

2012 MEDIA PLANNER

BankNews

BankNews Magazine

BankNews.com

BankNews Digital Edition

BankNews e-Digest

BankNews Technology Focus

BankNews Mid-Week

**Your Media Partner — Providing Targeted,
Integrated Marketing Solutions**

BankNews: Your Media Partner

Bank News, which has served the banking industry for more than a century, is the leading independent magazine for financial institutions nationwide. Published monthly in print and digital editions, Bank News is edited exclusively for community bank management teams — from senior executives and corporate officers, to department directors and managers — responsible for operations, profitability, risk management, business development, human resources, compliance, marketing and technology.

Bank News is part of an integrated array of print, digital and online products serving financial institutions:

- ◆ **BankNews e-Digest** — Emailed weekly to more than 10,000 bank professionals nationwide, providing industry news and trends.
- ◆ **BankNews Technology Focus** — The only e-newsletter dedicated exclusively to covering the latest technologies for the banking industry, sent each month to more than 10,000 bank professionals nationwide.
- ◆ **BankNews Mid-Week** — Published 50 times a year for bank executives throughout the Central states.
- ◆ **BankNews.com** — One of the industry's most robust websites, featuring the latest financial, government and association news updates; bank updates from around the country; an events calendar; vendor news, product releases and white papers; and an online library with more than 1,500 articles.
- ◆ **Webinars** — Monthly webinar series with exclusive sponsorship opportunities.
- ◆ **Custom publications and emails** — Unique opportunity to promote your company's history, mission and products.

If you're looking for a media partner with targeted, integrated products reaching the decision-makers at community banks, credit unions and related financial institutions throughout the country, then Bank News is your choice.

**Four Special Guides
Coming This Year!!**
 Education Guide
 Correspondent Services Guide
 Technology Guide
 Buyers Guide

2012 BankNews Editorial Calendar

January

Theme: High-Performance Banking
Tech Emphasis: ATM Upgrades
Ad closing date: December 5

February

Theme: Coping With Compliance
Tech Emphasis: PIN Debit Networks
BONUS CIRCULATION: Kansas Bankers Association Technology Conference; American Bankers Association National Conference for Community Bankers
Ad closing date: January 5

March

Theme: Small Business Strategies
Tech Emphasis: Credit Analysis Software
 ☆ Education Guide
Ad closing date: February 6

April

Theme: Human Resources
Tech Emphasis: Mobile Banking Apps
Ad closing date: March 5

May

Theme: Business Development
Tech Emphasis: Branch Automation
BONUS CIRCULATION: California Convention; Texas Bankers Convention
Ad closing date: April 5

June

Theme: Risk Management
Tech Emphasis: The Online Channel
 ☆ Correspondent Services Guide
BONUS CIRCULATION: Illinois Bankers Convention; Florida Bankers Convention
Ad closing date: May 7

July

Theme: Funds Management
Tech Emphasis: Data Management
BONUS CIRCULATION: Community Bankers Association of Kansas Convention
Ad closing date: June 5

August

Theme: Streamlining Operations
Tech Emphasis: Online ID Authentication
Ad closing date: July 6

September

Theme: Building a Strategic Plan
Tech Emphasis: Growing Customer Relationships
 ☆ Technology Guide
BONUS CIRCULATION: Missouri Independent Bankers Association Convention; Iowa Bankers Convention
Ad closing date: August 6

October

Theme: The Underbanked Market
Tech Emphasis: Opportunities in Payments
Ad closing date: September 5

November

Theme: The Board of Directors
Tech Emphasis: Compliance Software
 ✨ Innovative Solutions Awards ✨
Ad closing date: October 5

December

Theme: Fee Income
Tech Emphasis: Remote Deposit Capture
 ☆ Buyers Guide
 ✨ Community First Awards ✨
Ad closing date: November 7

In Each Issue

Perspectives (Editor's Column)	Compliance Corner (Bi-monthly)
Monthly Interest	Technology Focus
New Solutions (New Products)	Regional News
Investments	National News
Law Office (Quarterly)	Regulatory Forum
	Trend Lines (Senior Editor's Column)

Event Coverage American Bankers Association National Conference for Community Bankers; Independent Community Bankers of America Convention & Techworld; BAI Retail Delivery Conference; American Bankers Association Agricultural Lenders Conference; Multiple state conventions around the country.

Advertising Rates and Sizes

Print

BankNews magazine Ad Size	Dimensions in Inches			4-Color Rates/Frequency			
	Width		Depth	12x	6x	3x	1x
Full page	7	x	10	\$3,265	\$3,600	\$4,070	\$4,350
2/3 vertical	4-1/2	x	10	\$2,615	\$2,880	\$3,255	\$3,475
1/2 vertical	4-1/2	x	7-1/2	\$2,120	\$2,340	\$2,650	\$2,830
1/2 horizontal	7	x	5	\$2,120	\$2,340	\$2,650	\$2,830
1/3 square	4-1/2	x	5	\$1,630	\$1,800	\$2,040	\$2,175
1/3 vertical	2-1/8	x	10	\$1,630	\$1,800	\$2,040	\$2,175
1/4 square	4-1/2	x	3-3/4	\$1,480	\$1,625	\$1,845	\$1,965
1/4 horizontal	7	x	2-1/8	\$1,480	\$1,625	\$1,845	\$1,965
1/6 vertical	2-1/8	x	5	\$1,140	\$1,265	\$1,435	\$1,530
1/6 horizontal	4-1/2	x	2-1/2	\$1,140	\$1,265	\$1,435	\$1,530

Inserts, Belly Bands, Tip-ins, Outserts, Gatefolds also available. Call for prices.

BankNews Mid-Week — Black/White Rates				
Ad Size	50 Weeks	26-49 Weeks	13-25 Weeks	1-12 Weeks
2-1/8 x 2 or 4-5/8 x 1	\$95	\$105	\$125	\$150
2-1/8 x 3 or 4-5/8 x 1-1/2	\$120	\$140	\$165	\$200
2-1/8 x 4 or 4-5/8 x 2	\$155	\$180	\$205	\$260
2-1/8 x 6 or 4-5/8 x 2-1/2	\$190	\$215	\$250	\$320
7 x 2	\$220	\$250	\$295	\$375
Front Page Display — 5 x 2-5/8	\$500	\$525	\$550	\$575

Color Rate: \$75 • Front Page 7 x 2 Color Rate: \$425 • Insert Rate: \$925

Digital

BankNews.com Ad Size	12 Months	6 Months	3 Months	1 Month
Leaderboard (728 x 90 pixels)	\$650	\$750	\$845	\$995
Skyscraper (120 x 600 pixels)	\$520	\$595	\$675	\$795
Vertical Banner (120 x 240 pixels)	\$390	\$445	\$505	\$595
Button (120 x 90 pixels)	\$260	\$295	\$335	\$395
Channel Sponsorship* (728 x 90 pixels)	\$520	\$595	\$675	\$795

*Mobile Banking, Products & Services, Convention Gallery, News, Library

BankNews e-Digest				
Ad Size	52x	26x	12x	1x
Vertical Banner (120 x 240 pixels)	\$325	\$375	\$425	\$495
Horizontal Banner (468 x 58 pixels)	\$255	\$295	\$335	\$395

BankNews e-Digest Special Edition				
Ad Size	12x	6x	3x	1x
Sole Sponsorship	\$1,000	\$1,450	\$1,950	\$2,500

BankNews Technology Focus				
Ad Size	12x	6x	3x	1x
Vertical Banner (120 x 240 pixels)	\$325	\$375	\$425	\$495
Horizontal Banner (468 x 58 pixels)	\$255	\$295	\$335	\$395

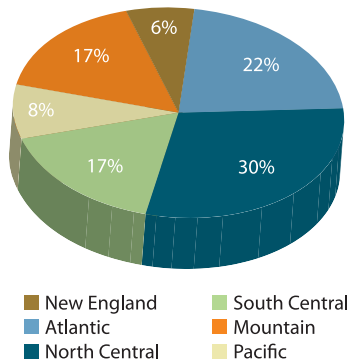
National Readership

Bank News is the leading independent magazine serving community banks, thrifts and credit unions nationwide, from small rural banks to community credit unions and billion dollar banks in urban and outlying communities.

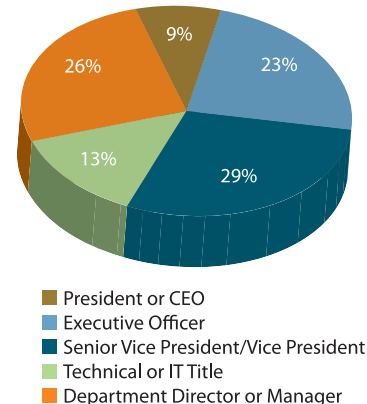
Published monthly, Bank News has a circulation of 12,000 financial executives representing all management titles with decision-making authority for the wide range of products and services for the banking industry — presidents and CEOs; senior corporate officers; vice presidents; department managers and directors; and technical titles.

With its pass-along rate*, Bank News reaches approximately 48,000 banking professionals each month, making Bank News the definitive marketing choice for companies wanting to reach the key decision-makers at community financial institutions across the country.

Circulation by Region



Readership by Title



*Publisher's reader survey, 2011

Advertising Contacts



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Your Connection to
Banking Decision-Makers
... Nationwide

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Phone: 800-336-1120

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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:

Meghan Patke

Ad Sales Coordinator

mpatke@banknews.com

800-336-1120, Ext. 7067

BankNewsMediaSolutions.com