



ALABAMA BANKERS ASSOCIATION

BANKING TRADITIONS

Advertising, Rates, Terms and Printing Specifications

Effective January 2018

MEDIA KIT

BANKING TRADITIONS is mailed to more than 2,000 bankers across the state and has an estimated readership of more than 4,500. Our magazine is circulated among bank CEOs, presidents, directors, senior lenders, operations, training, human resources, IT, marketing and other top managers. The best way to reach decision makers in Alabama's banking industry is to advertising in **BANKING TRADITIONS**. As the official publication of the Alabama Bankers Association, our magazine introduces new technology, products and services to bankers across the state.



ASSOCIATE MEMBER RATES				
AD SIZE	1X	2X	3X	4X
Back Cover	\$1,500	\$1,450	\$1,400	\$1,350
Inside Back Cover	\$1,475	\$1,425	\$1,375	\$1,300
Inside Front Cover	\$1,225	\$1,200	\$1,175	\$1,125
Full Page	\$700	\$675	\$650	\$625
Half Page	\$575	\$550	\$525	\$500
Quarter Page	\$485	\$450	\$425	\$390

NON MEMBER RATES				
AD SIZE	1X	2X	3X	4X
Back Cover	\$1,700	\$1,650	\$1,600	\$1,550
Inside Back Cover	\$1,675	\$1,625	\$1,575	\$1,500
Inside Front Cover	\$1,475	\$1,450	\$1,400	\$1,350
Full Page	\$825	\$800	\$775	\$750
Half Page	\$725	\$690	\$660	\$635
Quarter Page	\$600	\$570	\$550	\$510

Prices above are for black and white ads only. There is an additional fee of \$250 per ad, per issue for color.
ALL RATES ARE NON-COMMISSIONABLE.

SUBMISSION DEADLINES

SPRING

published in April/May
Reservation Deadline:
 March 1, 2018
Artwork Deadline:
 March 15, 2018

SUMMER

published in July/August
Reservation Deadline:
 June 1, 2018
Artwork Deadline:
 June 15, 2018

FALL

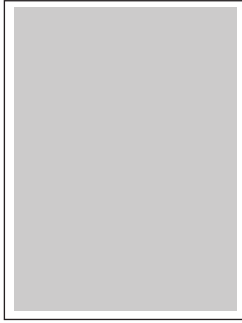
published in Oct./Nov.
Reservation Deadline:
 Sept. 1, 2018
Artwork Deadline:
 Sept. 15, 2018

WINTER

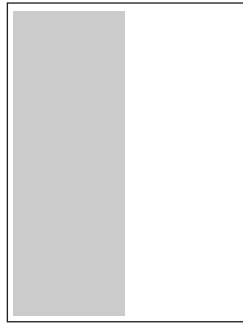
published in Dec./Jan.
Reservation Deadline:
 Nov. 1, 2018
Artwork Deadline:
 Nov. 15, 2018

A signed contract or insertion order must be on file before the ad will run. Verbal instructions regarding advertising are treated as **tentative space reservation** which will be cancelled if a written contract or insertion order is not received prior to publication. If new artwork or instructions are not submitted and received by the deadline, the publisher reserves the right to repeat the most recent insertion, and the advertiser agrees to pay for such insertions.

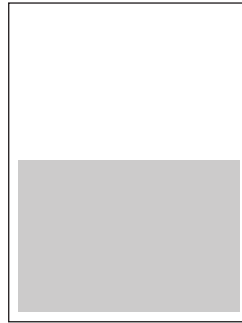
AD CONFIGURATIONS



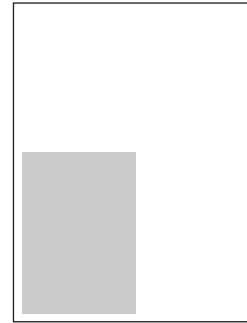
FULL PAGE
Live area:
7.5 x 10 inches



**HALF PAGE
VERTICAL**
4.5 x 7.5 inches



**HALF PAGE
HORIZONTAL**
7.5 x 4.5 inches



**QUARTER PAGE
VERTICAL**
3 3/8 x 4 3/4 inches

MECHANICAL REQUIREMENTS

Binding: saddle-stitch
Trim size: 8.5 x 11 inches
Bleed size: 8 5/8 x 11 1/4 inches

MATERIALS

Ads on CD or emailed as high-res PDFs (minimum 300 resolution and 150-line screen) are preferred and MUST have all fonts and artwork embedded. All four-color ads are to be submitted in CMYK format. The advertiser will be billed for all production charges

incurred by publisher in converting ad to camera ready materials. **Artwork files may be sent to shildebrand@alabamabankers.com.**

COLOR

Cover ads are four-color. Four color is available for interior ads for an additional \$250 per ad.

QUESTIONS? Please call **Shelley Hildebrand** at (334) 386-5743 or email shildebrand@alabamabankers.com. Visit us online at www.alabamabankers.com.

BANKING TRADITIONS 2018 ADVERTISING AGREEMENT

Name _____ Title _____
Company _____
Address _____ City, State, Zip _____
Phone _____ Fax _____ Email _____

Who will send artwork?

Name _____ Title _____
Phone _____ Email _____

1. Please select size and shape:
- | | | |
|--|------------------------------------|----------------------------------|
| COVERS | INSIDE PAGES - SIZE | INSIDE PAGES - SHAPE |
| <input type="radio"/> Back Cover | <input type="radio"/> Full Page | <input type="radio"/> Horizontal |
| <input type="radio"/> Inside Back Cover | <input type="radio"/> Half Page | <input type="radio"/> Vertical |
| <input type="radio"/> Inside Front Cover | <input type="radio"/> Quarter Page | |
2. Please select the issue(s) in which to advertise: Spring Summer Fall Winter
3. Please indicate color preference (\$250 additional fee for color): color black and white

Total amount due (ad rate + frequency + color charge): \$ _____

PAYMENT METHOD

Please invoice me: For total amount. Quarterly
 I have enclosed a check.
 Please charge the following credit card: Visa MasterCard Discover Amex
Credit Card No. _____ Exp. date _____ Signature _____



ALABAMA BANKERS ASSOCIATION

DIGITAL MEDIA

Advertising, Rates, Terms and Specifications
Effective January 2018

MEDIA KIT



WEEKLY NEWS BYTE is emailed to almost 900 bankers across the state. The distribution list includes bank CEOs, presidents, directors, senior lenders, operations, training, human resources, IT, marketing and other top managers. Timely, up-to-date information is included in each edition. Advertising is also available on our news site, www.ALBanknews.com. Our news site is where we host our legislative updates and new pertinent to our membership. New in 2017 is the opportunity to promote a service or an event through these two platforms. The featured story option will be included in both the e-newsletter and on the news site. For details contact Shelley Hildebrand at (334) 386-5743.



WEEKLY NEWS BYTE

FREQUENCY	MEMBER		NON-MEMBER	
	SIDEBAR	BANNER	SIDEBAR	BANNER
One Month	\$250	\$400	\$500	\$650
Three Months	\$675	\$1,080	\$925	\$1,350
Six Months	\$1,300	\$2,000	\$1,650	\$2,350
12 Months	\$2,500	\$4,000	\$2,850	\$4,350
Featured Story (1x)*	\$500		*Members only	

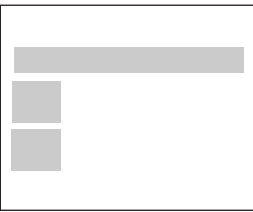
*Will be included on ALBankNews.com.
*Subject to review by editorial committee.

www.ALBankNews.com

FREQUENCY	MEMBER	NON-MEMBER
One Month	\$325	\$575
Three Months	\$875	\$1,125
Six Months	\$1,650	\$1,900
12 Months	\$3,200	\$3,450
Featured Story (1x)*	\$500	*Members only

*Will be included in Weekly News Byte.
*Subject to review by editorial committee.

AD CONFIGURATIONS & SPECIFICATIONS



WEEKLY NEWS BYTE
Banner Ad
750 pixels wide x 135 pixels tall

Sidebar Ad
150 pixels wide x 150 pixels tall



ALBankNews
Display Ad (Two available)
300 pixels wide x 250 pixels tall

5 MB max file size

File must be .png or .jpg

AND
72 dpi,
RGB color mode

SPACE RESERVATION

A signed contract or insertion order must be on file before the ad will run. Verbal instructions regarding advertising are treated as **tentative space reservation** which will be cancelled if a written contract or insertion order is not received prior to publication. If new artwork or instructions are not submitted and received by the deadline, the webmaster reserves the right to repeat the most recent insertion, and the advertiser agrees to pay for such insertions. All ads must meet graphic standards set by ABA, ABA reserves the right to review and reject any advertising that does not meet our criteria. **All ads are non-commissionable.**

DIGITAL MEDIA

2018 ADVERTISING AGREEMENT

Name _____ Title _____
Company _____
Address _____ City, State, Zip _____
Phone _____ Fax _____ Email _____

Who will send artwork?

Name _____ Title _____
Phone _____ Email _____

1. Please select the media type, ad size and frequency:

- | | |
|--|--------------------------------------|
| <input type="radio"/> Weekly News Byte | <input type="radio"/> One Month |
| <input type="radio"/> Banner Ad | <input type="radio"/> Three Months |
| <input type="radio"/> Sidebar Ad | <input type="radio"/> Six Months |
| | <input type="radio"/> 12 Months |
| <input type="radio"/> ALBankNews | <input type="radio"/> Featured Story |

Total amount due: \$ _____

PAYMENT METHOD

- Please invoice me.
 I have enclosed a check.
 Please charge the following credit card: Visa MasterCard Discover Amex
Credit Card No. _____ Exp. date _____ Signature _____



ALABAMA BANKERS ASSOCIATION
- INCORPORATED -

2019 FINANCIAL DIRECTORY

Advertising, Rates, Terms and Printing Specifications

MEDIA KIT

Our annual **ALABAMA FINANCIAL DIRECTORY** puts vital bank contacts at the fingertips of our members. Used by bank presidents and CEOs as well as other bank personnel, our directory also includes detailed information about our associate members, government resources and the association. Advertising in our directory is a great way to keep your company's name in front of our membership all year long! For information about advertising in the **ALABAMA FINANCIAL DIRECTORY** contact Shelley Hildebrand at shildebrand@alabamabankers.com. The directory will be published in January of 2018.

ASSOCIATE MEMBERS

AD SIZE	RATE
Back Cover	\$1,750
Inside Back Cover	\$1,500
Inside Front Cover	\$1,500
Tabbed Page (One Side)	\$700
Full Page	\$500
Half Page	\$350

NON MEMBERS

AD SIZE	RATE
Back Cover	\$2,250
Inside Back Cover	\$2,000
Inside Front Cover	\$2,000
Tabbed Page (One Side)	\$850
Full Page	\$650
Half Page	\$500

*Prices above are for black and white ads only. The only ads with color are the inside and back covers.
ALL RATES ARE NON-COMMISSIONABLE.*

AD CONFIGURATIONS

BLEED MUST EXTEND 1/8 INCH BEYOND TRIM SIZE	<p>BACK & INSIDE COVERS</p> <p>TRIM SIZE: 4.75 x 8.75</p> <p>LIVE AREA:</p> <p><i>When placing live matter, allow 1/2 inch from the trim size on the size of ad adjacent to spiral binding and 1/2 inch from the trim size on the outside top and bottom edges for rounded off corners.</i></p>	NO BLEED ALLOWED	<p>TABBED PAGES</p> <p>3.25 wide x 8 inches tall</p>	NO BLEED ALLOWED	<p>FULL PAGE</p> <p>3.25 wide x 8 inches tall</p>	NO BLEED ALLOWED
			<p>HALF PAGE</p> <p>3.25 inches wide x 4 inches tall</p>			

SUBMISSION DEADLINES

Reservation Deadline:
Oct. 13, 2017

Artwork Deadline:
Oct. 20, 2017

ARTWORK REQUIREMENTS

- Bleed is allowed ONLY on back and inside cover ads. Bleed should extend 1/8 inch around the perimeter of the trim size of the ad. **TABBED PAGE ADS AND INTERIOR ADS CANNOT INCLUDE A BLEED.**
- Electronic files can be submitted via email to shildebrand@alabamabankers.com.
- Ads to print B/W must be submitted as B/W files with minimum of 300 dpi.
- Color files submitted to print B/W will have to be converted to B/W. A charge of \$65 per ad to convert the file to B/W may be added to your invoice and the quality may be compromised during the conversion process.
- Ads to print color must be submitted to print CMYK NOT RGB (No PMS Spot Colors) with a minimum of 300 dpi and a line screen of 150 max.

- NO True type fonts, only type 1 postscript fonts accepted
- NO .gif, .jpeg, power point or word clip art files accepted

PREFERRED FORMAT

- Adobe Acrobat PDF (all fonts created to outlines and embed graphics)

COLOR

Only inside and back cover ads are in color.

QUESTIONS?

Please call Shelley Hildebrand at (334) 244-9456. Or, email her at shildebrand@alabamabankers.com.

Call us today at (334) 386-5743 to reserve your ad!

Artwork and contract may be emailed to Shelley Hildebrand at shildebrand@alabamabankers.com.

ALABAMA FINANCIAL DIRECTORY

2019 ADVERTISING AGREEMENT

Name _____ Title _____
 Company _____
 Address _____ City, State, Zip _____
 Phone _____ Fax _____ Email _____

Who will send artwork?

Name _____ Title _____
 Phone _____ Email _____

1. Please select size and shape: **COVERS**

- Back Cover
- Inside Back Cover
- Inside Front Cover

TABBED PAGES

- ABA**
- Front
- Back

INSIDE PAGES - SIZE

- Full Page
- Half Page

Total amount due: \$ _____

PAYMENT METHOD

- Please invoice me.
- I have enclosed a check.
- Please charge the following credit card:
 Visa MasterCard Discover Amex
 Credit Card No. _____
 Exp. date _____ Signature _____

Endorsed Service Providers

- Front
- Back

Associate Members

- Front
- Back

Government Resources

- Front
- Back

Financial Institutions

- Front
- Back

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