



534 Adams Avenue  
Montgomery, Alabama 36104  
[www.alabamabankers.org](http://www.alabamabankers.org)

# Alabama Financial Directory

## **Rates and Requirements**



ALABAMA  
BANKERS  
ASSOCIATION

534 Adams Avenue  
Montgomery, Alabama 36104  
(334) 834-1890, phone  
(334) 834-4443, fax  
[www.alabamabankers.org](http://www.alabamabankers.org)  
[info@alabamabankers.org](mailto:info@alabamabankers.org)

# Alabama Financial Directory Rates and Requirements

## Contract Regulations

A signed contract must be on file before the ad will run. Verbal instructions regarding advertising will be treated as a tentative space reservation which will be cancelled if a written contract is not received before the publication deadline.

## Circulation

Only one edition is published each year. The Financial Directory reaches the desk of bank CEO's and is in the offices of more than 1000 financial industry leaders.

## Submission Requirements

Electronic art files are preferred and can be submitted on CD or via email. They must be accompanied by hard copy for reference. All ads will be black and white.

## Commissions

Rates quoted are non-commissionable.

## Deadline

The deadline for submission is May 1.

## Dimensions

Unit Sizes	Width	Depth
Outside Back	2.75"	7.25"
Inside Front	2.75"	7.25"
Inside Back	2.75"	7.25"
Tabs (only 5 available)	2.75"	7.25"
Full Page	2.75"	7.25"
Half Page	2.75"	3.5"

## Requirements for Artwork

We prefer electronic files in .jpeg, .tiff, .pdf or .eps format.

## Advertising Rates

Ad Location	Member Rate	Non-Member Rate
Outside Back	\$1500	\$1750
Inside Front	\$1000	\$1250
Inside Back	\$1000	\$1250
Tabs (only 6 available)	\$500	\$750
Full Page	\$250	\$500
Half Page	\$150	\$400

## Ad Placement

Placement of all advertisements is at the discretion of The Alabama Bankers Association. Preferred space is the back cover, inside front cover and the inside back cover. The Alabama Bankers Association reserves the right to omit or reject any advertising deemed unsuitable for publication. All rates are subject to change.

