

# Digital Edition Advertising

The digital edition of *ABF Journal* is an interactive magazine allowing readers to easily navigate through pages with functions including table of contents and keyword searches, active links to all websites, email addresses and more!

## OVERVIEW

For the added convenience of our readers, *ABF Journal* is available in digital format in addition to print. The digital version mirrors the print edition, including all content and display ads. *ABF Journal's* digital edition is emailed to subscribers and viewable from our website.

## DIGITAL EDITION PREMIUM POSITIONS

The digital edition of the *ABF Journal* offers two premium positions:

### Leaderboard

The leaderboard banner offers the highest visibility with exposure on every page of the magazine while driving traffic to your website.

### Full Page Ad

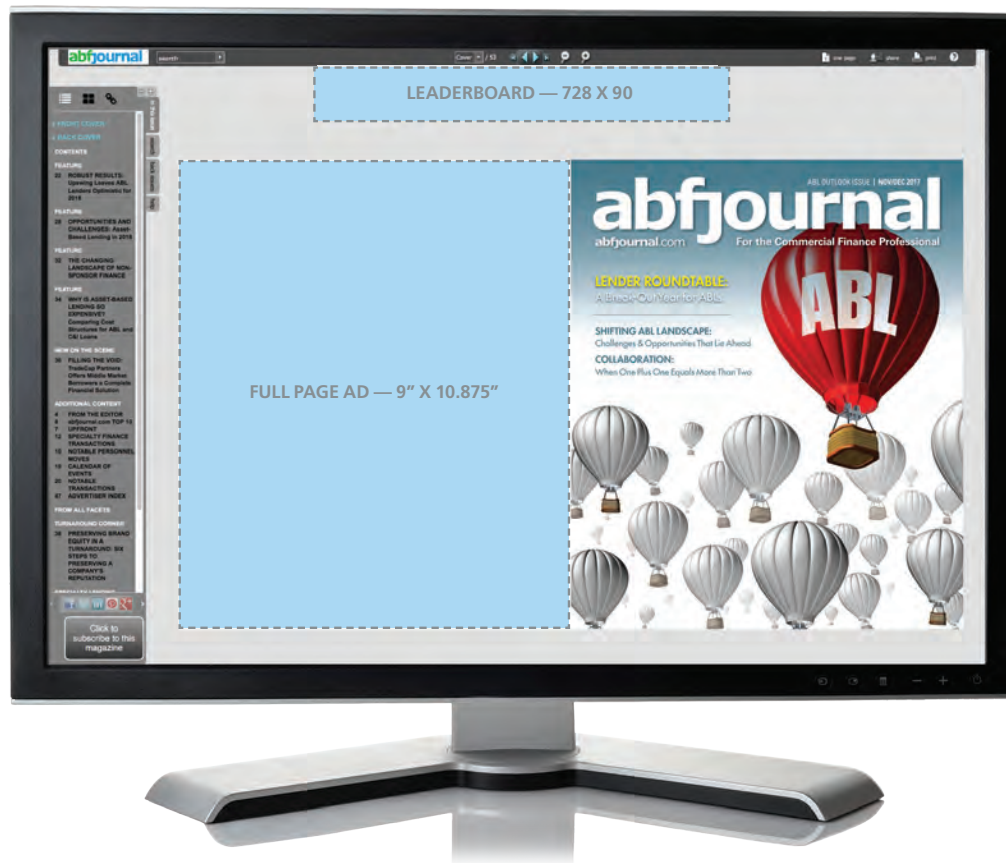
The number one premium position for digital magazines opposite the front cover — the first thing a reader sees when opening the digital edition. High-profile placement for maximum impact!

## ABF JOURNAL DIGITAL ... UNIQUE CAPABILITIES

Take your marketing to a whole new level while creating mindshare with your message and brand with rich media options, including enhanced multimedia and interactive ads:

- Sales Lead-Generation
- Embedded Audio
- Embedded Video
- Animated GIF
- HTML5 Animation

Contact us for custom options and rates.



## CONTACT FRANK BATTISTA FOR ADVERTISING DETAILS

PHONE: 800.708.9373 x120 E-MAIL: fbattista@abfjournal.com