

Advertising & Thought Leadership Specifications



GENERAL ADVERTISING POLICY

All copy is subject to approval. AFSA reserves the right to reject or cancel any advertisement for any reason at any time. Advertisers and advertising agencies assume liability for all content of advertisements (digital and print) and assume responsibility for any claims that may arise against AFSA for their advertising. **Ad space only available to AFSA Members.**

Insertion Orders

AFSA will prepare insertion orders for signature for ad placements that are not included in a Business Partnership Agreement.

Signing an insertion agreement with AFSA is a legally binding contract and is subject to the terms and penalties stated on the insertion agreement.

General Ad/Image Specs

- When submitting files, identify which publication(s), issues, and position the ad is for. If a third-party ad agency, be sure to identify the AFSA member the ad is for.
- For website images with no visible boundary, AFSA reserves the right to drop it into a subtle hairline frame.
- Link notice: Web browsers now warn visitors before visiting sites that are not secured. When sending a link, be sure it begins with <https://>. AFSA cannot accept links that are not secured.

CONFERENCE ADVERTISING

Conference Websites

Must include:

- **Image** - 1350 (w) x 650 (h) pixels (300 dpi - 100K max file size - PNG preferred format)
- **Link**

Program Guide

- Full-Page (non-bleed) 3½" (w) x 8¼" (h) OR
- Full-Page (bleed)
- Trim Area: 4"x9"
- Live Area: 3-¾" x 8-¾"
- Bleed Area: 4-¼" x 9-¼"

NOTE for bleeds:

"Live Area" is 3-¾" (w) x 8-¾" (h) – Be sure to keep all of your ad copy within these dimensions.

"Bleed Area" is 4-¼" (w) x 9 ¼" (h) – Your background color or pictures should bleed outside the 4"x9" trim area dimensions by at least 1/8" on all sides.

File Format Requirements For Print Ads

- **Press-Ready PDF with crop marks or InDesign** (Packaged with all fonts and graphics, with crop marks). We prefer not to receive other formats like Illustrator or Photoshop as they often require extra processing time. Absolutely NO DOC or EXCEL files accepted.
- **Color:** Images must be CMYK or grayscale, not RGB. Convert PMS colors to CYMK. Any image printing Black only should only contain Black ink, do not use any rich black or Registration Black.
- **Resolution:** Minimum of Must be 300 dpi or higher. Images designed for the web are usually at a low screen resolution of 72 dpi and result in a substantial drop in the image quality so are not suitable.
- **EPS** format artwork must be converted to outline or required fonts. Additional art must be provided.

Today at the Conference Emails

Work directly with AFSA Communications on deliverables, timing and content inclusion



For more information, visit afsaonline.org/businesspartners or contact Dan Bucherer at dbucherer@afsamail.org.

CONFERENCE DATES & LOCATIONS

28th AFSA Vehicle Finance Conference & Exposition

February 1-3, 2026
The Bellagio
Las Vegas, Nevada

MATERIALS DEADLINE: December 30, 2025

43rd AFSA Independents Conference & Exposition

May 18-20, 2026
OMNI PGA Frisco
Frisco, TX

MATERIALS DEADLINE: April 28, 2026

110th AFSA Annual Meeting

October 25-26, 2026
The Breakers
Palm Beach, FL

MATERIALS DEADLINE: September 29, 2026

THOUGHT LEADERSHIP

All thought leadership subjects should be educative in nature and either focused on a timely issue or broad enough to provide a high-level view of the consumer credit marketplace. Programs must be conducted in the calendar year they are purchased. Programs are subject to editorial approval.

Sponsors will work directly with the appropriate AFSA staff person to design, develop and schedule the program.

Webinars

Requirements:

- Webinars are open to all AFSA members and the public. Recordings are only available to AFSA members.
- Topics must be educative in nature and submitted with at least a two-week lead time to AFSA.
- Participants must provide required collateral:
 - A 30-45 minute presentation
 - Title and description of program
 - Robust “what you’ll learn” bullets
 - Headshots and bios of all speakers
 - 2-3 canned questions for the Q&A portion (if applicable)
 - Contact information for SME in program
- Draft final presentation must be submitted at least one week before program. Additional edits are acceptable.

Due to the popularity of the program, no refunds or credits will be issued. Rescheduled webinars will be permitted if space allows. Webinars must be conducted in the calendar year they are purchased.

Participants receive a recording of the webinar as well as one attendee list with contact information.

Extra Credit Podcast

All podcast episodes are customized to fit Business Partner and AFSA member needs.

General requirements include:

- A robust title and description
- Proposed speakers
- A proposed outline to guide conversation



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THOUGHT LEADERSHIP CONTD.

Industry Expertise Sponsored Blog Posts

Limited to three per year. Submissions must be received two weeks before the desired publish window. Provide a one week publish window when submitting, along with your preferred date. AFSA will make every effort to publish on your desired date but can only guarantee publishing within the window. Submit your proposal before drafting.

Requirements:

- Title
- 300-400 words max w/ graphics (if applicable)
- Contact information for SME
- Logo (see logo requirements)

PUBLICATION/WEBSITE ADVERTISING

Capital Notes

Ad Blocks are scheduled on a first-come, first-serve basis. There is no restriction on the number of Blocks you can reserve; however, you can have only one running in the same week, with the exception of Sponsored Content ads, which can run simultaneously with another Capital Notes ad position. All links should include tracking code if desired. Ad changes within the Block from one week to the next are allowed.

Specs:

Premium #1 Ads

- Six-week Block appears same week each month; exceptions, November and December may have alternate and/or bonus days due to holidays.
- Only 8 Blocks available for the year
- Image - 1350 (w) x 650 (h) pixels
- (300 dpi - 100K max file size - PNG preferred format)
- URL related link

Premium #2 Ads

- Four-week Block appears the same week each month; exceptions, November and December may have alternate and/or bonus days due to holidays
- 12 Blocks available for the year
- Image - 1350 (w) x 650 (h) pixels
- (300 dpi - 100K max file size - PNG preferred format)
- URL related link

Banner #3 Ads

- Four consecutive-week Block; exceptions, November and December may have alternate and/or bonus days due to holidays
- 12 Blocks available for the year
- Image - 600 (w) x 200 (h) pixels
- (300 dpi - 100K max file size - PNG preferred format)

Sponsored Content

- Four consecutive-week Blocks
- 12 Blocks available for the year
- Image - Company Logo
- Title - 8-word limit
- Text - 80-word limit - Sponsored content ad text should resemble the publication's editorial content but is intended to promote product(s) or services. This means that the sponsored content area should be text based and follow a simple formula:
 - Opening Sentence + Hook + Call to Action
 - Link

PUBLICATION/WEBSITE ADVERTISING

Capital Notes 2026 Publishing Schedule

AFSA does not publish the week of Thanksgiving and the week between Christmas and New Years. Ads are not published in the December 17th and December 24th editions.

Premium Ad 1 Schedule

There are 8 blocks available for purchase. Each block is six weeks of the same week each month and is coded A thru H.

Block A - Jan 8, Feb 5, Mar 5, Apr 2, Apr 30, May 28

Block B - Jan 15, Feb 12, Mar 12, Apr 9, May 7, Jun 4

Block C - Jan 22, Feb 19, Mar 19, Apr 16, May 14, Jun 11

Block D - Jan 29, Feb 26, Mar 26, Apr 23, May 21, Jun 18

Block E - Jun 25, Jul 23, Aug 20, Sep 17, Oct 15, Nov 12

Block F - Jul 2, Jul 30, Aug 27, Sep 24, Oct 22, Nov 19

Block G - Jul 9, Aug 20, Sep 17, Oct 15, Nov 19, Dec 17

Block H - Jul 16, Aug 13, Sep 10, Oct 8, Nov 5, Dec 10

Premium Ad 2 Schedule

Each block is four weeks of the same week each month and is coded I thru T.

Block I - Jan 8, Feb 5, Mar 5, Apr 2

Block J - Jan 15, Feb 12, Mar 12, Apr 9

Block K - Jan 22, Feb 19, Mar 19, Apr 16

Block L - Jan 29, Feb 26, Mar 26, Apr 23

Block M - Apr 30, Jun 4, Jul 2, Jul 30

Block N - May 7, Jun 11, Jul 9, Aug 6

Block O - May 14, Jun 18, Jul 16, Aug 13

Block P - May 21, Jun 25, Jul 23, Aug 20

Block Q - Sep 3, Oct 1, Nov 5, Dec 3

Block R - Sep 10, Oct 8, Nov 12, Dec 10

Block S - Sep 17, Oct 15, Nov 19, Dec 10

Block T - May 28, Jul 30, Sep 24, Oct 22, Oct 29

Banner Ad 3 Schedule

There are 12 blocks available for purchase. Each block is four consecutive weeks and is coded 1 thru 12.

Block 1 - Jan 8, 15, 22, 29

Block 2 - Feb 12, 19, 26, Mar 5

Block 3 - Mar 12, 19, 26, Apr 2

Block 4 - Apr 9, 16, 23, 30

Block 5 - May 7, 14, 21, 28

Block 6 - Feb. 5, Jun 11, 18, 25

Block 7 - Jul 2, 9, 16, 23

Block 8 - Aug 6, 13, 20, 27

Block 9 - Sep 3, 10, 17, 24

Block 10 - Oct 1, 8, 15, 22

Block 11 - Jun 4, Nov 5, 12, 19

Block 12 - Jul 30, Oct 29, Dec 3, 10

Sponsored Content Ad 4

There are 12 blocks available for purchase. They are coded C1 thru C12.

Block C1 - Jan 8, 15, 22, 29

Block C2 - Feb 12, 19, 26, Mar 5

Block C3 - Mar 12, 19, 26, Apr 2

Block C4 - Apr 9, 16, 23, 30

Block C5 - May 7, 14, 21, 28

Block C6 - Feb. 5, Jun 11, 18, 25

Block C7 - Jul 2, 9, 16, 23

Block C8 - Aug 6, 13, 20, 27

Block C9 - Sep 3, 10, 17, 24

Block C10 - Oct 1, 8, 15, 22

Block C11 - Jun 4, Nov 5, 12, 19

Block C12 - Jul 30, Oct 29, Dec 3, 10



PUBLICATION/WEBSITE ADVERTISING

News You Need

Ad weeks are scheduled on a first-come, first-serve basis. There is no restriction on the number of weeks you can reserve; however, you should avoid having more than one Showcase running in the same week. All links should include tracking code if desired.

Ad changes are allowed from one week to the next, but not within a week. While we cannot make any guarantee, AFSA makes every effort not to have competitors appearing in the same News You Need issue.

Showcase #1, #2, #3 Ads

- Image - 1350 (w) x 650 (h) pixel (300 dpi - 100K max file size - PNG preferred format)
- Text - 80-word limit
- Title - 8-word limit
- Link

News You Need 2026 Publishing Schedule

Week #1	- Jan 5-9
Week #2	- Jan 12-16
Week #3	- Jan 19-23
	<i>No issue (Mon) Jan 19 due to MLK Day</i>
Week #4	- Jan 26-30
Week #5	- Feb 2-6
Week #6	- Feb 9-13
Week #7	- Feb 16-20
	<i>No issue (Mon) Feb 16 due to President's Day</i>
Week #8	- Feb 23-27
Week #9	- Mar 2-6
Week #10	- Mar 9-13
Week #11	- Mar 16-20
Week #12	- Mar 23-27
Week #13	- Mar 30-Apr 3
Week #14	- Apr 6-10
Week #15	- Apr 13-17
Week #16	- Apr 20-24
Week #17	- Apr 27-May 1
Week #18	- May 4-8
Week #19	- May 11-15
Week #20	- May 18-22
Week #21	- May 25-29
	<i>no issue (Mon) May 25 due to Memorial Day</i>

Week #22	- Jun 1-5
Week #23	- Jun 8-12
Week #24	- Jun 15-19
	<i>No issue (Fri) June 19 due to Juneteenth</i>
Week #25	- Jun 22-26
Week #26	- Jun 29-Jul 3
	<i>No issue (Fri) Jul 3 due to Independence Day (observed)</i>
Week #27	- Jul 6-10
Week #28	- Jul 13-17
Week #29	- Jul 20-24
Week #30	- Jul 27-31
Week #31	- Aug 3-7
Week #32	- Aug 10-14
Week #33	- Aug 17-21
Week #34	- Aug 24-28
Week #35	- Aug 31-Sep 4
Week #36	- Sep 7-11
	<i>No issue (Mon) Sep 7 due to Labor Day</i>
Week #37	- Sep 14-18
Week #38	- Sep 21-25
Week #39	- Sep 28-Oct 2
Week #40	- Oct 5-9
Week #41	- Oct 12-16
	<i>No issue (Mon) Oct 12 due to Columbus Day</i>
Week #42	- Oct 19-23
Week #43	- Oct 26-30
Week #44	- Nov 2-6
Week #45	- Nov 9-13
	<i>No issue (Wed) Nov 11 due to Veterans Day</i>
Week #46	- Nov 16-20
Week #47	- Nov 23-27
	<i>no issue (Thu) Nov 26 due to Thanksgiving</i>
Week #48	- Nov 30-Dec 4
Week #49	- Dec 7-11
Week #50	- Dec 14-18
Week #51	- Dec 21-25
	<i>No adv this week due to holidays</i>

For more information, visit afsaonline.org/businesspartners or contact Dan Bucherer at dbucherer@afsamail.org.

PUBLICATION/WEBSITE ADVERTISING

Advocacy Update

Sold quarterly, no limit. You'll receive:

- Powered by logo on the bottom of all email communications.
- Verbal recognition with copy read before the start of the call.

Requirements:

- Your logo (see logo requirements)
- Preferred copy no more than 50 words to be read before call starts.
- Calls are held five times per quarter and sold quarterly.
- Your logo appears on the bottom of marketing emails, two per call.

Advocacy Update Call Schedule

Q1	Q2
Jan. 6	Apr. 7
Jan. 20	Apr. 21
Feb. 17	May 5
Mar. 3	June 2
Mar. 17	June 16

Q3	Q4
July 7	Oct. 6
July 21	Nov. 3
Aug. 11	Nov. 17
Sept. 1	Dec. 1
Sept. 15	Dec. 15

State Government Affairs Update

Sold quarterly, no limit. You'll receive:

- Subject line recognition (i.e. SGA Update | Sponsored by XYZ).
- Your ad below the banner of the email.
- Copy read at the top of the call.

Requirements:

- Banner ad image 600 (w) x 200 (h). 300 dpi - 100K max file size - PNG preferred format.
- Link
- Sent monthly and sold monthly.
- Preferred copy no more than 50 words to be read by AFSA staff.

Economy Matters

Sold quarterly, no limit. You'll receive:

- Subject line recognition (i.e. Economy Matters | Sponsored by XYZ).
- Your ad image between Tim Gill's opening and the first story linked to a page of your choice.

Requirements:

- Banner ad image 600 (w) x 200 (h). 300 dpi - 100K max file size - PNG preferred format.
- Link
- Sent bi-weekly and sold quarterly. Sponsorship includes six editions per quarter.
- Your ad appears immediately following Tim's welcome and before the top story.

Economy Matters Publishing Schedule

Q1	Q2
Jan. 13	Apr. 7
Jan. 27	Apr. 21
Feb. 23	May 5
Mar. 9	June 9
Mar. 23	June 30

Q3	Q4
July 14	Oct. 13
July 28	Nov. 10
Aug. 18	Nov. 24
Sept. 8	Dec. 8
Sept. 22	Dec. 22

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PUBLICATION/WEBSITE ADVERTISING

AFSA Website Advertising

All website advertisements are Powered by logo positions which appear on the front page blog, the blog roll and the federal advocacy and AFSA*Track pages. See logo requirements for information. Sold quarterly.

AFSA*Track



Legislative Advocacy



Powering AFSA Blog



Logo Requirements

Because company logos may be displayed on conference websites, in printed programs, and in various other promotional materials, it is important that high-resolution graphics files be uploaded in your electronic exhibit contract application. File should be in JPG or PNG format.

Logos and wordmarks come in various shapes and sizes. For best results, your submitted logo should be a standard rectangle or square. Logos that are particularly wide or tall, or feature small print, may not appear as intended.

In all cases, keep the white space around the logo to a minimum of 1/8". Excessive white space can cause your ad to appear smaller in some programs. We prefer not to crop white space around a logo file but reserve the right to do so if necessary.

Files Accepted for Print

- o Four-color images (must be 300 dpi or higher) in PNG (preferred), JPEG, or ESP format.
- o ESP format artwork must be converted to outline or required fonts/ additional art must be provided.
- o Convert PMS colors to CMYK.
- o Images must be standalone. Images in Word or PDFs will not be accepted.

Files Accepted for Websites

- o 300 DPI. Image files less than 1000KB and greater than 50K for best results.
- o PNG preferred format: JPEG accepted.



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