

ABA BANKING JOURNAL

SPONSORED CONTENT

CHECKLIST

Below is a checklist of all elements required in order to process your *ABA Banking Journal* sponsored content.

○ **Company Article**

Articles should be 2,000 words or fewer and pertinent to the category requested. All text should be provided in a .doc or .txt format. Keep in mind that each word in your company article is searchable via the “keyword” search function. Be thorough and include all elements of the products/services you provide. Articles will stay consistent with the *ABA Banking Journal* layout.

○ **Article Title**

Should reflect the content of the article without the company name. Will be featured on the home page and throughout the site.

○ **Company Name**

Will be showcased under the article title such as “Sponsored content presented by ____.” Also placed at the top of the article.

○ **Article Layout**

Please provide a Word doc/PDF mock-up showing the article layout with photos/logo placement. Include whether any images should be hyperlinked and provide the destination URL. Images should be .JPG or .PNG. Images should be high-resolution (not blurry or pixelated). Avoid images with watermarks or copyright restrictions (stock photos should be licensed).

Client to provide images in the following sizes:

Thumbnail image used for previews, article listings, and social media shares

Size 1200 × 628 px (preferred) or 1100 × 628 px

Article images used within the article

Size between 1000 × 628 px and 1200 × 628 px

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ABA reserves the right to editorially alter content as it deems necessary to meet the above requirements and provide maximum value for its members. No third party tags allowed.