

2017

AFP Exchange Winter Supplement: Banking Services



Calendar subject to change

Banking Services Supplement to AFP Exchange

Corporate treasury and finance professionals rely on financial institutions more than ever for banking services. And whether it's lockbox services, T&E cards, a revolving line or credit, banks have plenty to offer their treasury and finance counterparts. The best way to reach the most treasury and finance professionals is right here—AFP Exchange magazine.



AD FORMAT OPTIONS

OPTION 1: Advertorial spread

Full page advert right page, Full page product and services left page

OPTION 2: Advertorial 1/2-page

PRODUCTION SCHEDULE

Advertorial content and ad space reservation due: October 30th

Advertorial content and ad materials due: November 6th

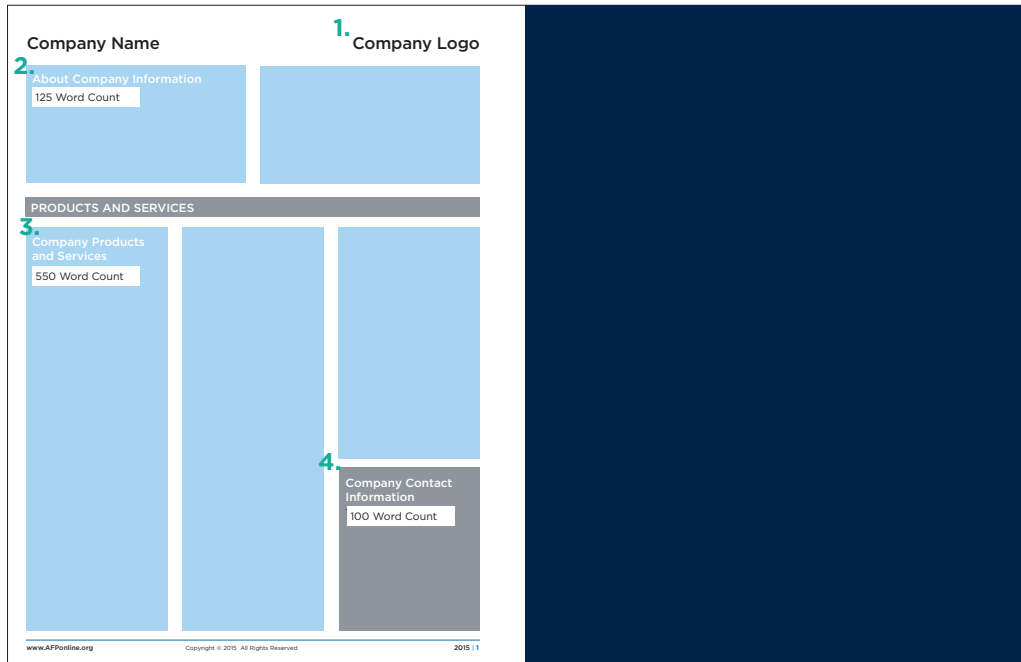
Advertorial content proofs due to the client for review: November 13th

Advertorial content proofs due to AFP: November 17th

Press date: May 31st

2017 AFP EXCHANGE SUPPLEMENT SPEC SHEET

OPTION 1: ADVERTORIAL SPREAD Left: Product/Services Right: Full Page ad



Full Page Ad Specs:

Trim – 8.125” wide x 10.75” deep (bleed allowance .125 in)

2-Page Spread Ad Specs:

Trim – 16.26” wide x 10.75” deep (bleed allowance .125 in)

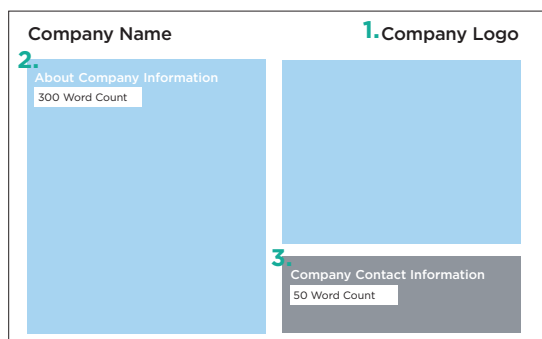
Submit ad files as press-ready, hi-res, cmyk pdf; with bleed allowance and crop marks.

Advertorial Full Page Specs:

1. Company Logo – Submit a file as a press-ready, hi-res, cmyk; jpg, eps or pdf file.
2. About Company Information – 125 word limit.
3. Company Products and Services – 550 word limit.
4. Company Contact Information – 100 word limit.

Submit content in Word format for Company Information, Products and Services and Contact Information.

OPTION 2: ADVERTORIAL HALF PAGE



Advertorial Half Page Specs:

1. Company Logo – Submit a file as a press-ready, hi-res, cmyk; jpg eps or pdf file.
2. About Company Information – 300 word limit.
3. Company Contact Information – 50 word limit.

Submit content in Word format for Company Information, and Contact Information.