



ALABAMA BANKERS ASSOCIATION

# BANKING TRADITIONS

Advertising, Rates, Terms and Printing Specifications

Effective January 2019

## 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:**  
 Feb. 15, 2019  
**Artwork Deadline:**  
 March 1, 2019

### SUMMER

published in July/August  
**Reservation Deadline:**  
 June 15, 2019  
**Artwork Deadline:**  
 July 1, 2019

### FALL

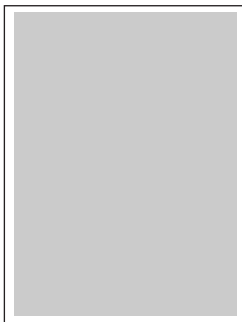
published in November  
**Reservation Deadline:**  
 Oct. 1, 2019  
**Artwork Deadline:**  
 Oct. 15, 2019

### WINTER

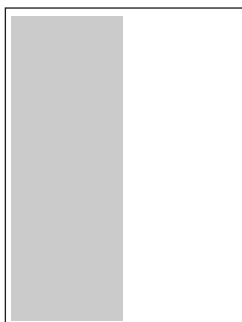
published in Jan/Feb  
**Reservation Deadline:**  
 Dec. 1, 2019  
**Artwork Deadline:**  
 Dec. 15, 2019

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.

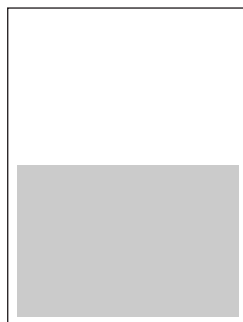
## AD CONFIGURATIONS



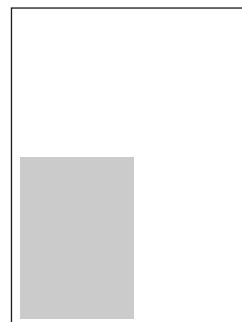
**FULL PAGE**  
Live area:  
7.5 x 10 inches



**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](mailto: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](mailto:shildebrand@alabamabankers.com). Visit us online at [www.alabamabankers.com](http://www.alabamabankers.com).

## BANKING TRADITIONS 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:
- |  |                                    |                                  |
|--|------------------------------------|----------------------------------|
| <b>COVERS</b>                            | <b>INSIDE PAGES - SIZE</b>         | <b>INSIDE PAGES - SHAPE</b>      |
| <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  
- INCORPORATED -

## 2019 CEO, BANK EXEC & DIRECTORS' CONFERENCE GUIDE

Advertising, Rates, Terms and Printing Specifications

Effective January 2019

### MEDIA KIT

The 2019 ABA CEO, EXECUTIVE MANAGEMENT & DIRECTORS' CONFERENCE GUIDE will be distributed at our annual meeting scheduled for Aug. 1-3, 2019 at the Grand Hotel in Point Clear. More than 700 people from nearly 100 banks across Alabama are expected to attend this annual event. During the conference attendees will use this guide to navigate their way through meetings and events. Enhance your presence by advertising in this publication! For details, contact Shelley Hildebrand at (334) 386-5743 or by email at [shildebrand@alabamabankers.com](mailto:shildebrand@alabamabankers.com).

#### ASSOCIATE MEMBER RATES

##### AD SIZE

Back Cover	\$900
Inside Back Cover	\$800
Inside Front Cover	\$800
Full Page	\$450
Half Page	\$350

#### NON MEMBER RATES

##### AD SIZE

Back Cover	\$1,100
Inside Back Cover	\$1,000
Inside Front Cover	\$1,000
Full Page	\$650
Half Page	\$500

Cover ads and passport ad include color. Prices above for interior ads are for black and white ads only. There is an additional fee of \$100 per ad for color for interior ads. ALL RATES ARE NON-COMMISSIONABLE.

#### SUBMISSION DEADLINE

**Reservation Deadline:**

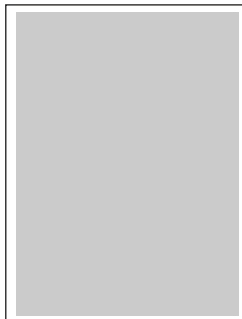
Jun 14, 2019

**Artwork Deadline:**

July 9, 2019

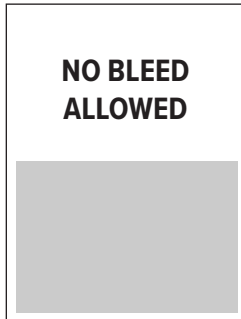
A signed contract or insertion order must be on file before the ad will run. Verbal instructions regarding advertising are treated as **tentative space reservation** which will be cancelled if a written contract or insertion order is not received prior to publication. If new artwork or instructions are 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:  
5 x 8 inches



### HALF PAGE

Live area:  
5 x 4 inches

### MECHANICAL REQUIREMENTS

Binding: saddle-stitch  
Trim size: 5.5 x 8.5 inches  
Bleed size: **Bleed ONLY allowed for full page ads**  
1/8 inch around perimeter

### 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](mailto:shildebrand@alabamabankers.com).**

### COLOR

Cover ads are four-color. Four color is available for interior ads for an additional \$100 per ad.

**QUESTIONS?** Please call **Shelley Hildebrand** at (334) 386-5743 or email [shildebrand@alabamabankers.com](mailto:shildebrand@alabamabankers.com).

## 2019 CEO CONFERENCE GUIDE

### 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

**INSIDE PAGES - SIZE**

- Full Page  
 Half Page

3. Please indicate color preference (*\$100 additional fee for color*):  color  black and white

**Total amount due** (ad rate + color charge): \$ \_\_\_\_\_

### 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

# DIGITAL MEDIA

Advertising, Rates, Terms and Specifications  
Effective January 2019

## 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](http://www.ALBanknews.com). Our news site is where we host our legislative updates and new pertinent to our membership. There is also 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	

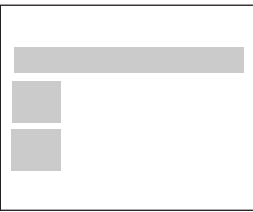
\*Will be included on ALBankNews.com.  
\*Subject to review by editorial committee.

### www.ALBankNews.com

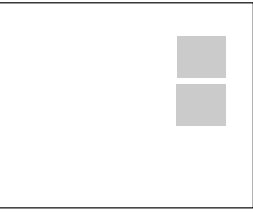
FREQUENCY	MEMBER	NON-MEMBER
One Month	\$325	\$575
Three Months	\$875	\$1,125
Six Months	\$1,650	\$1,900
12 Months	\$3,200	\$3,450
Featured Story (1x)*	\$500	*Members only

\*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.**

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# ***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 -

# 2020 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](mailto:shildebrand@alabamabankers.com). The directory will be published in January of 2020.

#### 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><b>BACK &amp; INSIDE COVERS</b></p> <p><b>TRIM SIZE:</b> 4.75 x 8.75</p> <p><b>LIVE AREA:</b></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><b>TABBED PAGES</b></p> <p>3.25 wide x 8 inches tall</p>	NO BLEED ALLOWED	<p><b>FULL PAGE</b></p> <p>3.25 wide x 8 inches tall</p>	NO BLEED ALLOWED
			<p><b>HALF PAGE</b></p> <p>3.25 inches wide x 4 inches tall</p>			

#### SUBMISSION DEADLINES

**Reservation Deadline:**  
Oct. 12, 2019

**Artwork Deadline:**  
Oct. 17, 2019

## 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](mailto: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](mailto: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](mailto:shildebrand@alabamabankers.com).

# ALABAMA FINANCIAL DIRECTORY

## 2020 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

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 canceled 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.