

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
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Editorial Contact

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BankNewsMediaSolutions.com

2012 MEDIA PLANNER

Banking Matters

A PUBLICATION OF THE OREGON BANKERS ASSOCIATION



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Banking Matters

A PUBLICATION OF THE OREGON BANKERS ASSOCIATION

Banking Matters is the official publication of the Oregon Bankers Association and Independent Community Banks of Oregon — Oregon's only full-service trade association representing state and national commercial banks, thrifts and savings banks chartered to do business in Oregon.

Published quarterly, the magazine is distributed to all Oregon banks with a circulation of nearly 3,000 and pass-along readership estimated at 6,000. Recipients include bank CEOs, senior managers and directors, as well as Oregon Bankers Association associate members and business partners.

Each issue covers topics of importance to Oregon banking decision-makers, including regulatory updates, state and federal legislative actions, industry trends and activities, legal guidance, and related banking information. Plus, *Banking Matters* covers association news and events, as well as updates on Oregon banks and "Bankers on the Move," a special section dedicated to bankers advancing in their careers.

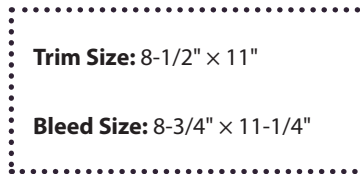
The combination of OBA affiliation and readership among the entire decision-making team at banks and thrifts throughout the state makes *Banking Matters* a targeted, cost-effective media buy.

Distribution: 3,000

Total Readership: 6,000

Frequency: Quarterly

Ad Sizes	Dimensions in Inches			Member		Non-Member	
	Width		Depth	1x	4x	1x	4x
Full page	8	×	10-1/2	\$850	\$690	\$975	\$800
1/2 page	7-1/2	×	4-3/4	\$655	\$520	\$755	\$620
1/4 page	3-3/4	×	4-3/4	\$265	\$210	\$345	\$280
3/4 page back cover	8-1/2	×	8-1/4	\$800	\$640	\$925	\$750



Production Calendar

Issue	Reservation & Materials Deadline
Winter	December 15
Spring	March 15
Summer	June 15
Fall	September 15



Ad Sizes

