



ALABAMA BANKERS ASSOCIATION

# BANKING TRADITIONS

Advertising, Rates, Terms and Printing Specifications

Effective January 2020

## 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, 2020  
**Artwork Deadline:**  
 March 1, 2020

#### SUMMER

published in August/September  
**Reservation Deadline:**  
 June 15, 2020  
**Artwork Deadline:**  
 July 1, 2020

#### FALL

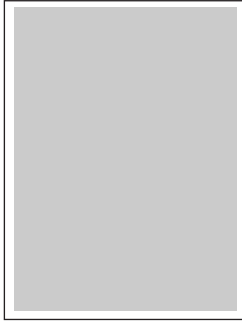
published in November  
**Reservation Deadline:**  
 Oct. 1, 2020  
**Artwork Deadline:**  
 Oct. 15, 2020

#### WINTER

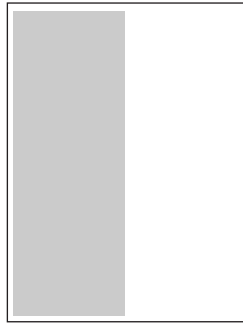
published in January/February  
**Reservation Deadline:**  
 Dec. 1, 2020  
**Artwork Deadline:**  
 Dec. 15, 2020

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.

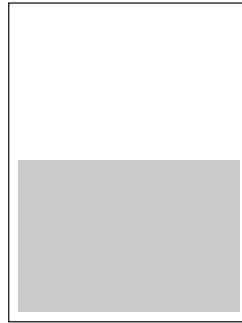
## AD CONFIGURATIONS



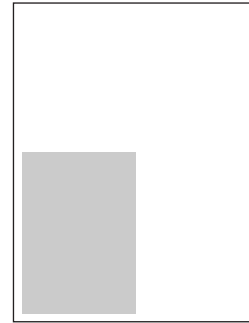
**FULL PAGE**  
Live area:  
7.5 x 10 inches



**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 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

#### INSIDE PAGES - SIZE

- Full Page  
 Half Page  
 Quarter Page

#### INSIDE PAGES - SHAPE

- Horizontal  
 Vertical

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 \_\_\_\_\_