

# DIGITAL MEDIA

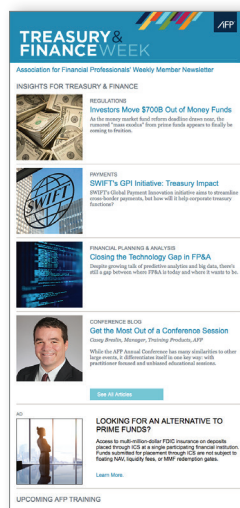
## Newsletters, Website, Podcasts and Retargeting

Advertise on AFP's electronic resources to get your products and services in front of thousands of new customers.

### AFP NEWSLETTER ADVERTISING

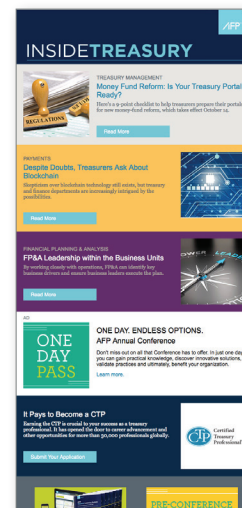
#### Treasury & Finance Week

This weekly member-only newsletter offers the latest industry news briefs, delivered first thing Wednesday mornings by email. Read association and industry articles, see featured job postings and stay on top of changing regulations.



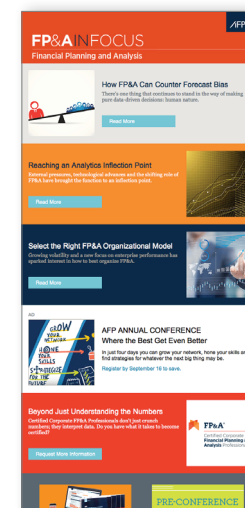
#### Inside Treasury

This monthly newsletter—by, and for, corporate treasury professionals—offers peer insights and best practices as well as expert analysis and regulatory updates to help treasury professionals advance their organization, and their career. Topics include cash management, payments, cybersecurity, liquidity management, investing, risk management, bank relationship management, and more.



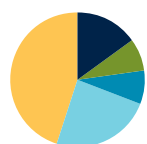
#### FP&A in Focus

Every month, *FP&A in Focus* offers thought leadership, best practices, news, regulatory changes and advice on what worked and what didn't for financial planning and analysis professionals.



**12,000+** Subscribers

**73%** Corporate Practitioners | **34%** Executive-Level



#### Sales Volume

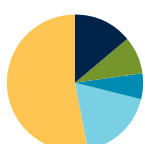
- over \$20 Billion
- \$10-20 Billion
- \$5-9.9 Billion
- \$1-4.9 Billion
- under \$1 Billion

#### Region

- 11,075 - United States
- 670 - Canada
- 140 - Western Europe
- 185 - Asia-Pacific
- 170 - Middle East & Africa

**28,000+** Subscribers

**58%** Corporate Practitioners | **31%** Executive-Level



#### Sales Volume

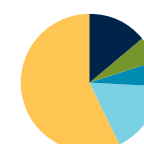
- over \$20 Billion
- \$10-20 Billion
- \$5-9.9 Billion
- \$1-4.9 Billion
- under \$1 Billion

#### Region

- 18,390 - United States
- 1,300 - Canada
- 2,830 - Western Europe
- 3,010 - Asia-Pacific
- 1,670 - Middle East & Africa

**26,000+** Subscribers

**69%** Corporate Practitioners | **26%** Executive-Level



#### Sales Volume

- over \$20 Billion
- \$10-20 Billion
- \$5-9.9 Billion
- \$1-4.9 Billion
- under \$1 Billion

#### Region

- 17,650 - United States
- 1,240 - Canada
- 1,360 - Western Europe
- 2,840 - Asia-Pacific
- 2,000 - Middle East & Africa

## DIGITAL MEDIA

Newsletters, Website, Podcasts and Retargeting



Contact the AFP sales department: 301.961.8861

## AFP NEWSLETTER ADVERTISING



## AFP Newsletter Ad Specifications

- Image: 180 x 180 pixel at 72dpi
- GIF or JPG files required
- Files with a white background must also have a 1 pixel border
- Title: 50 characters maximum
- Text: 225 characters maximum
- Call to Action Link: 30 characters maximum

## AFP Newsletter Ad Rates

	1x	3x	6x
Position 1	\$2,000	\$1,900	\$1,700
Position 2	\$1,700	\$1,600	\$1,400

**Deadline** – Ad is due on the Friday before scheduled run.

## AFP WEBSITE ADVERTISING

## AFP's Topics and Article Pages

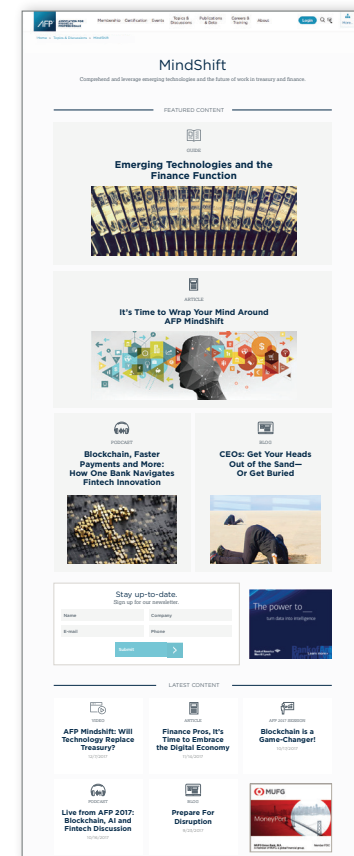
Topic and article pages are an excellent resource for AFP's audience to look for the latest news in the finance industry. Article pages get 25,000 average page views per month. Place an ad that links to your company's web page and raise awareness by promoting your company as a key resource for financial professionals.

## AFP Website Ad Specifications

- 300 x 250 pixel at 72dpi
- GIF or JPG files required
- Files with a white background must also have a 1 pixel border
- Animation allowed; no Flash files

## AFP Website Ad Rates

AFP Topics Pages	1x	2x	6x
Position 1	\$2,500	\$2,200	\$2,000





# DIGITAL MEDIA

Newsletters, Website, Podcasts and Retargeting

Contact the AFP sales department: 301.961.8861

## PODCAST SPONSORSHIP



### AFP Conversations Podcast

Be part of the AFP Conversations podcast, the only podcast for treasury and finance professionals. Podcast episodes, hosted by AFP staff, are 20-30 minute conversations that take place with corporate members, event speakers and industry experts.

### AFP Conversations Podcast Sponsorship Rates

Podcast Episodes	Pricing
4 Sponsored Podcasts	\$17,500
1 Sponsored Podcast	\$5,000 each

### AFP Conversations Podcast Sponsorship Specifications

Each sponsor receives a pre-recorded audio advertisement during the podcast and verbal recognition by the host at the beginning or end of the podcast. Sponsors can recommend industry expert(s) for the conversations, and are welcome to host the podcast on their website and distribute it to their clients.

## RETARGETING ADS



TARGETED AUDIENCE



DIGITAL REACH



QUANTIFIABLE ROI

### AFP Retargeting

Among the most effective forms of digital advertising, retargeting uses “cookies” to track the visitors of one site and reach them with ads on other sites. Target AFP members and prospects while they search the internet and interact on social media. You provide the ad creative, we take care of the rest.

### AFP Retargeting Ad Rates

Package Offering	Buyer Impressions	Total Cost
1 Month Package	100,000	\$10,000
3 Months Package	280,000	\$15,000
6 Months Package	560,000	\$30,000

### AFP Retargeting Ad Specifications

- 160 x 600 pixels
- 300 x 250 pixels
- 728 x 90 pixels
- 320 x 100 pixels
- .jpg or .gif file only; animation allowed, no Flash