

Specification Appendix

Print Specs

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"

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"

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 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 & Web Specs

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.

DEDICATED EMAIL

Company Image: 600px x 200px, at 72dpi with URL link

Company Logo: 250px x 125px at 72dpi with URL link

Company Call to Action Button: 120px x 60px at 72dpi with URL link

Company Message: Recommendation, 500 words max with no active links in message

Accepted Formats: .JPG or .PNG

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.

Digital Pulse Specs

VIDEO INTERVIEW

Company logo: Max file size

Headshot: Max file size

Promotional Video/Voiceover (If applicable): 30-second promotional video in .mp4 format OR a 30-second scripted VoiceOver in .mp3 format

Company logo should be 72 or higher dpi, in CMYK or RGB color format. Video quality should be 1080p or higher.

DEAL FEATURE / CASE STUDY

Company logo: Max file size

Deal information: Deal terms, structure, and strategic highlights, “Client / Challenge / Solution” format

Company logo should be 72 or higher dpi, in CMYK or RGB color format. Must be legally cleared for public disclosure.

2-MINUTE FIRM OVERVIEW VIDEO

Overview video: Must be 2 minutes or less and delivered in .mp4 format.

Additional wording: 20-25 word information blurb about company.

Company logo: Max file size

Cover image: 1920px x 1080px

Video quality should be 1080p or higher.

Accepted Image 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 ARTICLE

Company logo: Max file size

Headshot (if applicable): Max file size

Approx. 5-7 word title, 20 word information blurb, 800-1200 words on market trends or forward looking insights for 2026.

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.