

## DIGITAL ADVERTISING

## Website and Newsletters

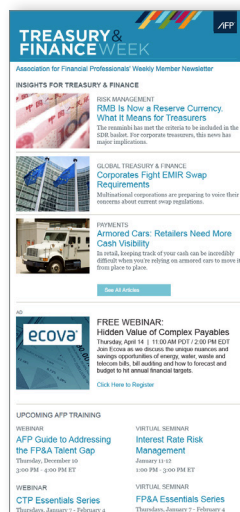


Contact the AFP sales department: 301.961.8861

Utilize advertisements and co-branded content to increase visibility for your products and services. Advertise on AFP's electronic resources to get in front of thousands of new customers.

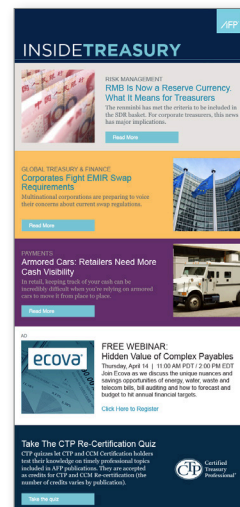
## Treasury &amp; Finance Week

This weekly members-only e-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.



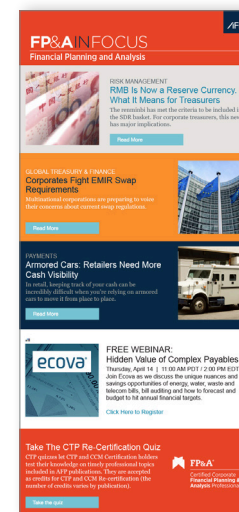
## Inside Treasury

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&amp;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.



## SUBSCRIBER INFORMATION

13,000+ Subscribers

72% Corporate Practitioners | 36% Senior-Level



## Sales Volume

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

## Region

- 11,982 - United States
- 724 - Canada
- 157 - Western Europe
- 136 - Asia-Pacific
- 204 - Middle East & Africa

## SUBSCRIBER INFORMATION

35,425+ Subscribers

59% Corporate Practitioners | 33% Senior-Level



## Sales Volume

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

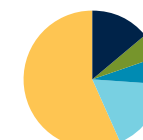
## Region

- 22,490 - United States
- 1,656 - Canada
- 3,876 - Western Europe
- 3,628 - Asia-Pacific
- 1,825 - Middle East & Africa

## SUBSCRIBER INFORMATION

27,000+ Subscribers

72% Corporate Practitioners | 27% Senior-Level



## Sales Volume

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

## Region

- 18,504 - United States
- 1,342 - Canada
- 1,602 - Western Europe
- 2,725 - Asia-Pacific
- 1,877 - Middle East & Africa

## DIGITAL ADVERTISING

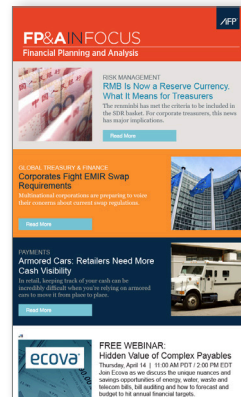
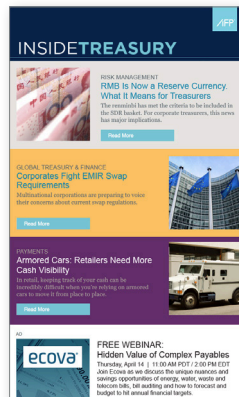
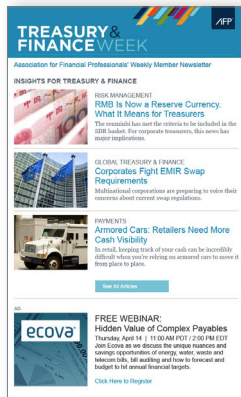
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## 2016-2017 ADVERTISING RATES

## Ad Specifications:

Image: 180 x 180 pixel at 72dpi; 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



## Electronic Newsletter Advertising Rates

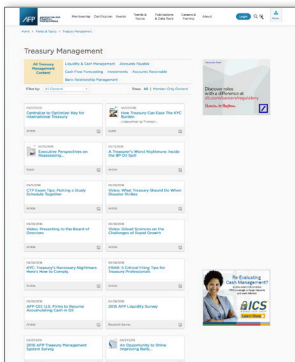
## Treasury &amp; Finance Week

	1x	3x	6x
Position 1	\$1,800	\$1,700	\$1,500
Position 2	\$1,500	\$1,400	\$1,200

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

## Inside Treasury and FP&amp;A in Focus

	1x	3x	6x
Position 1	\$1,800	\$1,500	\$1,300
Position 2	\$1,500	\$1,200	\$1,000



## Ad Specifications:

- 300 x 250 pixel (Medium Rectangle) files
- Files with a white background must also have a 1 pixel border
- Animation allowed; no Flash files
- GIF or JPG files required

## AFP Website Advertising Rates

## AFP Topic Pages

	1x	3x	6x
Position 1	\$2,500	\$2,200	\$2,000