Times



### Activators

The Legal, Accounting and Professional Services Teams Enabling Deal Activity



### Value Creators

Middle Market Sponsors Actively Partnering with Specialty Finance Sector Participants to Enact Growth Strategies



### Technologists

The Technology Firms that Fuel the Innovation of the Sector



# Signature Editions



**>11,000**  
Specialty Finance Subscribers



**>7,000**  
Private Equity Bonus  
Audience Members



**>100,000**  
Annual Digital Edition Interactions

## Print Rates:

INSERTION FREQUENCY AND COST PER INSERTION		
Ad Size	1X	2X
Full Page	\$4,100	\$3,800
Half Page	\$2,650	\$2,400
Back Cover	\$4,325	\$4,065
Inside Covers	\$4,250	\$4,000

# The Digital Pulse, by ABF Journal:

11,000+ Specialty Finance  
Sector Participants **PLUS**  
**7,000+ Private Equity**  
**Contacts**

With four digital editions of timely, topical and provocative insights delivered to the inboxes of over 18,000 middle market private equity sponsors, investment bankers, advisors, financiers and more, the Digital Pulse by ABF Journal offers a powerful way to connect your brand to the most relevant topics driving specialty finance.



## The Acquisition Advantage

A prime opportunity for advertisers to reach decision-makers who are deeply engaged in acquisition financing, private equity, and specialty finance.



## Capital Catalysts

Place your brand next to the stories and insights that highlight the explosive growth of private capital — both debt and equity — along with the implications to the specialty finance sector for the road ahead.



## Scaling for Success

This issue offers advertisers visibility in an unmatched examination of creative debt and equity growth capital in the middle market.



## Resilience and Recovery

A unique opportunity to access a highly engaged audience of lenders, advisors and other firms specialized in guiding companies through distressed financial situations.



Reaching 11,000+  
Specialty Finance  
Industry Participants  
**PLUS over 7,000**  
**Private Equity**  
**Contacts**

Experience a Sample  
Digital Edition



# The Digital Pulse, by ABF Journal



**>11,000**  
Specialty Finance Subscribers



**>7,000**  
Private Equity Bonus  
Audience Members



**>100,000**  
Annual Digital Edition  
Interactions

## Offerings and Rates:

INSERTION DETAILS					
Ad Type	Ad Format	1X	2X	3X	4X
<b>Edition Featured Sponsor</b> (One exclusive sponsor available/per edition)	<ul style="list-style-type: none"><li>Banner in Digital Email Blast</li><li>Leaderboard ad at the top of Digital Editions</li><li>Banner on 4 Top Story emails (sent weekly)</li></ul>	\$5,995	\$5,695	\$5,400	\$5,125
<b>Edition Run of Site</b>	<p>Includes all three banner sizes:</p> <ul style="list-style-type: none"><li>Skyscraper</li><li>Box</li><li>In-line (leaderboard)</li></ul>	\$2,395	\$2,250	\$2,125	\$2,015
<b>Sponsored Content</b>	<ul style="list-style-type: none"><li>Content will appear in Digital Pulse, E-news for seven days, and include a leaderboard ad promoting the content</li></ul>	\$3,195	\$3,035	\$2,880	\$2,735

# E-News: The Daily Driver

11,000+ Specialty Finance  
Sector Participants

## Over 175,000 Clicks Every Year

For decades, the industry has trusted e-news for the news, insights, and resources to drive their business decisions — daily.

If you are looking to drive more than just brand awareness and uncover actionable sales opportunities, *ABF Journal's* daily e-news powers new business relationships.

Over **11,000 specialty finance industry subscribers** click e-news content more than 175,000 times annually. Think bigger and get growing.

DAILY E-NEWS FREQUENCY (TIMES PER WEEK)							WEEKLY WRAP-UP
Duration	1X	2X	3X	4X	5X	PLUS+	Occurs 1X Per Week
12 Months	\$4,475	\$8,230	\$12,155	\$14,475	\$16,950		\$4,475
6 Months	\$2,910	\$5,430	\$7,905	\$9,350	\$10,970		\$2,910
3 Months	\$1,745	\$3,250	\$4,475	\$5,610	\$6,585		\$1,745



Experience the  
ABF Journal E-News



# Transactions: The Deal Email


11,000+ Specialty Finance  
Sector Participants **PLUS**  
7,000+ Private Equity  
Contacts

Gain visibility for your deal activity, your brand and your specialties from the audiences with most potential to impact your 2025 growth.

The weekly Deal Email will reach over 11,000 Middle Market Specialty Finance Industry participants with a separate, dedicated email **designed exclusively to reach over 7,000 private equity sponsors.**

WEEKLY NEWSLETTER	
Duration	Horizontal Banner (600x120)
12 Months	\$5,850
6 Months	\$3,255
3 Months	\$1,795

**abfjournal**  
Weekly Deal Digest




**Acquisition**

**\$133,000,000**  
ABC Capital completes the acquisition funding of XYZ Sponsor's 3rd Add-On Acquisition For 223 Manufacturing

**\$133,000,000**  
ABC Capital completes the acquisition funding of XYZ Sponsor's 3rd Add-On Acquisition For 223 Manufacturing

**\$42,000,000**  
ABC Capital completes the acquisition funding of XYZ Sponsor's 3rd Add-On Acquisition For 223 Manufacturing

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ABC Capital completes the acquisition funding of XYZ Sponsor's 3rd Add-On Acquisition For 223 Manufacturing



**WE'VE BEEN HERE FOR THE HIGHS, THE LOWS AND EVERYTHING IN BETWEEN**  
HELPING COMPANIES RIDE EVERY WAVE FOR THE LAST 85+ YEARS

FACTORS • INTERNATIONAL FACTORS • ASSET BASED LENDING • PURCHASE ORDER FINANCING



# Dedicated Email: Amplify Your Story

## Our List. Our Email Credibility. Your Brand.


*ABF Journal's* Dedicated Email is an exclusive email with your company's message sent to our 11K subscribers. 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. Space is limited. Reserve early.

Showcase your firm's:


- New product releases
- White papers
- Company announcements
- Personnel news
- Deal highlights
- Event promotions

## For Customized Pricing:

Contact Susie Angelucci at 484-459-3016  
or email [susie.angelucci@abfjournal.com](mailto:susie.angelucci@abfjournal.com)



Get a Clear Picture of Your CRE Loan Portfolio Risk  
Streamline Complex Modeling and Analytics



You may know CoStar as an industry leading provider of commercial real estate data, analytics, and news, but our solution offers lenders so much more.

With a secure and live connection between your loan portfolio and CoStar's comprehensive property data, market analytics and time-tested credit default model, you can easily:

- Monitor CRE portfolio concentration by property type, industry, markets, tenants, loan vintage and more.
- Create customized scenarios to stress-test your loan portfolio's resiliency under different economic conditions.
- Assess refinancing risk and expected losses at loan maturity, driven by changes in collateral performance, interest rates and underwriting conditions.

[Discover the Benefits](#)

Experience Dedicated Email



# Website: High ROI Brand Elevation

## More Than 1.2MM Annual Site Visits

What happens when you combine the power of e-News click activity, heavy organic search volumes and one of the most bookmarked sites in its sector, resulting in direct site actions?

News, opinions, thought leadership, data, podcasts, livestreams, events, directories and more are housed within the *ABF Journal* web experiences and surrounded by advertiser “run of site” display advertising. A very affordable entry point creates an opportunity for high ROI brand impact.

## One Price, Three Ads!

CONTRACT COST (DURATION)			
Banner Type	12 Months	6 Months	3 Months
All Banners	\$5,695	\$2,750	\$2,375

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



*Launching by year-end 2024, ABF Journal will deploy a new, sophisticated web experience designed to elevate content and advertiser value.*

# Thought Leadership: Level Up

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## Seeing Your Brand is One Thing. Targets Experiencing Your Intellectual Capital is Another Level.

Demonstrate your expert commentary with our thought leadership opportunity! Showcase your expertise and start a dialogue to establish brand visibility. Advertisers provide a logo, headshot and a link to a thought leadership video or article/blog and we share and promote it via our E-news, website and 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

**Investment: \$2,650**

### For Customized Pricing:

Contact Susie Angelucci at 484-459-3016 or email [susie.angelucci@abfjournal.com](mailto:susie.angelucci@abfjournal.com) and ask about our custom options: **podcasts, livestreams, advertorials, research reports, company profiles and more.**

The graphic is titled "Thought Leadership" and features the logo for "plante moran" (with a stylized 'P' icon) and the text "Audit Tax Consulting Wealth Management". To the right of the logo is an illustration of a man and a woman in business attire. Further right, the text reads "It's risky out there. Put it to work for you." Below this is a red button with the text "RISK THE RIGHT WAY >". At the bottom, the text says "Lean into risk, find opportunity" and "You can't grow and innovate without taking on risk. Don't avoid it — lean into it." followed by a link "Here's how."

# Company Directories: Ensure your Company is an Answer.

## Comprehensive Online Directory Listings to Ensure Your Company is an Answer When the Market Seeks Solutions.

Online listings are "always on" on the website and promoted through:

- Quarterly, dedicated email sends to over 11,000 Specialty Finance industry participants
- Bi-monthly LinkedIn posts driving firms to the directory
- Daily visibility in ABF Journal E-News
- 24/7 visibility in *ABF Journal* web experiences

### ABL Services Directory

**A Comprehensive Directory for the Commercial Finance Professional**

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.

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.

If you are interested in advertising in the ABL Services Directory, Please call Susie Angelucci at 484-459-3016 or e-mail [susie.angelucci@abfjournal.com](mailto:susie.angelucci@abfjournal.com).

#### By Company Name

- 50 Words Marketing
- ACS - Asset Compliant Solutions
- Arch + Beam, LLC
- Associated Bank
- Aurora Management Partners, Inc
- Avant Advisory Group
- B. Riley Financial

#### By Category

**Appraisers/Auctioneers/Liquidators**

- B. Riley Financial
- Gordon Brothers
- Hilco Global
- SB360 Capital Partners
- Tiger Group

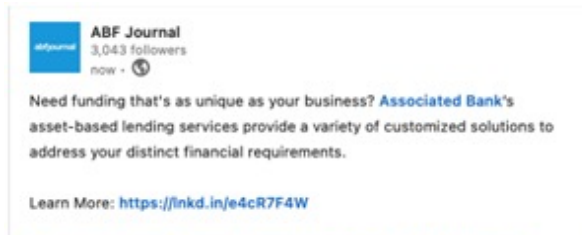
**Asset-Based Secured Lenders**

Online Listing Period	Investment
12 months	\$1,395

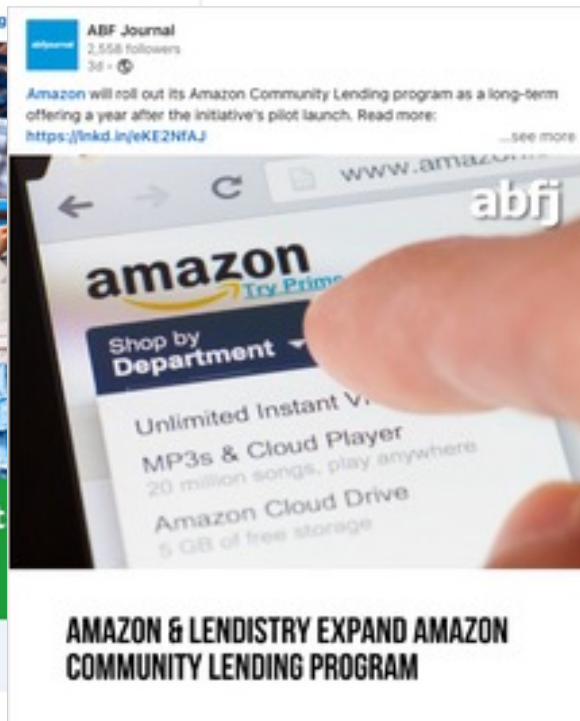
***Launching by year-end 2024, ABF Journal will deploy a new, sophisticated directory experience as part of a totally new web experience.***

# Get Social: Elevate Your Brand

We have two offerings that elevate your brand to growing list of 4,500+ followers, a “shared link” or a “shared post”. Both options include your content being featured on LinkedIn alongside our ongoing daily content. **Your content will be pinned to the top of each of our social media pages for 5 business days (for example, if your content is pinned on a Monday, it will remain there until the following Monday).**



**SHARED LINK:** For a shared link, provide a URL to your page (blog, website update, etc.) and 50 words of copy that gets people excited to click. We'll post it to our followers and pin it to the top of our LinkedIn for 5 days.



**SHARED POST:** For a shared post, provide links to content you've already posted on social media (Facebook, Twitter, LinkedIn). We'll share or repost it, adding 50 words of copy from *ABF Journal's* perspective to enhance the message or direct followers to your content.

**Rate: \$795/post**





## Reach the lenders that power almost 50% of United States GDP

Small Business Finance Insights (SBFI) serves the small business lending sector with unmatched research, data and insights to power growth and better business decisions.

# 7,000+

Small Business Lenders, Brokers,  
Advisors and Intermediaries

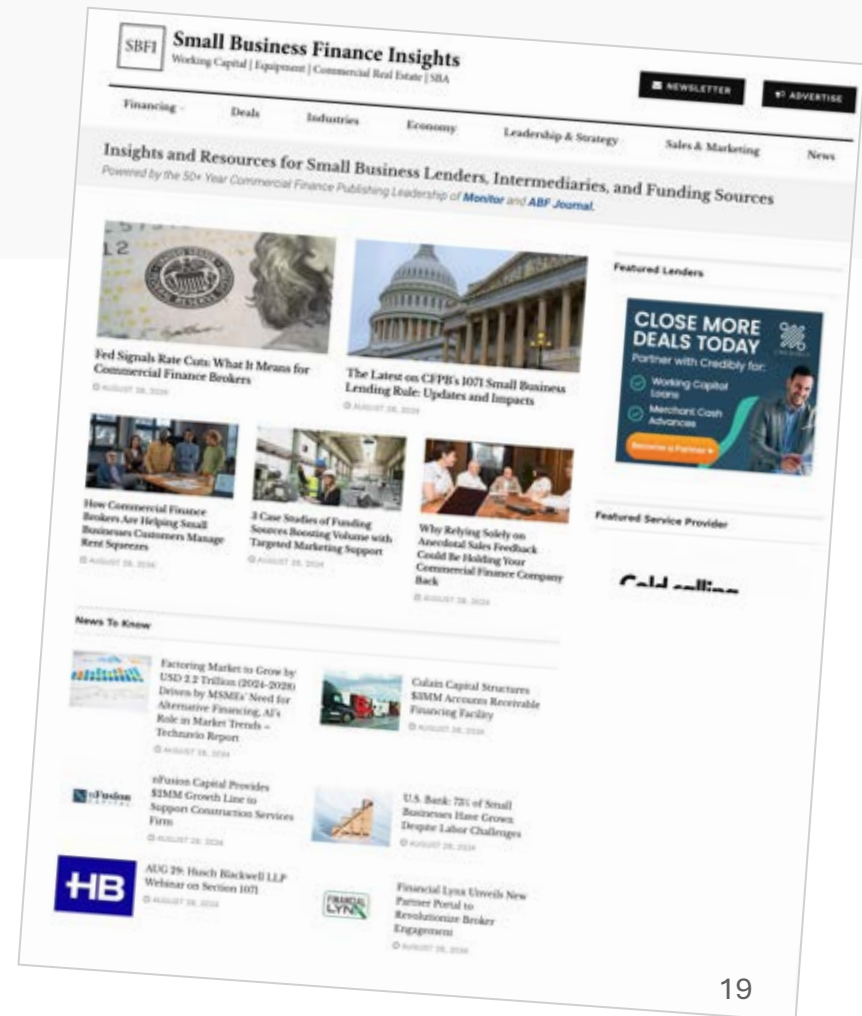
# 1,500+

Intermediary Funding Sources

Covering all types of small business lending (equipment, SBA, working capital and real estate), SBFI delivers a premium channel to enhance awareness and consideration of your company as a funder or service provider to small business lenders. **Through email newsletter, web display advertising and more, advertisers have the low-cost opportunity maximize reach and ROI in this sector.**

## Pricing follows, but for more information:

Contact Susie Angelucci at 484-459-3016  
or email [susie.angelucci@monitordaily.com](mailto:susie.angelucci@monitordaily.com)





# Small Business Finance Insights

Working Capital | Equipment | Commercial Real Estate | SBA

## WEEKLY NEWSLETTER

Duration	Horizontal Banner (600x120)	Box Banner (300x250)
12 Months	\$5,850	\$4,295
6 Months	\$3,255	\$2,735
3 Months	\$1,795	\$1,495

## WEB CONTRACT COST (DURATION)

Banner Type	12 Months	6 Months	3 Months
All Banners	\$5,900	\$3,200	\$2,100

**Small Business Finance Insights**  
Working Capital | Equipment | Commercial Real Estate | SBA

NEWSLETTER

AD

Financing - Deals Industries Economy Leadership & Strategy Sales & Marketing

Insights and Resources for Small Business Lenders, Intermediaries, and Funding Sources  
Powered by the 50+ Year Commercial Finance Publishing Leadership of **Monitor** and **ABF Journal**.

Featured Lenders

CLOSE MORE DEALS TODAY

## Research & Insights

Fed Signals Rate Cuts: What It Means for Commercial Finance Brokers

The Latest on CFPB's 1071 Small Business Lending Rule: Updates and Impacts

### Let's Bust Some Myths.

Think we only finance transportation equipment? Think again.

Click now to see how we've got you covered from asphalt pavers to Zambonis.



**INDUSTRY VOICES:** Seizing Opportunity in Today's Equipment Finance Market as a Third-Party Originator

How Commercial Finance Brokers Are Helping Small Businesses Customers Manage Rent Squeezes

3 Case Studies of Funding Sources Boosting Volume with Targeted Marketing Support

Why Relying Solely on Anecdotal Sales Feedback Could Be Holding Your Commercial Finance Company Back

**Cold calling like it's 1999?**

There's a better way.

sawbux



**CFGMS IS HIRING UNDERWRITERS!**

- Start your path to success
- Master the art of revenue-based financing underwriting
- Learn with us. Grow with us.

Apply Now



# Print Specs

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Full Page Float: 8" x 10"

Full Page Trim: 8.75 x 10.875"

Full Page Bleed: 9.0" x 11.125"

Half Page Island: 5.2" x 7"

Half Page Horizontal: 7.875" x 4.5"

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

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

# Email + Web Specs

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## BANNERS FOR ABF JOURNAL E-NEWS

**Banner Size:** 600px x 120px

All art must be smaller than 256KB 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.

## BANNERS FOR SBFI E-NEWS

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

**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 + URL link

**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.

## 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 / DIGITAL PULSE

**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.