Online Advertising

Enhanced *abfjournal* banner ad offerings, coupled with full website rotation and popular content proximity features, ensure maximum visibility and audience engagement.

WEBSITE BANNERS

Abfjournal's homepage banner ad zones are available in three sizes to maximize visibility and feature full rotation throughout the entire website including all daily news story pages. Banner ad zones are limited to the number of advertisers in rotation to ensure delivery of a minimum number of page impressions over the duration of a contract. Banner ad metrics will be provided, so you always know how your banner ad is performing.

Leaderboard

Our most exclusive and visible banner ad! The leaderboard is positioned at the top of the *abfjournal* homepage and maintains that line-of-sight position on every page throughout the entire website.

Top Box Banner

The box banner runs along the right side of *abfjournal's* news postings — ensuring an ongoing presence opposite our most popular content. In addition, as our online visitors click through to other website pages, these banner ad zones retain the same position on all landing pages on the *abfjournal* website.

Skyscraper

The skyscraper is the largest banner ad zone, designed to catch a visitor's attention utilizing a large portion of prime webpage real estate.

Value-Add

All banner advertisers will enjoy the added benefit of having their logos displayed prominently on the sponsor index page in the print, digital and mobile editions of the *ABF Journal* magazine for the duration of the contract.

BANNER TYPE	CONTRACT COST (DURATION)			DIMENSIONS
	1 YEAR	6 MONTHS	3 MONTHS	
Leaderboard	$7,125	$4,275	$2,495	728 x 90
Skyscraper	2,790	1,755	NA	300 x 600
Top Box Banner	2,365	1,550	NA	300 x 250

Dimensions are in pixels (width x height). All web advertising rates are subject to change without notice.

ONLINE AD SPECIFICATIONS/REQUIREMENTS

BANNER SIZES: See dimensions in chart above.

ACCEPTED FORMATS: GIF, JPG & HTML5

MAXIMUM SIZES: 40K GIF/JPG; 200K HTML5

URL: Please supply the URL to which your banner should link.

MAXIMUM ANIMATION LENGTH: 30 seconds, or three complete loops.

HTML5 AND THIRD-PARTY AD SERVING/TRACKING: HTML5 & third-party ad serving/tracking is supported only if complete HTML code is supplied. We support click tracking/cache busting for: adtech, Doubleclick, Google Ad Sense, Mediaplex and Yahoo! Publisher Network platforms.

CONTACT FRANK BATTISTA FOR ADVERTISING DETAILS

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