Counsel & Capital: Legal Newsletter

Your Expertise. Your People. In Front of the Decision-Makers.

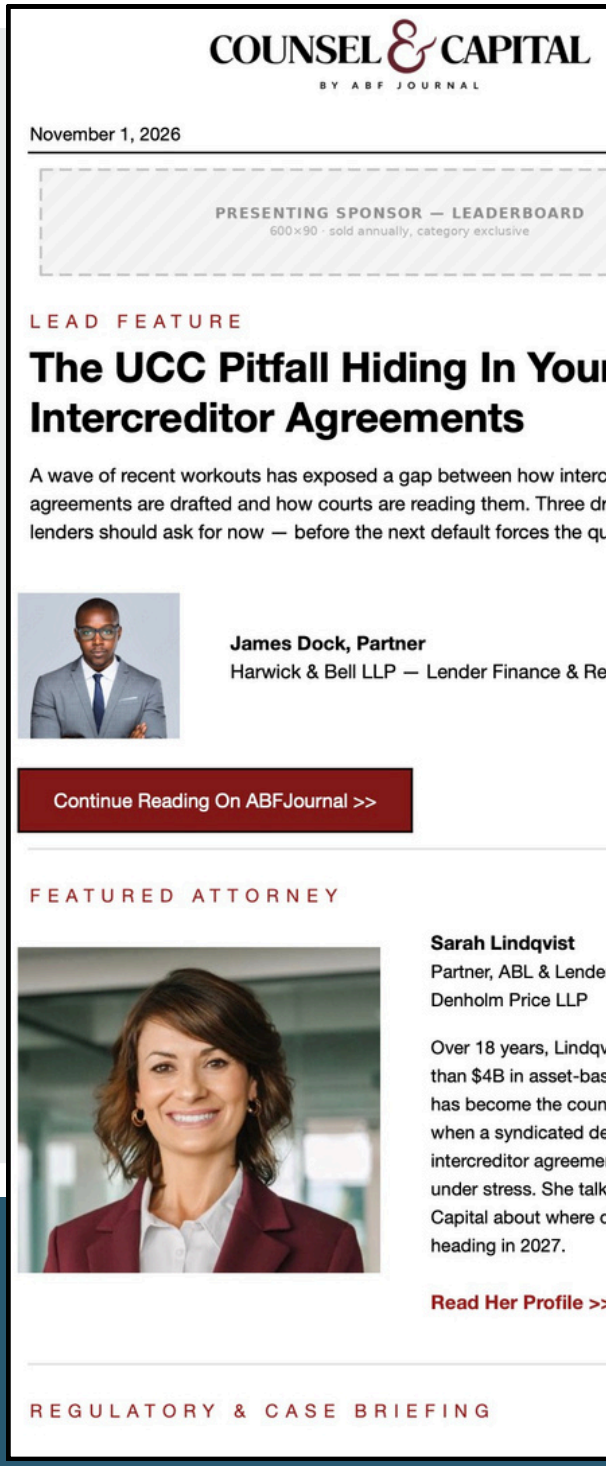
Counsel & Capital is ABF Journal's new bi-weekly newsletter covering the legal and risk side of middle-market finance.

Reach **20,000+ dealmakers** — including lenders, private equity sponsors and advisors — with the insights, experience and people that set your firm apart.

Build visibility with the professionals who engage legal counsel, refer business and influence financing transactions — putting your firm in front of prospective clients and valuable referral sources.

Sponsorship Opportunities:

- **Lead Sponsored Feature** | Thought Leadership Article
  1 Month Placement Rate: $1,595 | 2 Month Placement Rate: $2,795
  - Demonstrate your firm's expertise through an in-depth article addressing relevant legal, regulatory or industry topics.
- **Counsel's Corner Q&A**
  1 Month Placement Rate: $1,595 | 2 Month Placement Rate: $2,795
  - Short-form interview featuring five questions with a leading attorney or insights on a timely topic lenders should understand.
- **Featured Attorney** | Prominent Attorney Spotlight
  1 Month Placement Rate: $1,595 | 2 Month Placement Rate: $2,795
  - Highlight an attorney's experience, practice areas, professional accomplishments and recent transactions.
- **Featured Law Firm** | Prominent Law Firm Spotlight
  1 Month Placement Rate: $1,595 | 2 Month Placement Rate: $2,795
  - Showcase your firm's capabilities, specialty finance expertise, representative transactions and industry experience.
- **Video Interview/Podcast**
  1 Month Placement Rate: $1,595 | 2 Month Placement Rate: $2,795
  - A thought leadership podcast featuring insights from law firms and legal professionals, with editorially developed questions and content published in audio, video and written Q&A formats.
- **Banner Display Advertising**
  1 Month Placement Rate: $1,595 | 2 Month Placement Rate: $2,795
  - Promote your firm, services, conferences or industry events through prominent banner placement in the newsletter.



MULTI-PLATFORM EXPOSURE

Your content will be delivered across the ABF Journal digital network as follows:

1. **Counsel & Capital Newsletter** - Featured in 2 editions of our bi-weekly newsletter
2. **Social Media Promotion** - Featured content posted on LinkedIn and Facebook
3. **Website Placement** - Content will remain permanently accessible on the Counsel & Capital landing page with 1 month or 2 months (dependent on selected package) of elevated visibility through premium featured placement