

## 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

## Classified Advertising

#### Kristi Wagner

Circulation Manager  
kwagner@banknews.com  
913-261-7053

## Display Advertising

#### Scott Englert

Director of Sales  
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913-261-7057

#### Jennifer Miller

Advertising Account Executive  
jmiller@banknews.com  
913-261-7055

#### Meghan Patke

Ad Sales Coordinator  
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913-261-7067

5125 Roe Blvd., Ste. 200  
Shawnee Mission, KS 66205-2391

P.O. Box 29156  
Shawnee Mission, KS 66201-9156

Phone: 800-336-1120

913-261-7000

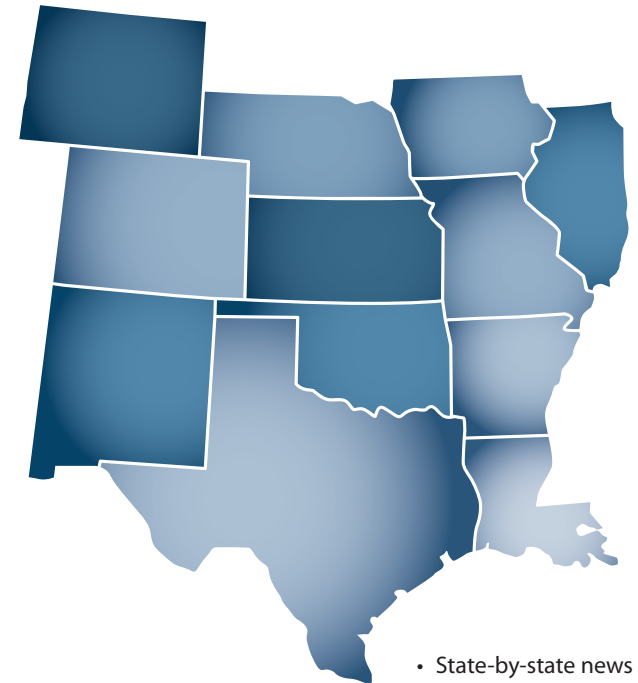
Fax: 913-261-7010



BankNewsMediaSolutions.com

# BankNews Mid-Week

NEWS EVERY WEDNESDAY  
OF THE CENTRAL STATES,  
a supplement to Bank News magazine



- State-by-state news
- High pass along
- Timely

..... BankNewsMediaSolutions.com

## BankNews Mid-Week

*BankNews Mid-Week*, now in its 75th year, is the only newsletter focusing on the latest government and industry news of importance to bank professionals throughout the 10 Midwest and Rocky Mountain states, including Colorado, Illinois, Iowa, Kansas, Missouri, Nebraska, New Mexico, Oklahoma, Texas and Wyoming.

*BankNews Mid-Week* is an essential publication designed for bank professionals to keep up with the latest federal and regional legislation, regulatory updates, personnel changes, charter applications, regional bank announcements and related banking news. In addition, *BankNews Mid-Week's* classified advertising section keeps subscribers current on the latest job openings, as well as available products and services.

Published 50 weeks a year, *BankNews Mid-Week* is delivered every Wednesday in print — and every Tuesday as a special digital edition. Advertisers in *BankNews Mid-Week* have an additional opportunity to be the exclusive sponsor of the digital edition. Contact your sales representative for sponsorship rates.

**Distribution:** 1,025

**Total Readership:** 4,100

**Frequency:** Weekly, 50 weeks a year

**Ad closing date:** Noon Friday prior to issue date.

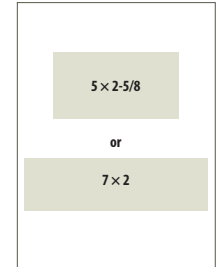
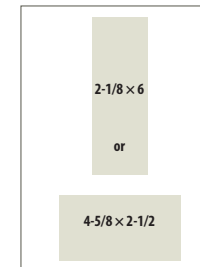
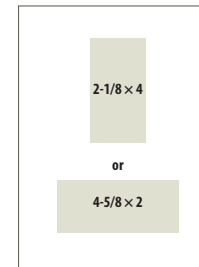
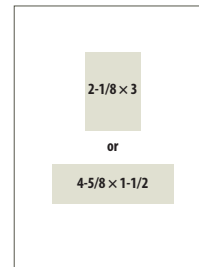
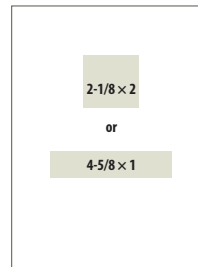
**Ad material deadline:** Noon Monday prior to issue date.

## Display Advertising

### 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
<b>Front Page Display — 5 x 2-5/8</b>	\$500	\$525	\$550	\$575

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



## Classified Advertising

### BankNews Mid-Week

\$50 for the first 30 words plus \$10 for each additional 10 words.  
Blind Box \$20 extra.

*Sponsorship of our digital edition is an effective way to reach financial executives in the Central states. Contact your sales representative for pricing information.*