

Mechanical Requirements

Digital Ad Materials

Provide 1/8" bleed for full page bleed ads.
Keep live matter 1/2" from trim.

Acceptable Platform/Software

Print-ready, high-resolution PDF files are preferred. Adobe Illustrator EPS files or EPS files exported from a page-layout application also are acceptable. All fonts and graphics must be outlined or embedded. Flattened files from Photoshop or other image-editing software are also accepted. These files should be 300 dpi and saved in TIFF or EPS format as CMYK (not RGB or Lab color). B&W files should be saved as Grayscale, not RGB. Line art should be saved as 1200 dpi Bitmap TIFF.

Ad Proof

Proofs are requested. If we do not have a proof to match against, we cannot guarantee content or color accuracy.

Change of Copy

When change of copy is not received by the publisher by the material due date for a scheduled insertion, copy and/or material from a previous issue will run.

Material Submission

Send all artwork, disks, CD- or DVD-ROMs, color proofs, and other ad materials to:

Advertising Coordinator
adcopy@banknews.com
800-336-1120

Editorial Contact

Olivia Carmichael Solis
olivia@texasbankers.com



Texas Bankers Association
203 West 10th Street
Austin, TX 78701-2388
Phone: 512-472-8388
Fax: 512-473-2560
www.texasbankers.com

Advertising Contacts

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Director of Sales
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Shawnee Mission, KS
66201-9156

Phone: 800-336-1120
913-261-7000
Fax: 913-261-7010



www.BankNews.com

TEXAS 2012 Advertising Rates

BANKING

Texas Bankers Association
One Future Old Main One Bank



COME AND TAKE IT

The
Texas market
is waiting
for you

The official publication of the
Texas Bankers Association



Circulation: 7,200
Frequency: Monthly
Ad closing date: 5th of the month preceding issue date.
Ad material deadline: 12th of the month preceding issue date

Texas Banking is the official publication of the Texas Bankers Association, representing community and regional banks and branches, bank holding companies, and savings institutions since its founding in 1885.



Texas Banking is the premier publication for the expanding Texas bank market, which encompasses 656 banks and savings institutions, with some 5,730 branches.

Texas Banking's far-reaching circulation aims at CEOs, presidents, directors and senior managers — the top decision makers with the authority to buy your products and services.

Texas Banking contains the latest news about the Texas banking industry, as well as trends, legislative and regulatory developments, technology advancements, sales and marketing information, and features that can help bankers compete more effectively and efficiently in the marketplace.

Texas Banking is one of the nation's most highly regarded state banking magazines, combining strong editorial content with comprehensive circulation coverage.

Ad Sizes	Dimensions in Inches			Rates/Frequency			
	Width		Depth	1x	3x	6x	12x
Full page	7	x	10	\$1,600	\$1,525	\$1,440	\$1,280
2/3 vertical	4-1/2	x	10	\$1,280	\$1,215	\$1,150	\$1,030
1/2 horizontal	7	x	5	\$1,045	\$990	\$940	\$835
1/3 square	4-1/2	x	5	\$800	\$760	\$725	\$640
1/3 vertical	2-1/8	x	10	\$800	\$760	\$725	\$640
1/4 square	4-1/2	x	3-3/4	\$640	\$610	\$575	\$515
1/4 horizontal	7	x	2-1/8	\$640	\$610	\$575	\$515
1/6 vertical	2-1/8	x	5	\$485	\$455	\$430	\$390
1/6 horizontal	4-1/2	x	2-1/2	\$485	\$455	\$430	\$390

Color Rates

Black plus one color — \$250
 Four-color process — \$700

Ad Closing Date

5th of every month preceding issue date.

Ad Material Deadline

12th of every month preceding issue date.



Texas Bankers Association

Trim Size

8-3/8" x 10-7/8"

Bleed Size

8-5/8" x 11-1/8"

Discounts

Associate members:
 10% of gross advertising rate.

Advertising agency:
 15% of gross advertising rate.

Frequency discounts cover number of insertions within 12 months of contract date.

