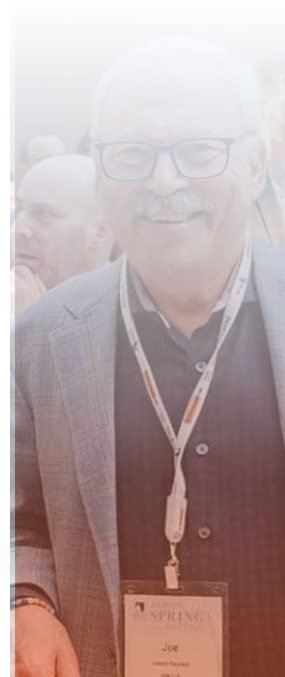
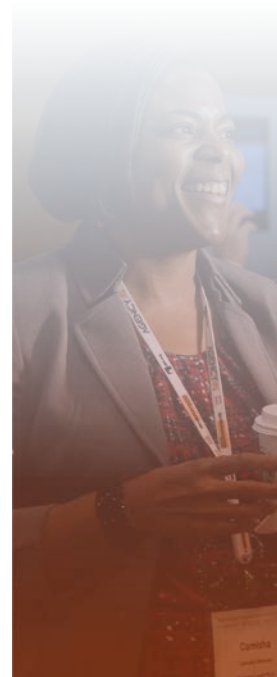
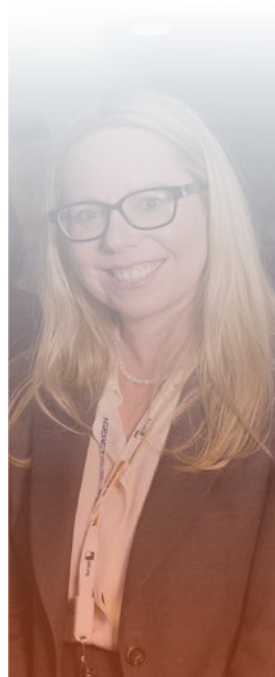
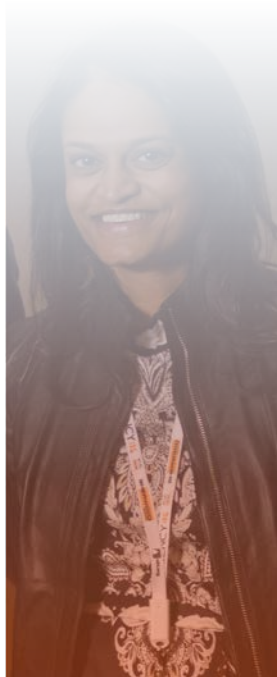




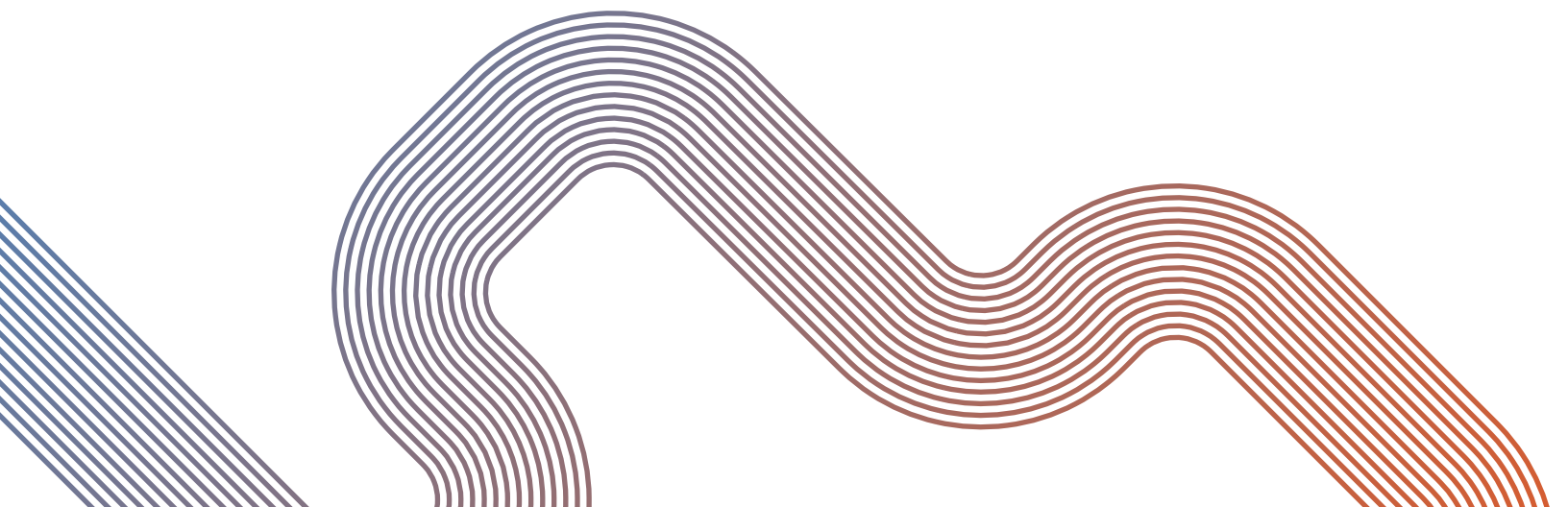
MEDIA KIT



PRINT AND DIGITAL ADVERTISING

TABLE OF CONTENTS

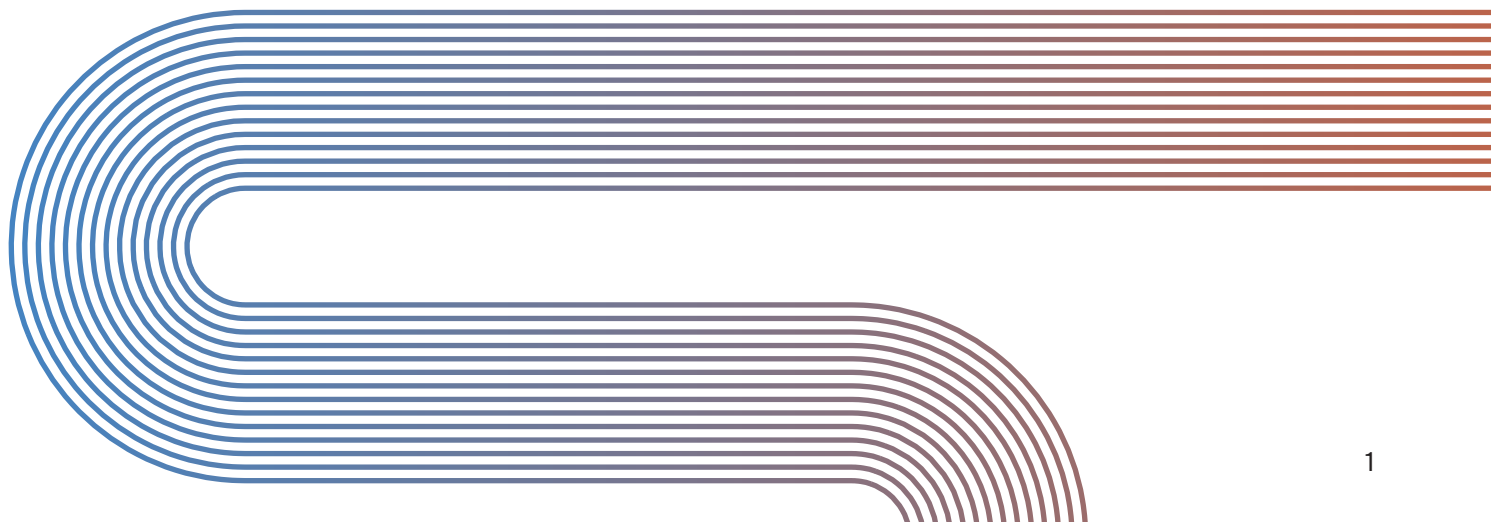
DIGITAL ADVERTISING	2	HYBRID OPPORTUNITIES	13
<i>INSOLVENCY INFORMER</i>	2	<i>ABI JOURNAL SPONSOR</i>	13
<i>ROCHELLE'S DAILY WIRE</i>	4	<i>ABI PUBLICATIONS SPONSOR</i>	13
<i>BANKRUPTCY BRIEF</i>	5	ADDITIONAL OPPORTUNITIES	14
<i>ABI COMMITTEE NEWSLETTERS</i>	7	<i>WEBINARS</i>	14
<i>RETARGETING</i>	8	<i>PODCASTS</i>	15
<i>ABI WEBSITE</i>	9	<i>THINKING OUTSIDE THE BOX</i>	15
<i>GLOBAL INSOLVENCY WEBSITE</i>	9		
PRINT ADVERTISING	10		
<i>ABI JOURNAL</i>	10		
<i>ABI JOURNAL ADVERTISING RATES AND DEADLINES</i>	11		



The American Bankruptcy Institute, the largest association devoted to bankruptcy and insolvency professionals, offers numerous high-visibility opportunities to get your firm's name and message in front of its members. Put simply, there is no better place to reach such a unique audience of bankruptcy practitioners, financial advisors, turnaround specialists, chief restructuring officers and other leading professionals in the bankruptcy and insolvency field.

This media kit is designed to give you information and insights into our most popular digital and print advertising options, including pricing and specifications. There may be possibilities that are not listed here, so feel free to inquire about other options. We can work within your firm's budget and timeline to construct an agreement that gets you the best ROI, and we can also provide your marketing team with detailed metrics to help you achieve the most cost-effective results and highest engagement.

Advertising can be an important component of an overall strategic partnership with ABI. For advertising budgets that potentially meet or exceed \$60,000, consider exploring a Capital, Executive or Presidential Partner Agreement, which are handled exclusively by ABI's dedicated Business Development Team. Details on those agreements can be found in the Partnership and Sponsorship prospectus.



DIGITAL ADVERTISING

INSOLVENCY INFORMER

New this year, the *Daily Headlines* has been renamed the *Insolvency Informer*. This digital newsletter is emailed each business day to 8,000+ ABI members and provides snapshots of the most current news and headlines related to bankruptcy and insolvency. Banner ads are available in a single size, with variable pricing depending on position within the email. Text-only advertisements are also available.

High engagement:

Consistent open rates of 27-35%/Reach of 8,000+ per mailing/200,000 impressions per month

BANNER ADVERTISEMENT RATES

Weekly (5 placements)	Rates	Sizes
Header Banner Advertisement	\$3,000/week	1200w x 200h at 72 dpi
Main Banner Advertisement	\$2,750/week	1200w x 200h at 72 dpi
All ads will display at 600w x 100h.		

INSOLVENCY INFORMER CONT.

SAMPLE DISPLAY



December 19, 2024
{{{Recipient.FirstName}}} {{{Recipient.LastName}}}
Update Profile
{{{dynamic_content_227}}}

★ Featured Premium Content

5 Steps to Navigate Restructuring Distressed Debt

When rates are high and market conditions are in flux, loan restructuring is often the best way to reduce default risk. This checklist from SRS Acquiom equips lenders to successfully navigate uncertain economic times and help move borrowers back to stable ground.

[DOWNLOAD THE CHECKLIST](#)

Header Banner



Editor's Picks

5 Steps to Navigate Restructuring Distressed Debt

When rates are high and market conditions are in flux, loan restructuring is often the best way to reduce default risk. This checklist from SRS Acquiom equips lenders to successfully navigate uncertain economic times and help move borrowers back to stable ground.

[FULL SUMMARY](#)

Main Banner

5 Steps to Navigate Restructuring Distressed Debt

When rates are high and market conditions are in flux, loan restructuring is often the best way to reduce default risk. This checklist from SRS Acquiom equips lenders to successfully navigate uncertain economic times and help move borrowers back to stable ground.

[FULL SUMMARY](#)

Header Banner
1200w x 200h
(Displays at 600w x 100h)
\$3,000/week

Main Banner
1200w x 200h
(Displays at 600w x 100h)
\$2,750/week

ROCHELLE'S DAILY WIRE

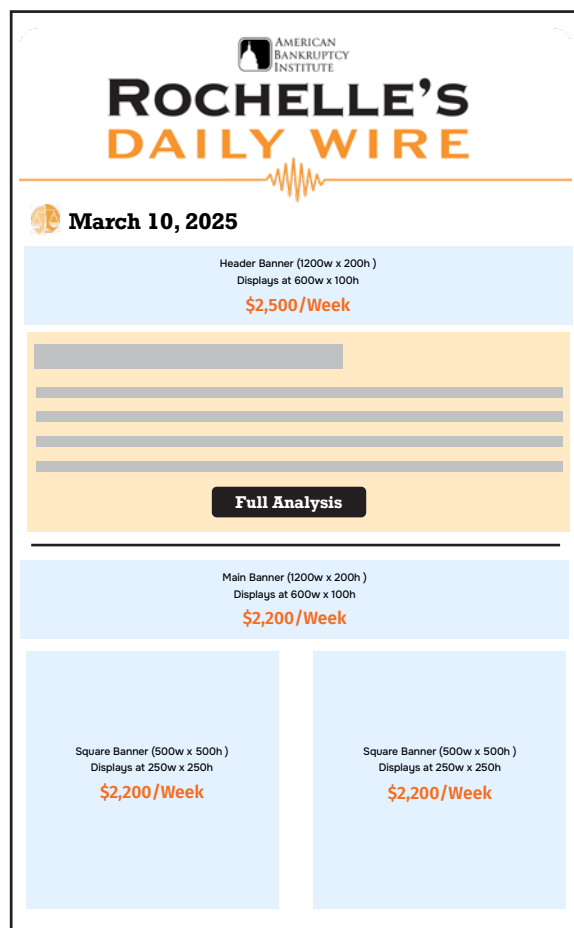
This digital newsletter is emailed each business day to 8,000+ ABI members. (Audience is similar but not identical to the *Insolvency Informer*; it is weighted more toward judiciary members and bankruptcy practitioners.) This product provides original analyses of bankruptcy decisions written by ABI Editor-at-Large Bill Rochelle, a former bankruptcy practitioner and longtime Bloomberg News journalist.

High engagement, strong brand loyalty:

Consistent open rates of over 33%/Reach of 8,000+ per mailing/200,000 impressions per month

BANNER ADVERTISEMENT RATES

Weekly (5 placements)	Rates	Sizes
Header Banner Advertisement	\$2,500/week	1200w x 200h at 72 dpi
Main Banner Advertisement	\$2,200/week	1200w x 200h at 72 dpi
Square Banner Advertisement	\$2,200/week	500w x 500h at 72 dpi



Header Banner
1200w x 200h
displays at 600w x 100h
\$2,500/week

Main Banner
1200w x 200h
displays at 600w x 100h
\$2,200/week

Square Banner
500w x 500h
displays at 250w x 250h
\$2,200/week

BANKRUPTCY BRIEF


This digital newsletter is emailed each Thursday to 5,000+ ABI members. The content features informed commentary and analysis of important trends in bankruptcy and insolvency.

High engagement:

Consistent open rates of 30-35%/Reach of 5,000+ per mailing/20,000+ impressions per month

BANNER ADVERTISEMENT RATES

Weekly (1 placement)	Rates	Sizes
Header Banner Advertisement	\$3,000/week	1200w x 200h at 72 dpi
Main Banner Advertisement	\$2,750/week	1200w x 200h at 72 dpi
Square Banner Advertisement	\$2,200/week	500w x 500h at 72 dpi



Bankruptcy Brief

March 10, 2025

Featured Premium Content

[Placeholder text lines]

[Read More](#)

Header Banner (1200w x 200h)
Displays at 600w x 100h
\$3,000/Week

[Placeholder text lines]

[Read More](#)

< Header Banner
1200w x 200h
Displays at 600w x 100h
\$3,000/week

BANKRUPTCY BRIEF CONT.

Main Banner (1200w x 200h)
Displays at 600w x 100h
\$2,750/Week



Upcoming Events



[Learn More](#)



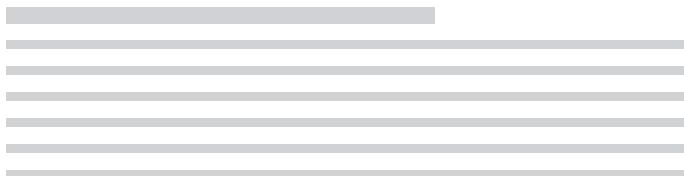
[Learn More](#)

Square Banner
(500w x 500h)
Displays at
250w x 250h
\$2,200/Week

Square Banner
(500w x 500h)
Displays at
250w x 250h
\$2,200/Week



Blog Exchange



[Read More](#)

Thanks to our Presidential Partners

**Bloomberg
Law**



GAVIN/
SOLMONESE




Main Banner
1200w x 200h
Displays at 600w x 100h
\$2,750/week

Square Banner
500w x 500h
Displays at 250w x 250h
\$2,200/week

BANNER ADVERTISEMENT RATES

Weekly (5 placements)	Rates	Sizes
Main Banner Advertisement	\$2,000 for 1 placement \$1,800 for 4 placements.	1200w x 400h at 72 dpi
Square Banner Advertisement	\$1,500 for 1 placement \$1,250 for 4 placements.	500w x 500h at 72 dpi



Young and
New Members



An ABI Committee Newsletter


Volume 6 | May 2025

In This Issue:

-
-
-

From Your Co-Chairs:



Main Banner (1200w x 400h)
Displays at 600w x 200h

\$2,000 for 1 Placement
\$1,800 for 4 Placements

Square Banner (500w x 500h)
Displays at 250w x 250h

\$1,500 - 1 Placement
\$1,250 - 4 Placements

Square Banner (500w x 500h)
Displays at 250w x 250h

\$1,500 - 1 Placement
\$1,250 - 4 Placements

Main Banner
 1200w x 400h
 < displays at 600w x 200h
\$2,000 - 1 placement
\$1,800 - 4 placements

Square Banner
 500w x 500h
 < displays at 250w x 250h
\$1,500 - 1 placement
\$1,250 - 4 placements

RETARGETING

One of our most innovative and unique offerings, retargeting allows you to access ABI's unmatched audience of bankruptcy and insolvency professionals in the digital realm and retarget them wherever they browse online. This provides you with:

- A custom-built digital channel for brand exposure to key decision-makers.
- The ability to drive high-quality traffic to online content, such as a landing page, video or demonstration.
- Click-through rates that are 10x those of standard display advertisements.
- A proven track record of increasing business name searches by 1,000%.

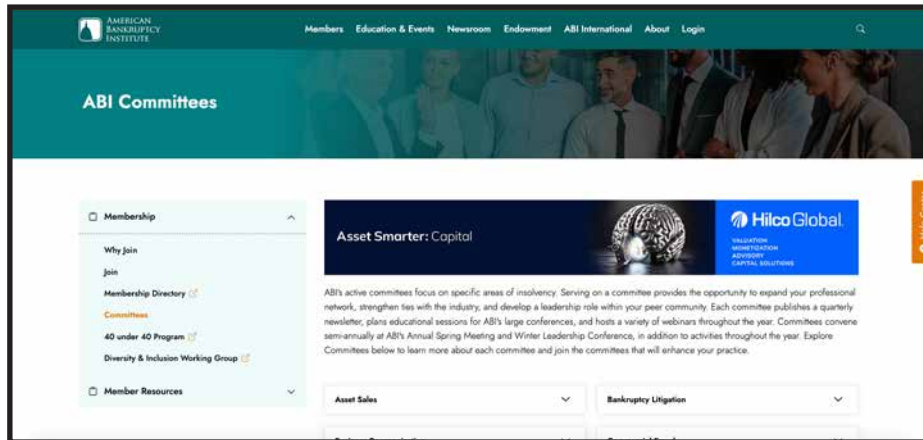
With retargeting, you can target people with specific occupations, job titles or geographic locations. Partnering with ABI focuses your campaign on people in the bankruptcy and insolvency space – people who have visited our website, attended a conference, or engaged with some specific piece of content – and that ensures that your advertising gets to the precise group of people who are most likely to respond to it. We also provide real-time analytics and metrics to help you fine-tune your campaign, allowing you to increase ROI and engagement.

RETARGETING RATES

Silver Package	10,000 impressions	\$2,500
Gold Package	20,000 impressions	\$5,000
Diamond Package	50,000 impressions	\$7,500

ABI WEBSITE (ABI.ORG)

The primary website for the American Bankruptcy Institute receives more than 50,000 unique visitors each month. Web advertisements are placed in high-traffic areas of the website.



ABI WEBSITE ADVERTISEMENT RATES

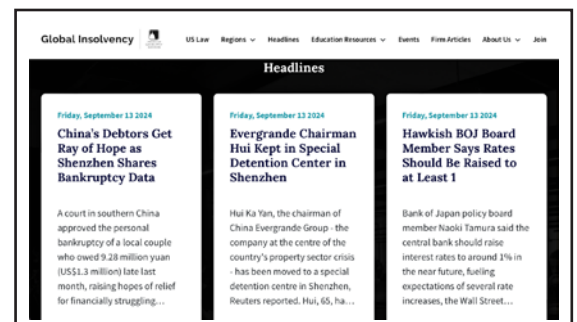
1 Month	\$6,000
3 Months	\$12,000
1 Year	\$30,000

GLOBAL INSOLVENCY WEBSITE

Curated by international insolvency practitioners, globalinsolvency.com provides a peer-created database of information and resources on bankruptcy and insolvency around the world. The website receives more than 20,000 visitors per month.

GLOBAL INSOLVENCY WEBSITE ADVERTISEMENT RATES

1-Month Advertisement on Global Insolvency Website	\$5,000
1-Month Tower Advertisement in Global Daily Headlines page	\$3,000



ABI JOURNAL

Frequency: Monthly/12 issues per year/200,000+ views per year



Back Cover ————— 8 x 8 inches

[illegible]

2026 ABI JOURNAL ADVERTISING RATES

	1x	3x	6x	12x
Back Cover	\$6,000	\$5,750	\$5,500	\$5,250
Inside Front Cover	\$5,750	\$5,500	\$5,250	\$5,000
Inside Back Cover	\$5,250	\$5,000	\$4,800	\$4,500
Full-Page	\$4,000	\$3,750	\$3,500	\$3,250
Half-Page	\$2,500	\$2,275	\$2,150	\$2,000
1/3-Page	\$1,800	\$1,750	\$1,650	\$1,575
Inserts	[Please contact ABI for current insert options and pricing.]			

2026 ISSUE DEADLINES

	Space Reservation	Ad Artwork Due	Publication Date
January	Nov. 15, 2025	Dec. 10, 2025	Dec. 31, 2025
February	Dec. 15, 2025	Jan. 10, 2026	Jan. 29, 2026
March	Jan. 15, 2026	Feb. 10, 2026	Feb. 26, 2026
April	Feb. 15, 2026	March 10, 2026	March 25, 2026
May	March 15, 2026	April 10, 2026	April 29, 2026
June	April 15, 2026	May 10, 2026	May 28, 2026
July	May 15, 2026	June 10, 2026	June 25, 2026
August	June 15, 2026	July 10, 2026	July 29, 2026
September	July 15, 2026	Aug. 10, 2026	Aug. 26, 2026
October	Aug. 15, 2026	Sept. 10, 2026	Sept. 30, 2026
November	Sept. 15, 2026	Oct. 10, 2026	Oct. 28, 2026
December	Oct. 15, 2026	Nov. 10, 2026	Nov. 25, 2026

All print ads include additional digital placement in the mobile- and web-based *ABI Journal* apps. Digital ads can include links to web-based content, including video.

ABI JOURNAL ADVERTORIALS

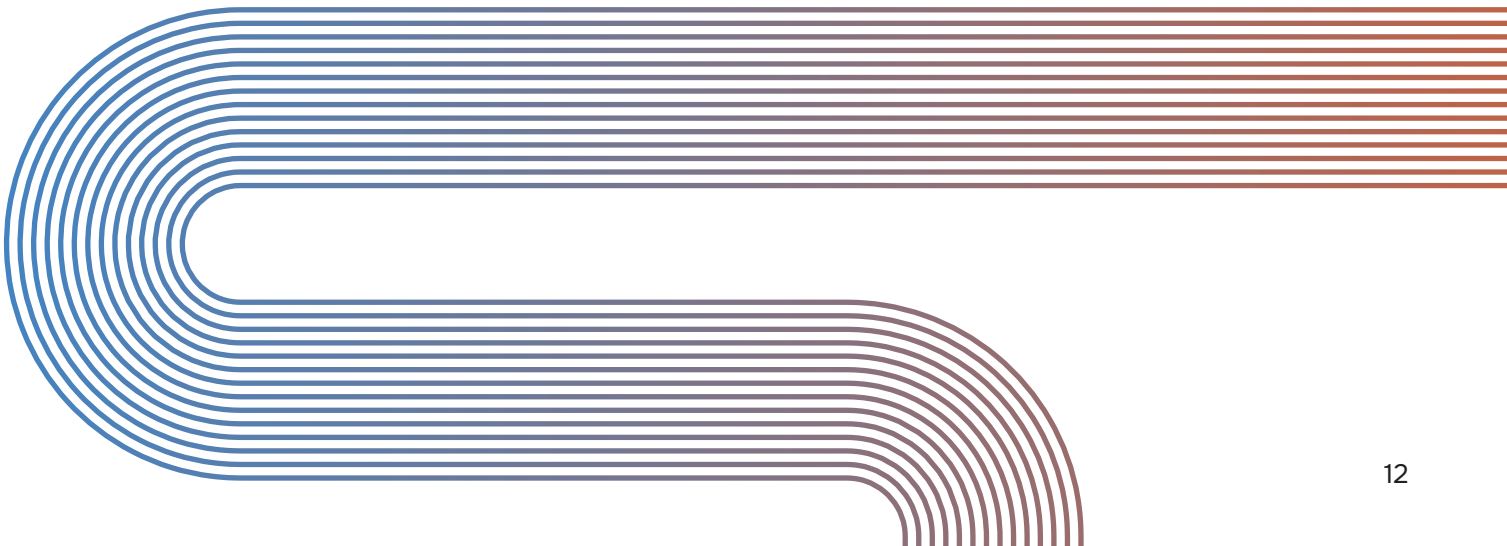
Under certain circumstances,* the *ABI Journal* accepts advertorials for publication. All advertorials must be submitted for approval prior to publication, and ABI will handle all production and printing. Advertorials are produced as separate print pieces in 4-, 8- or 12-page sections, which are tipped onto the face of magazine page signatures.

4-page Advertorial	—————	\$11,000
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8-page Advertorial	—————	\$12,450
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12-page Advertorial	—————	\$16,650
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*Please note that all advertorials will be clearly labeled as “SPECIAL ADVERTISING SUPPLEMENT TO THE *ABI JOURNAL*.”



HYBRID OPPORTUNITIES

ABI JOURNAL SPONSOR

High-visibility sponsorship of both the print and digital versions of ABI's flagship publication.

Benefits:

- Firm sponsorship notice in each issue of the monthly print version of the *ABI Journal*.
- Firm sponsorship notice on the main *ABI Journal* web page.
- Splash page when the digital *ABI Journal* app is launched, and prominent static logo placement (can be linked to web-based content).
- Firm sponsorship notice in email announcements when a new issue of the *ABI Journal* goes online each month.

Price: \$10,000

ABI PUBLICATIONS SPONSOR

High-visibility sponsorship of all ABI printed and digital books.

Benefits:

- Firm sponsorship notice in prominent placement on the ABI Store site.
- Firm logo in all printed and digital books published during the sponsorship period.
- Firm logo in all publication catalogs. Printed in Spring and Fall, sent out with each sold print book and distributed at conference events.
- Firm sponsorship listed on all book-related promotional emails.
- Prominent display of firm sponsorship at all ABI conferences with an onsite bookstore (Winter Leadership Conference and Annual Spring Meeting, plus occasional regional events).
- Firm sponsorship in prominent placement on the ABI Digital Book Subscription website.

Price: \$25,000

ADDITIONAL OPPORTUNITIES

WEBINARS

ABI hosts numerous webinars throughout the year on a variety of topics of interest to its members and the wider bankruptcy and insolvency community.

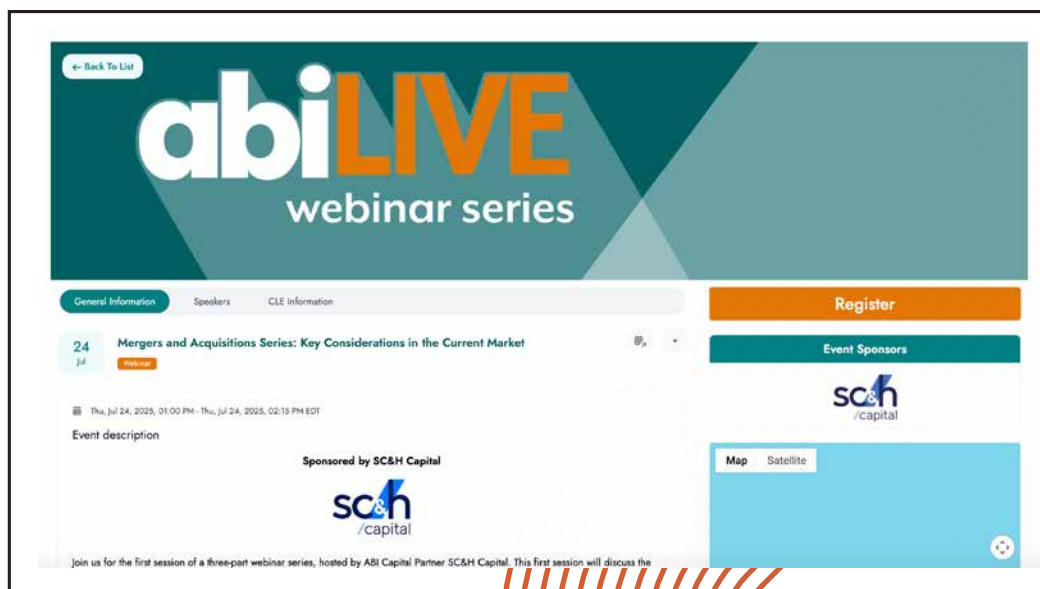
ABI will acknowledge firm sponsors in communications to potential attendees from ABI's membership, and brief messaging can be included in conjunction with the webinar.

Alternatively, webinar sponsors can propose their own topics and speakers, but the presentation must include speakers from at least two additional firms. ABI reserves the right to approve the topics and speakers.

Webinar: \$5,000 per titled broadcast

Average Frequency: Monthly

Attendance: 200+ viewers, plus additional viewing of the recording on ABI's website following broadcast



PODCASTS

ABI produces podcasts on a regular basis – at least one episode per month – which can be sponsored by firms. Firm sponsor ad spots can include a 30-second message during the introduction to the podcast.

Podcast: \$2,000 per sponsored podcast

Average Frequency: Monthly

Reach: 2,000+ listeners, plus additional visibility through ABI's podcast channel

[Click here to view all ABI podcasts on our Podbean page.](#)

THINKING OUTSIDE THE BOX

Considering something that you don't see listed here? We'd love to hear your ideas, so please ask if you have a special promotional request, and we'll see if we can make it work!

The most effective campaigns leverage multiple channels to maximize the potential of finding the most receptive targets at the optimum times. We can work with you to build the right mix that works for both your message and your budget.

