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**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.

**11,000+ Subscribers**
67% Corporate Practitioners | 32% Executive-Level

**Region**
- 10,585 – North America
- 68 – Latin America
- 146 – Europe
- 163 – Asia-Pacific
- 262 – Middle East & Africa

**27,000+ Subscribers**
56% Corporate Practitioners | 31% Executive-Level

**Region**
- 19,038 – North America
- 482 – Latin America
- 2,742 – Europe
- 2,730 – Asia-Pacific
- 1,570 – Middle East & Africa

**25,000+ Subscribers**
67% Corporate Practitioners | 26% Executive-Level

**Region**
- 18,255 – North America
- 642 – Latin America
- 1,613 – Europe
- 2,740 – Asia-Pacific
- 1,906 – Middle East & Africa
**AFP MARKETING OPPORTUNITIES**

**DIGITAL MEDIA**

Newsletters, Website, Podcasts and Retargeting

Contact the AFP sales department: 301.961.8861

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**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**

<table>
<thead>
<tr>
<th>Position</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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<tbody>
<tr>
<td>Position 1</td>
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<td>Position 2</td>
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*Deadline – Ad is due on the Friday before scheduled run.*

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**AFP WEBSITE ADVERTISING**

**Right Rail and In-line Ads on Article Pages**

AFP Articles get 15,000 average page views per month. Place an ad and promote your company as a key resource for financial professionals.

**AFP Right Rail 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 In-Line Ad Specifications**

- 180 x 180 by 72 dpi
- Headline: 35 characters with spaces
- Body Copy: 240 characters with spaces
- Call to Action: 50 characters with spaces

**AFP Website Ad Rates**

<table>
<thead>
<tr>
<th>AFP Article Pages</th>
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<tr>
<td>In-Line Ad</td>
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</table>
**AFP** MARKETING OPPORTUNITIES

**DIGITAL MEDIA**
Newsletters, Website, Podcasts and Retargeting

Contact the AFP sales department: 301.961.8861

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**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**

<table>
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<tr>
<th>Podcast Episodes</th>
<th>Pricing</th>
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<tbody>
<tr>
<td>4 Sponsored Podcasts</td>
<td>$17,500</td>
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<tr>
<td>1 Sponsored Podcast</td>
<td>$5,000 each</td>
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**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.

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**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**

<table>
<thead>
<tr>
<th>Package Offering</th>
<th>Buyer Impressions</th>
<th>Total Cost</th>
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<tbody>
<tr>
<td>1-2 Months Package</td>
<td>250,000</td>
<td>$10,000</td>
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<tr>
<td>3-4 Months Package</td>
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<td>6 Months Package</td>
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<td>$30,000</td>
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</table>

**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

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