

# E-News Advertising

Ideally suited to support any marketing campaign, *ABF Journal's* unique Daily E-News broadcast and Weekly Wrap-Up afford unmatched audience reach for advertisers and sponsors.

## DAILY E-NEWS ADVERTISING

Our most popular media platform, *ABF Journal's* Daily E-News broadcast, is e-mailed each business day to a growing community of registered subscribers. With a unique format and delivery system, this platform is ideally suited to heighten brand awareness. Consistent delivery rates of 99% and unique open rates of 22% or better ensure visibility and opportunities for conversion.

Daily	CONTRACT COST (FREQUENCY/INSERTIONS PER WEEK)				
DURATION	1X	2X	3X	4X	5X
1 Year	\$3,970	\$7,345	\$10,710	\$12,705	\$14,875
6 Months	2,575	4,785	6,945	8,230	9,655

All E-News advertising rates are subject to change without notice.

## WEEKLY E-NEWS ADVERTISING

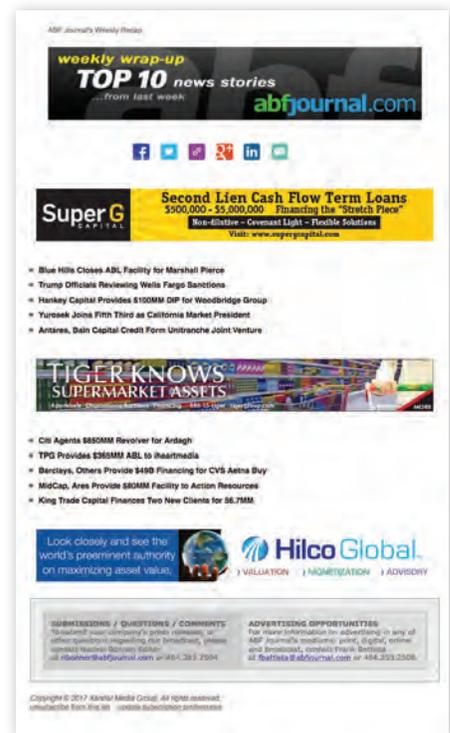
The Weekly E-News Wrap-Up is forwarded to an opt-in audience of subscribers every Monday morning, highlighting the top 10 stories from the previous week. Audience engagement and opportunities for conversion are assured given our consistently high delivery and unique open rates. A three-advertiser limit maximizes visibility for your brand and message. Additional features include banner or logo/text options and the ability to accommodate changes or updates to support a series of unique campaigns.

Weekly Wrap-Up	CONTRACT COST (DURATION)		
INSERTION/FREQUENCY	1 YEAR	6 MONTHS	3 MONTHS
Once Per Week	\$7,800	\$5,200	\$3,250

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**ABF JOURNAL  
E-NEWS BRAND  
RECOGNITION  
ALONG WITH  
YOUR COMPANY'S  
MARKETING MESSAGE  
— A POWERFUL  
COMBINATION!**



### DAILY & WEEKLY E-NEWS AD REQUIREMENTS

**BANNER STYLE:** 600 pixels wide x 80 pixels high, in JPG or GIF formats. Maximum file size is 30K. Animation is NOT supported.

**URL:** Please supply the URL to where your banner should link.

**THIRD-PARTY AD SERVING/TRACKING:** Because most corporate email systems reject javascript embedded in email, we cannot accept code-based ad serving.

**CONTACT FRANK BATTISTA FOR ADVERTISING DETAILS**  
**PHONE:** 800.708.9373 x120 **E-MAIL:** fbattista@abfjournal.com