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-Ia 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.

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.

DEDICATED EMAIL

Company Logo: PNG with a transparent background, at 300dpi. Maximum file size: 256 KB. Provide a destination URL.
Company Brand Colors: Provide 2–3 brand color HEX codes, identifying your primary, secondary, and optional accent color. Include brand guidelines if available.
Header Headline: Maximum 12 words. Supply as editable text, separately from your logo or image.
Header Introduction: Maximum 25 words introducing your message or offer. Supply as editable text to appear beneath the headline.
Company Message: Maximum 300 words, supplied as editable text with no active links. Short paragraphs are recommended.
Pull-Out Quote / Blurb — Optional: Maximum 15 words. Provide one key statement or takeaway to appear as a visually highlighted text block within the company message.
Bottom Call to Action Button: 300px × 100px, at 300dpi. PNG preferred. Maximum file size: 256 KB. Provide destination URL.
Subject Line Copy: 6–10 words, with a maximum of 60 characters including spaces. Must reflect the brand and content of the dedicated email.
Company Header Image — Optional Alternative: If arranged with Monitor in place of the text header, supply artwork at exactly 600px × 200px, at 300dpi, with a destination URL. Maximum file size: 256 KB.
Featured Sponsor On E-News:
Approx. 5 word title, 20 word information blurb + link to content

Digital Pulse Specs

VIDEO INTERVIEW / PODCAST
Company Logo: Max file size at 300dpi (Accepted formats: .JPG, .PNG, .PSD, or .AI)
Headshot: Max file size (Accepted formats: .JPG or .PNG)
Promotional Video or Voiceover: A 30-second feature about your company during the podcast — think of it as a mini commercial. This is your chance to tell our audience who you are, what you do, and how you serve the industry.

- **Video:** 30-second promotional video (1920px x 1080px, Accepted formats: .MP4)
- **Voiceover:** 30-second script, approximately 65–75 words (Accepted formats: .DOCX or .PDF)

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 300dpi 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, .PNG or .AI
Company logo should be 300dpi in CMYK or RGB color format. We will place the provided content into our Thought Leadership format

Advertisers may submit custom-designed artwork in place of creative provided by our team. All submitted materials must comply with the specifications outlined below.

All Ad Sizes Needed (pixels):

- 300 × 250
- 300 × 200
- 700 × 180
- 600 × 160

File Requirements:

- Accepted formats: JPG, PNG, .PSD, or .AI
- All images must be exported in high quality resolution

Creative Guidelines:

- There are no specific creative parameters for the design
- However, all artwork must align with professional standards and is subject to final approval prior to placement.

Digital Pulse Specs

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 330dpi in CMYK or RGB color format. We will place the provided content into our Thought Leadership format.

DIGITAL PULSE SOCIAL MEDIA POST:
All digital pulse products include a social post that is posted to our Linkedin and Facebook pages.

Advertisers may submit custom social media posts that align with their ad creative. All submissions must comply with the specifications outlined below.

Image Dimensions (pixels):
- 1400 × 900

Copy Requirements:
- Maximum word count: 200 words

File Requirements:
- Accepted formats: JPG or PNG
- All images must be exported in high-quality resolution

Creative Guidelines:
Social media posts should be reflective of your overall ad campaign and branding. While there are no required creative parameters, all content is subject to final approval prior to posting.

EXPERT Q&A
Expert Name & Title: Provide the featured expert's full name, professional title and company name exactly as they should appear in print and digital.
Expert Headshot: High-resolution JPG or PNG at 300dpi. Professional headshot preferred. Image should be suitable for both print and digital use.
Company Logo: High-resolution PNG with a transparent background, EPS, AI or PDF preferred for print-quality reproduction.
Expert Bio: Maximum 100 words. Include relevant experience, expertise and current role.
Area of Expertise / Topic: Provide a brief description of the topic or area of expertise the featured expert is best suited to address. Monitor will use this information, along with feedback from its audience, to help develop the Q&A.
Q&A Responses: Monitor's editorial team will provide the selected questions to the featured expert. Submit completed responses as editable text. Final Q&A content should not exceed approximately 1,200 words. Responses should be educational and insight-driven rather than directly promotional.
Company Website: Provide one destination URL to accompany the expert and company information within the digital article.
Editorial Review: All submitted content is subject to Monitor editorial review and may be edited for clarity, length, style and consistency.
Included Promotion: Expert Q&A feature in print, article on monitordaily.com, dedicated email promotion and social media promotion.