abfjournal

2027

MEDIA KIT



Print | Digital | Thought Leadership | Directories

25 Years Dedicated to Specialty Finance

"For 25 years, ABF Journal has been a source of information, insight and connection for the specialty finance industry. Through our publications, events and industry initiatives, we bring together the people and perspectives shaping the market — and create opportunities for companies to be part of those conversations.

For our advertising partners, that means more than visibility. It means a platform to share expertise, strengthen brand recognition, build referral and funder relationships, and reach the professionals who influence business across specialty finance. Our coverage and programs help companies tell their stories, recognize the people driving progress and connect with an engaged industry audience.

As the industry evolves, so do the questions, ideas and opportunities that bring it together. After 25 years, our commitment remains the same: to connect people, fuel ideas and help our partners build relationships that move business forward."



Lisa Rafter, Publisher and CEO

25 YEARS abfjournal

monitor

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

abfjournal

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

monitor suite

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

converge virtual experience

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

LeadHER WOMEN'S LEADERSHIP SUMMIT presented by monitor

A leadership community designed to connect, develop and elevate industry professionals.

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.

STRIPES Leadership Program

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

Decision Makers Depend on ABF Journal

ABF Journal's audience is comprised of over 14,000 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.

Plus, over the past year, we expanded our content and audience, adding more than 8,000 private equity professionals across select products to our existing 14,000 subscribers—bringing our total reach to over 20,000+ middle market dealmakers, PE sponsors, lenders, advisors, and legal teams.

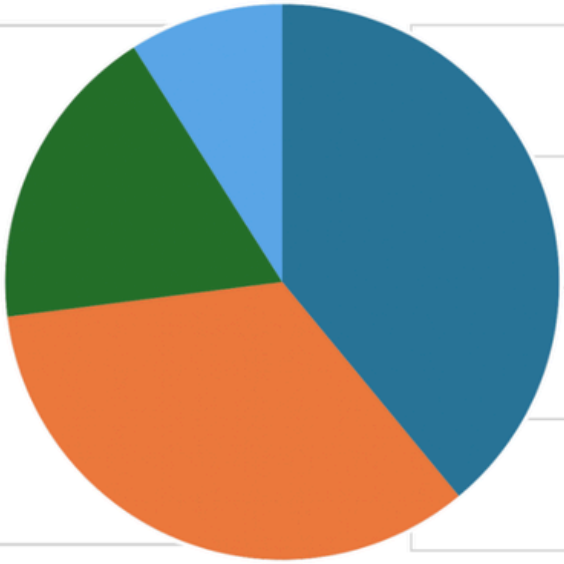
20,000+ Reach to Middle Market Dealmakers

14,000 Existing Subscribers | **8,000** NEW Private Equity Professionals

Audience Breakdown

Business Type

14,000+
subscribers to print and e-news



Bank / Bank-Owned Finance Company	39%
Independent Finance Company / Private Credit	34%
Legal, Accounting & Consulting	18%
Other	9%

Audience Segments

39%
C-Suite

46%
Executive, Senior & Middle Management

15%
Other / Miscellaneous

52%
of industry senior executives are subscribed to ABF Journal publications

76%
of industry senior executives interact with ABF Journal publications at least 3x per week

41%
of our subscriber list has been subscribed for over 10 years

Table of Contents

The following pages of ABF Journal's 2027 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 2027 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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Signature Editions





Our signature editions (Print + Flipbook + Web Edition) are on the desk and website browsers of leading decision makers across specialty finance genres and 14,000 industry participants.There is no brand visibility comparison for middle market specialty finance sector participants.

Our issue editions include:

- Legends & Leaders
- Best Companies in Specialty Finance
- Top Women in Specialty Finance

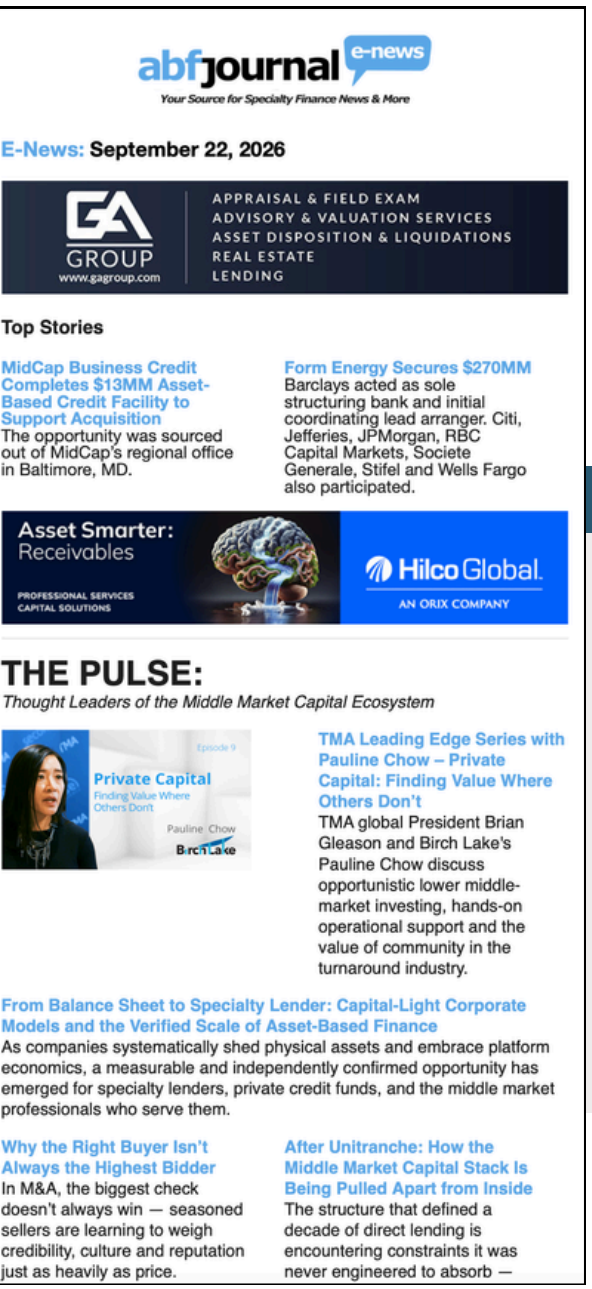
INSERTION FREQUENCY AND COST PER INSERTION			
Ad Size	**1X**	**2X**	**3X**
Full Page	$4,100	$3,805	$3,680
Half Page Island	$3,015	$2,805	$2,720
Half Page	$2,605	$2,430	$2,365
Third Page	$1,975	$1,845	$1,785
Quarter Page	$1,555	$1,460	$1,440
Inside Cover	$4,200	$4,040	$3,825
Back Cover	$4,325	$4,065	$3,915

Click Here to View A Sample

Editorial Calendar

ISSUE	DATES	PRINT FOCUS	FEATURES	DISTRIBUTION
SPRING	Space: 4/5 Materials: 4/9	**Legends & Leaders**	• Trailblazers: Leading Women • NextGen: Tomorrow's Leaders • Innovators: Change Agents • Rainmakers: Deal Closers • Icons: Recognized Industry Leaders • Sentinels: Top Risk Managers	• 14,000+ Specialty Finance Professionals • TMA Conferences
SUMMER	Space: 8/9 Materials: 8/11	**Women in Specialty Finance**	• Profiles of Top Women in Specialty Finance • Women at the Forefront of Private Credit • The Future of Work in Specialty Finance: Women's Perspectives	• 14,000+ Specialty Finance Professionals • TMA Conferences
WINTER	Space: 10/25 Materials: 10/26	**Best Companies in Specialty Finance**	• Dealmakers: Middle Market Lenders • Revitalizers: Turnaround Advisors • Activators: Legal, Accounting & Professional Services • Value Creators: Middle Market Private Equity Sponsors and Investment Banks • Technologists: AI, Software and Technology Firms	• 14,000+ Specialty Finance Professionals • Private Credit Connect • ABS East • TMA Conferences

E-News: The Daily Driver



abfjournal e-news
Your Source for Specialty Finance News & More

E-News: September 22, 2026

GA GROUP
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APPRAISAL & FIELD EXAM
ADVISORY & VALUATION SERVICES
ASSET DISPOSITION & LIQUIDATIONS
REAL ESTATE
LENDING

Top Stories

MidCap Business Credit Completes $13MM Asset-Based Credit Facility to Support Acquisition
The opportunity was sourced out of MidCap's regional office in Baltimore, MD.

Form Energy Secures $270MM
Barclays acted as sole structuring bank and initial coordinating lead arranger. Citi, Jefferies, JPMorgan, RBC Capital Markets, Societe Generale, Stifel and Wells Fargo also participated.

Asset Smarter: Receivables
PROFESSIONAL SERVICES
CAPITAL SOLUTIONS
Hilco Global
AN ORIX COMPANY

THE PULSE:
Thought Leaders of the Middle Market Capital Ecosystem

Private Capital
Finding Value Where Others Don't
Pauline Chow
Birch Lake

TMA Leading Edge Series with Pauline Chow – Private Capital: Finding Value Where Others Don't
TMA global President Brian Gleason and Birch Lake's Pauline Chow discuss opportunistic lower middle-market investing, hands-on operational support and the value of community in the turnaround industry.

From Balance Sheet to Specialty Lender: Capital-Light Corporate Models and the Verified Scale of Asset-Based Finance
As companies systematically shed physical assets and embrace platform economics, a measurable and independently confirmed opportunity has emerged for specialty lenders, private credit funds, and the middle market professionals who serve them.

Why the Right Buyer Isn't Always the Highest Bidder
In M&A, the biggest check doesn't always win — seasoned sellers are learning to weigh credibility, culture and reputation just as heavily as price.

After Unitranche: How the Middle Market Capital Stack Is Being Pulled Apart from Inside
The structure that defined a decade of direct lending is encountering constraints it was never engineered to absorb —

Daily E-News

For decades, the industry has trusted e-news for the news, insights, and resources to drive their business decisions — daily. Our weekly wrap-up closes the week with a digest of major stories, extending advertiser visibility with an engaged audience.

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

The Value of E-News

Daily Reach
Consistent exposure to active decision-makers.

Weekly Reinforcement
Extend visibility with a curated end-of-week digest.

Trusted Platform
Decades of credibility within the specialty finance community.

Proven Engagement
Over 14,000 specialty finance industry subscribers click e-news content more than 190,000 annually

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DAILY E-NEWS FREQUENCY (TIMES PER WEEK)							WEEKLY WRAP-UP
Duration	1X	2X	3X	4X	5X	PLUS +	Occurs 1X Per Week
12 Months	$5,330	$10,710	$14,080	$16,930	$19,970		$5,330
6 Months	$3,465	$6,850	$9,400	$11,730	$13,690		$3,465
3 Months	$2,085	$3,885	$6,355	$7,685	$8,455		$2,085

Weekly DEALS Email

Gain visibility for your deal activity, your brand and your specialties from the audiences with most potential to impact your 2027 growth.

The weekly DEALS Email reaches over **20,000**+ Middle Market Specialty Finance Industry participants and private equity sponsors, delivering your message directly into the inboxes of the most active dealmakers.

The Value of the Weekly DEALS Email

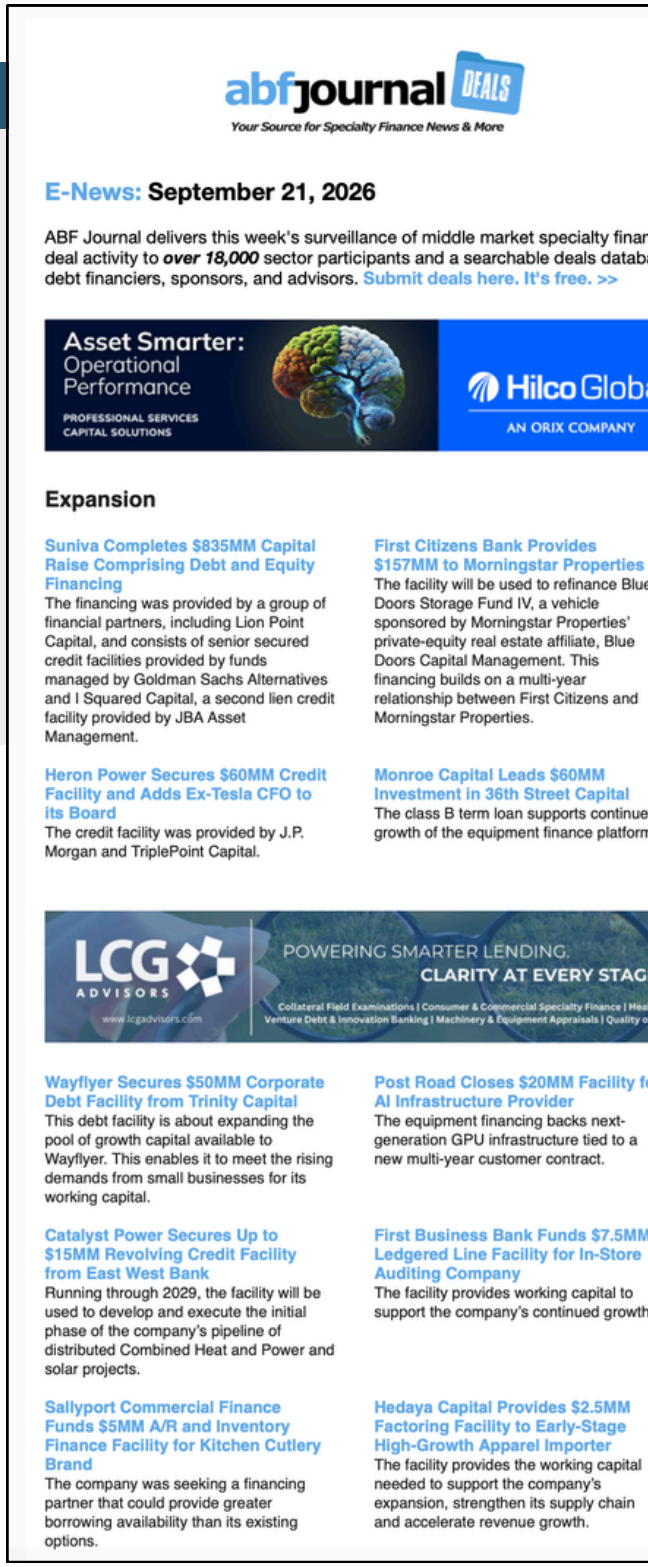
Direct Access to Dealmakers
The DEALS Email reaches **20,000**+ decision-makers weekly, ensuring visibility where deals are made.

Trusted Content Environment
Placement alongside current deal activity connects your brand with the insights readers value most.

Consistent Visibility
The weekly cadence ensures your brand stays in front of decision-makers monitoring deal flow.

WEEKLY DEALS EMAIL	
Duration	**Horizontal Banner**
12 Months	$6,325
6 Months	$3,525
3 Months	$1,950

Click Here to View A Sample



abfjournal DEALS
Your Source for Specialty Finance News & More

E-News: September 21, 2026

ABF Journal delivers this week's surveillance of middle market specialty finan
deal activity to *over 18,000* sector participants and a searchable deals datab
debt financiers, sponsors, and advisors. Submit deals here. It's free. >>

Asset Smarter: Operational Performance
PROFESSIONAL SERVICES CAPITAL SOLUTIONS
Hilco Globa
AN ORIX COMPANY

Expansion

Suniva Completes $835MM Capital Raise Comprising Debt and Equity Financing
The financing was provided by a group of financial partners, including Lion Point Capital, and consists of senior secured credit facilities provided by funds managed by Goldman Sachs Alternatives and I Squared Capital, a second lien credit facility provided by JBA Asset Management.

First Citizens Bank Provides $157MM to Morningstar Properties
The facility will be used to refinance Blue Doors Storage Fund IV, a vehicle sponsored by Morningstar Properties' private-equity real estate affiliate, Blue Doors Capital Management. This financing builds on a multi-year relationship between First Citizens and Morningstar Properties.

Heron Power Secures $60MM Credit Facility and Adds Ex-Tesla CFO to its Board
The credit facility was provided by J.P. Morgan and TriplePoint Capital.

Monroe Capital Leads $60MM Investment in 36th Street Capital
The class B term loan supports continue growth of the equipment finance platform

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Venture Debt & Innovation Banking | Machinery & Equipment Appraisals | Quality o

Wayflyer Secures $50MM Corporate Debt Facility from Trinity Capital
This debt facility is about expanding the pool of growth capital available to Wayflyer. This enables it to meet the rising demands from small businesses for its working capital.

Post Road Closes $20MM Facility f
AI Infrastructure Provider
The equipment financing backs next-generation GPU infrastructure tied to a new multi-year customer contract.

Catalyst Power Secures Up to $15MM Revolving Credit Facility from East West Bank
Running through 2029, the facility will be used to develop and execute the initial phase of the company's pipeline of distributed Combined Heat and Power and solar projects.

First Business Bank Funds $7.5MM Ledgered Line Facility for In-Store Auditing Company
The facility provides working capital to support the company's continued growth

Sallyport Commercial Finance Funds $5MM A/R and Inventory Finance Facility for Kitchen Cutlery Brand
The company was seeking a financing partner that could provide greater borrowing availability than its existing options.

Hedaya Capital Provides $2.5MM Factoring Facility to Early-Stage High-Growth Apparel Importer
The facility provides the working capital needed to support the company's expansion, strengthen its supply chain and accelerate revenue growth.

Pulse - Featured Content

Seeing Your Brand is One Thing. Targets Experiencing Your Intellectual Capital is Another Level. Pulse - Featured Content is your connection to 20,000+ Middle Market Dealmakers - PE Sponsors, Lenders, Advisors, and Legal Teams.

Pulse is ABF Journal's new content platform designed to give your firm consistent, high-impact visibility with the middle market dealmaking community. It's a direct channel to share your expertise, showcase transactions, and position your brand as a trusted authority — delivered straight to the inboxes and feeds of the professionals who make deals happen

Content Opportunities:

- **Thought Leadership Article**
  Rate: $2,995
  - 800–1200 words on market trends or forward-looking insights for 2025
  - Addressing PE, specialty lenders, investment bankers, legal advisors, and turnaround professionals
  - Optional copywriting assistance from ABF Journal's editorial team

- **2-Minute Firm Overview Video**
  Rate: $2,995
  - Company expertise, differentiators, and team highlights
  - Optional client testimonials or performance metrics
  - Ideal for branding and positioning in a crowded market

- **Video Interview / Podcast**
  Rate: $2,995
  - Senior-level thought leadership on the middle market and deal flow
  - Conducted via Zoom and released in audio, video, and written Q&A
  - Questions developed in collaboration with our editorial team

- **Deal Feature / Case Study**
  Rate: $2,995
  - Showcase a recent transaction ($1MM–$500MM range)
  - Deal terms, structure, and strategic highlights
  - "Client / Challenge / Solution" format
  - Must be legally cleared for public disclosure

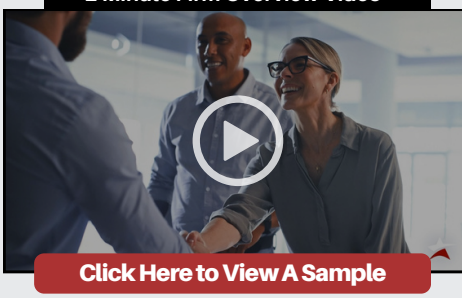
- **Expert Q&A Article *NEW***
  Rate: $2,995
  - Establish your company as a leading industry authority
  - Deliver expert insights on timely market challenges and opportunities
  - Questions strategically developed with ABF Journal's editorial team
  - Connect your expertise directly with ABF Journal's executive audience

Thought Leadership Article



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2 Minute Firm Overview Video



Click Here to View A Sample

Video Interview/Podcast



Click Here to View A Sample

Deal Feature / Case Study



Click Here to View A Sample

Expert Q&A Article



Click Here to View A Sample

MULTI-PLATFORM EXPOSURE

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

1. **Daily E-News** - Featured content for two weeks
2. **Weekly E-News Summary** - Spotlight in our weekly news roundup for 14 days
3. **"Deals" Digest** - Included in our weekly featured deal coverage for 14 days
4. **Social Media** - Featured content posted on LinkedIn and Facebook
5. **Website Placement** - Featured on home & secondary pages

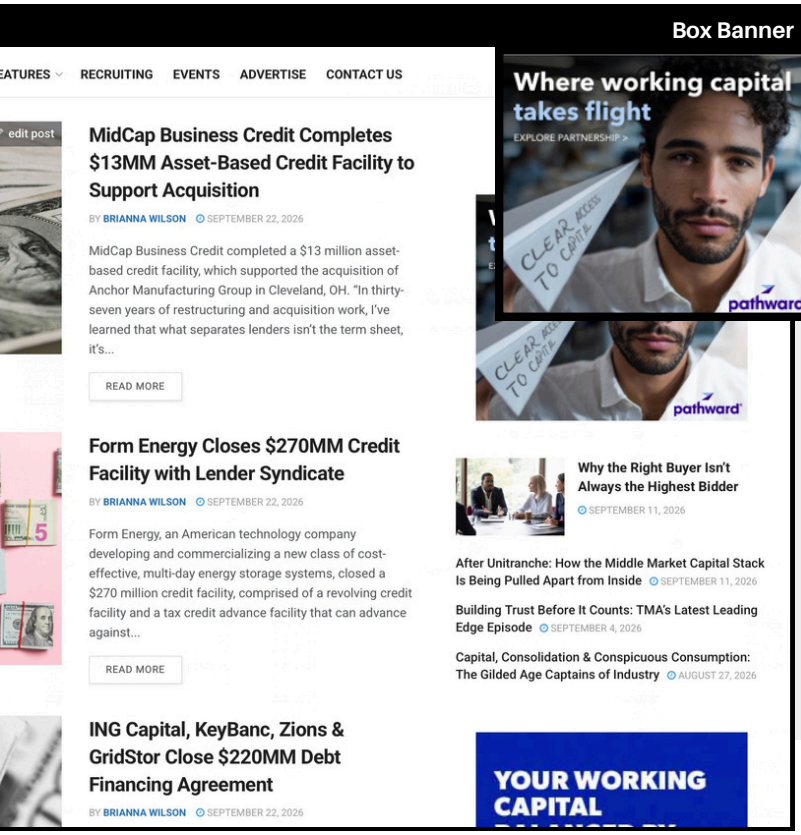
Website: High ROI Brand Elevation

More Than 1.5MM Annual Visits

When you combine the power of E-News click activity, heavy organic search volumes, and one of the most bookmarked sites in its sector, the result is 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 Banners

Includes one of each:

Leaderboard/Inline
Premium ad at the top and in-line throughout all pages for maximum visibility.

Skyscraper
Large attention-grabbing ad to reach your target audience throughout all pages.

Box
Right-side placement for consistent brand exposure throughout the site

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CONTRACT COST (DURATION)			
Banner Type	12 Months	6 Months	3 Months
All Banners	$6,150	$2,975	$2,570

Dedicated Email: Amplify Your Story

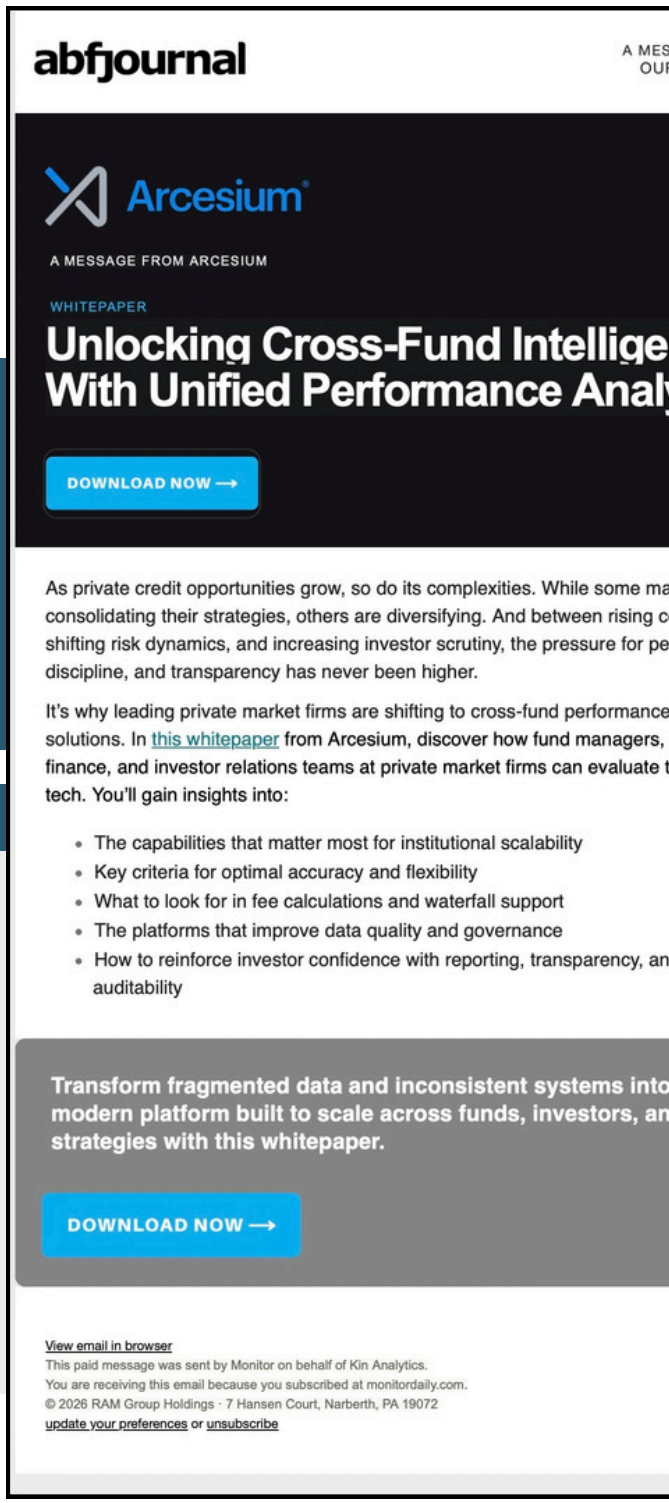
Our list. Our credibility. Your brand.

ABF Journal's Dedicated Email is an exclusive email with your company's message sent to our 14K 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.

This is a spotlight opportunity for:

- Product launches
- Personnel announcements
- Special events
- Industry insights

You provide the content, and Monitor takes care of the distribution.



Includes:

Your Company's Message
Your company's message delivered in an exclusive email to ABF Journal's 14,000+ e-news subscribers

E-News Featured Sponsor
An exclusive feature in ABF Journal's e-news for 5 days.

The Value of Dedicated Email

Exclusive Exposure
A stand-alone communication that ensures your message isn't competing for attention.

Dual Channel Reinforcement
Inbox delivery plus e-News sponsorship creates multiple touchpoints with the same high-value audience.

High-Impact Visibility
A spotlight format designed to drive immediate awareness and action.

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For more information, Contact Susie Angelucci at 484-459-3016 or email susie.angelucci@abfjournal.com

Counsel & Capital: Legal Newsletter

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

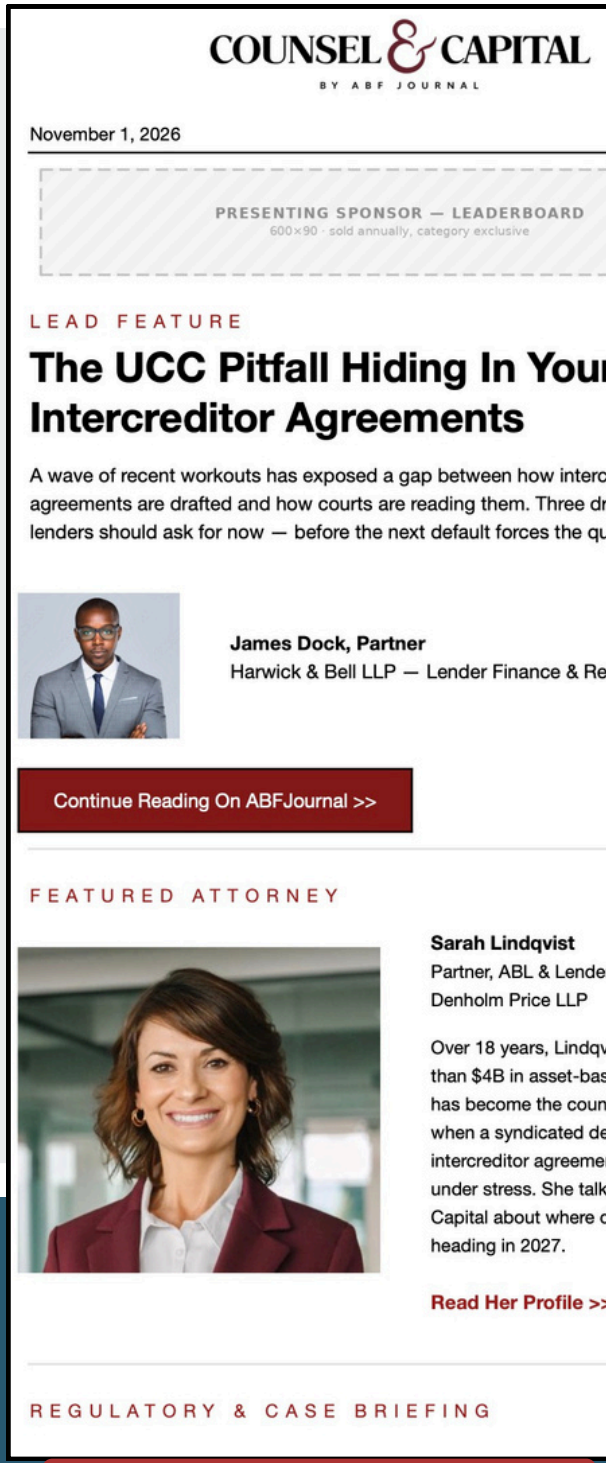
Counsel & Capital is ABF Journal's new bi-weekly newsletter covering the legal and risk side of middle-market finance.

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.


COUNSEL & CAPITAL
BY ABF JOURNAL

November 1, 2026

PRESENTING SPONSOR — LEADERBOARD
600×90 · sold annually, category exclusive

LEAD FEATURE

The UCC Pitfall Hiding In Your Intercreditor Agreements

A wave of recent workouts has exposed a gap between how interc
agreements are drafted and how courts are reading them. Three dr
lenders should ask for now — before the next default forces the qu

James Dock, Partner
Harwick & Bell LLP — Lender Finance & Re

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FEATURED ATTORNEY

Sarah Lindqvist
Partner, ABL & Lende
Denholm Price LLP

Over 18 years, Lindqv
than $4B in asset-bas
has become the coun
when a syndicated de
intercreditor agreeme
under stress. She talk
Capital about where c
heading in 2027.

Read Her Profile >>

REGULATORY & CASE BRIEFING

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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

Company Directories

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

In specialty finance, visibility is everything. ABF Journal's Company Directories ensure that when professionals are searching for solutions — whether lenders or service providers — your company is front and center.

Unlike ads that appear for a moment in time, Directory Listings are "always on." This means your business maintains a constant presence across ABF Journal's most trusted platforms:

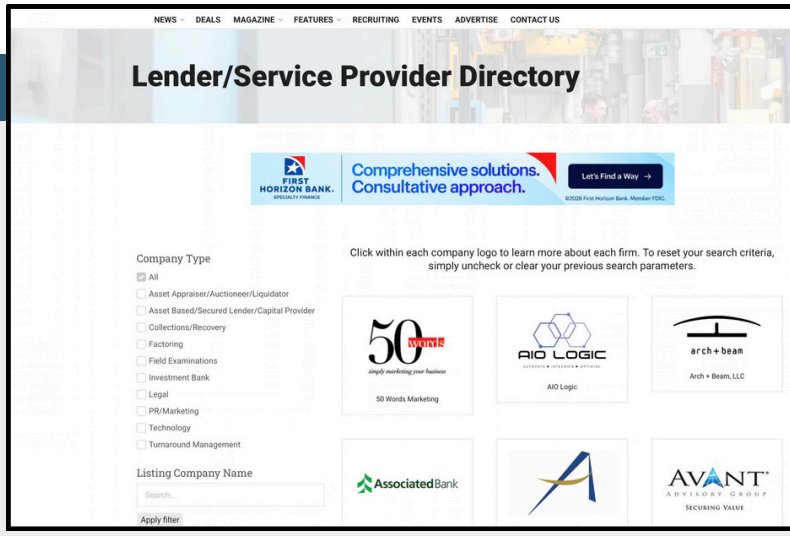
- Daily exposure in ABF Journal Daily E-News
- 24/7 access within ABFJournal.com's digital experiences

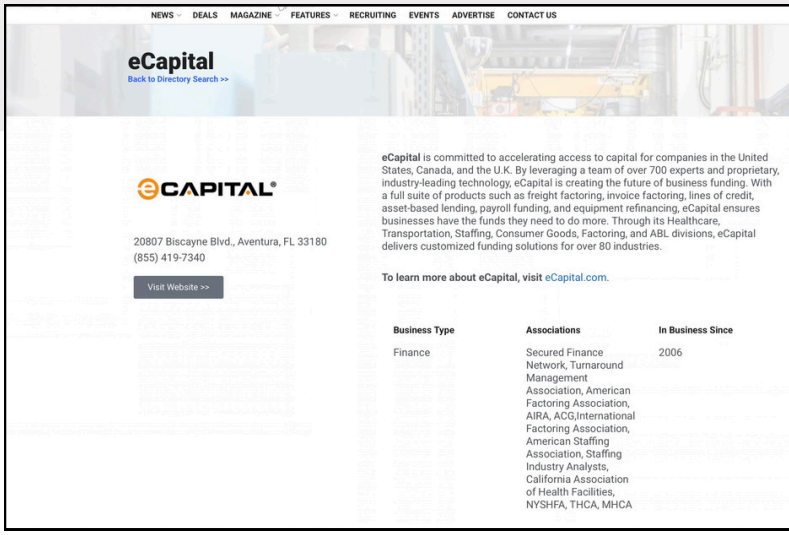
The Value of the Online Directory

Low Effort, High Impact
One listing creates ongoing visibility without the need for frequent campaign resets.

Built-In Frequency
With daily promotion in E-News, your brand appears again and again in front of readers.

Reputation Reinforcement
Inclusion signals that your company is an established player in the specialty finance space.





ONLINE DIRECTORY LISTING	
Online Listing Period	**Investment**
12 Months	$1,095

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Social Media: Get Social

We have two offerings that elevate your brand to growing list of 6,500+ followers, a "shared link" or a "shared post". Both options include your content being featured on LinkedIn alongside our ongoing daily content.

Social Share

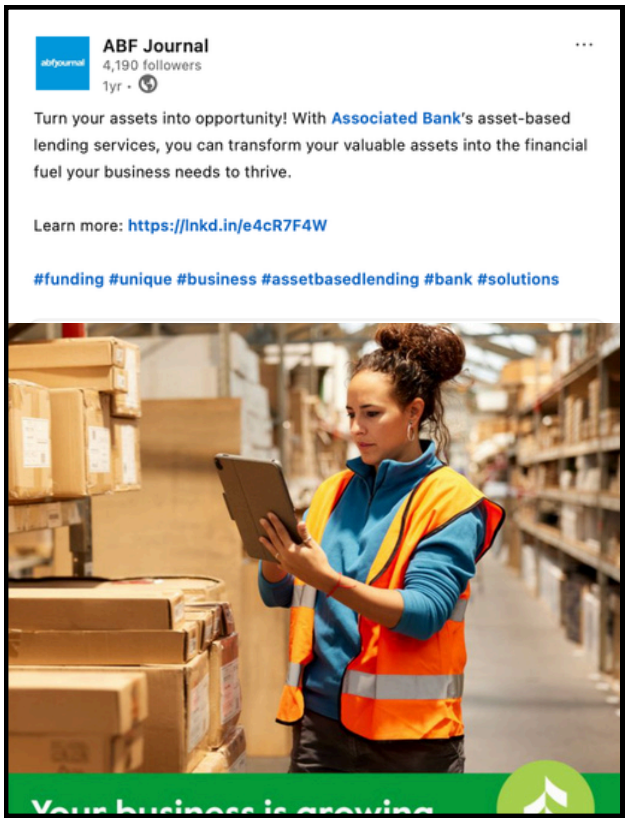
How It Works: ABF Journal helps extend the reach of your company's content by sharing it with our engaged LinkedIn and Facebook audiences.

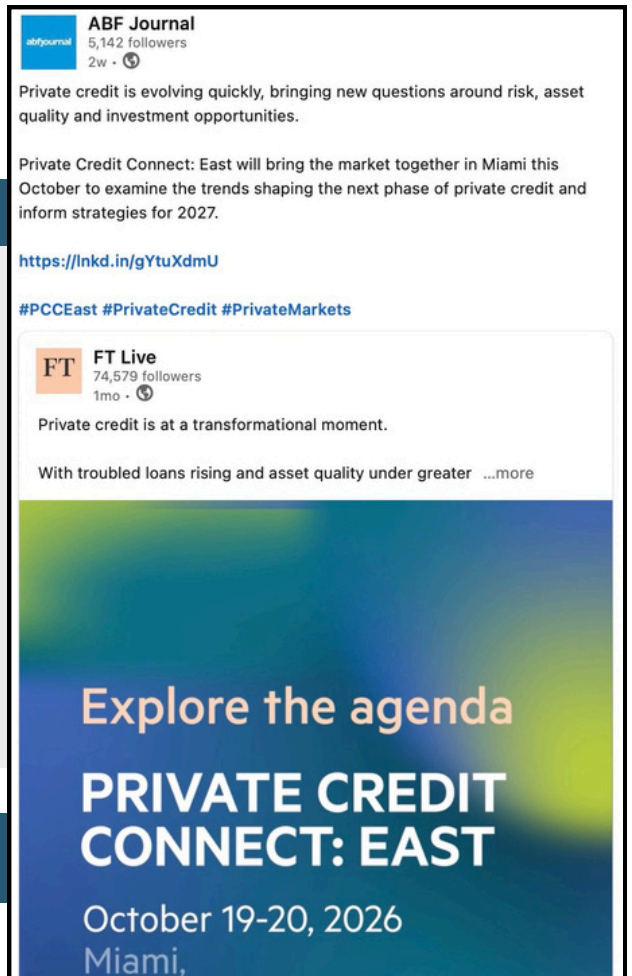
Your social share can direct readers to content on your website — such as a blog post, press release, product announcement, new service page or thought leadership article — or amplify an existing post from your company's social media channels.

It's a simple way to put your message in front of equipment finance professionals and drive additional visibility, engagement and traffic.

What You Provide: A link to your website content or original social media post, a graphic when applicable and up to 50 words of suggested copy to provide context, highlight your key message or reinforce the content being shared.

Click Here to View A Sample





The Value of Social Media

Expanded Reach
Access a growing audience of 6,500+ specialty finance professionals.

Community Integration
Appear directly in the daily feed industry professionals are already scrolling, liking, and sharing.

Consistent Reinforcement
Keep your brand top of mind by appearing regularly alongside ABF Journal's respected industry updates.

Investment: $795/Post

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: ABF Journal's editorial team will provide the selected questions to the featured expert. Submit completed responses as editable text.
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.