

Print Advertising

Published seven times in 2016, *ABF Journal* leads the industry with 5,500 subscribers and an audience reach of more than 15,000 readers — 81% hold the title of VP and above; reader composition includes 1,350 lender referral sources.

STANDARD BLACK & WHITE DISPLAY AD RATES*

AD SIZE	INSERTION FREQUENCY (COST PER INSERTION)						
	1X	2X	3X	4X	5X	6X	7X
Full Page	\$2,945	\$2,655	\$2,535	\$2,445	\$2,360	\$2,270	\$2,200
Half Page Island	2,100	1,890	1,810	1,745	1,680	1,615	1,570
Half Page	1,695	1,525	1,460	1,410	1,355	1,305	1,265
Third Page	1,375	1,250	1,190	1,155	1,115	1,075	1,035
Quarter Page	965	870	850	825	800	775	750
Sixth Page	775	695	665	645	625	605	585
Two-Page Spread	5,595	5,045	4,815	4,645	4,485	4,315	4,180

*All advertising rates are subject to change.

COVER & PREMIUM GUARANTEED POSITION AD RATES*

FULL PAGE ADS	INSERTION FREQUENCY (COST PER INSERTION)						
	1X	2X	3X	4X	5X	6X	7X
Back Cover	\$3,940	\$3,795	\$3,650	\$3,520	\$3,390	\$3,265	\$3,155
Inside Front Cover	3,565	3,425	3,290	3,175	3,060	2,945	2,830
Inside Back Cover	3,420	3,290	3,165	3,055	2,945	2,830	2,720
Pages 1, 2, 5 & 7	Position guaranteed at an additional 10% charge over standard full page rates						

*Agency commissions are available to independent agencies for print advertising only. All ads must be submitted to specifications below to qualify. All advertising rates are subject to change.

DIGITAL & MOBILE OPTIONS

As a print display advertiser, your ad will also appear in the *ABF Journal's* digital and mobile editions of the magazine. **The mobile edition of the magazine affords the opportunity to employ banner or blow-in advertising options for smartphones and tablets. Please contact Frank Battista for details.**

MULTIMEDIA PACKAGE DISCOUNTS*

To encourage advertisers to use the multimedia platforms of the *ABF Journal*, print display advertisers contracting for two or more print insertions qualify for the following online advertising discounts: Purchase one online offering and receive a discount of 10% off the cost; purchase two and receive a 20% discount off the cost of both.

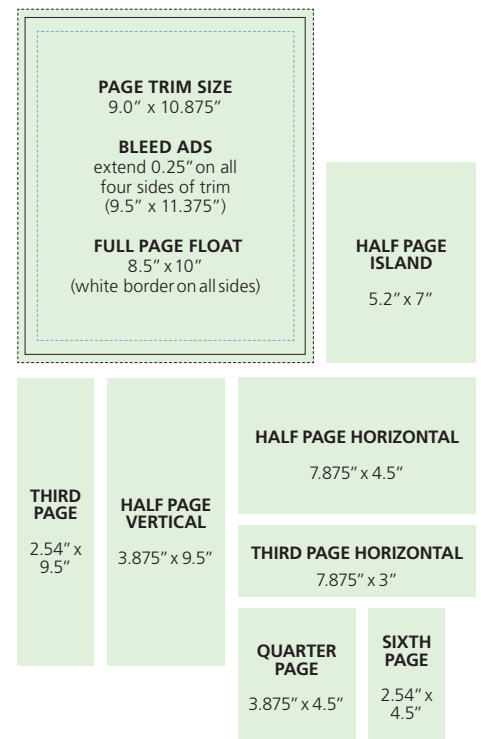
*Discount offer excludes daily or weekly E-News advertising.

COLOR/BLEED CHARGES

AD SIZE	COST PER INSERTION*	
	FULL COLOR	SINGLE COLOR
Full Page	\$1,095	\$575
Half Page & Island	875	450
Third & Quarter Page	570	290
Sixth Page	325	175
Bleed (Available on Full Pgs Only)	200	

*Color and bleed charges are per insertion. Single color charges are per color, all colors will run as CMYK (must be converted prior to submission), no spot/PMS colors are accepted.

MAGAZINE DISPLAY AD SIZES



PRINT AD GUIDELINES & SPECIFICATIONS

We accept press-ready PDF files only. Please consult our complete print specifications guide before creating your ad. This guide contains all of the necessary PDF specifications, ad sizes and guidelines, as well as submission and/or FTP instructions that you will need to ensure your ad is accepted upon delivery. You can request this from your sales rep, or download it at: <http://abfjournal.com/MediaPlanner/ABFJ-PrintSpecifications.pdf> Please email files to pmcdevitt@abfjournal.com or request a Dropbox link from your sales rep.

CONTACT FRANK BATTISTA FOR ADVERTISING DETAILS

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