



Illinois Banker

The Official Publication of the Illinois Bankers Association

 **connect** 
with Illinois Bankers
one of the nation's largest and strongest bank markets



 More than 600 banks — **No. 2 Nationally**

 Close to 5,000 financial institution offices — **No. 5 Nationally**

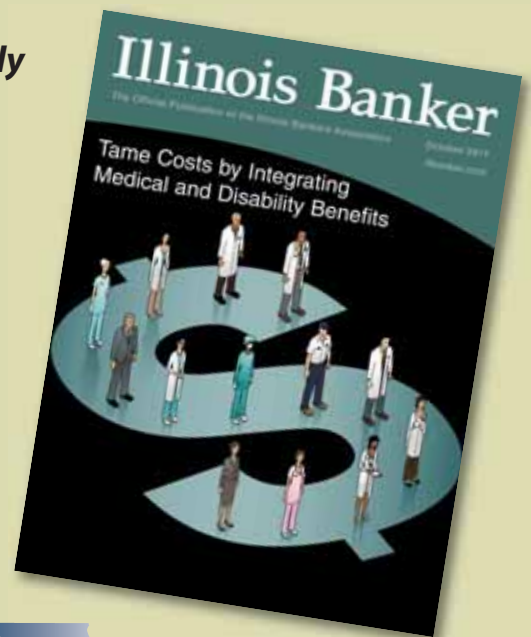
 \$300 billion in assets — **No. 6 Nationally**

Illinois Banker — now in its 96th year — continues to build on its long tradition as the premier publication serving one of the nation's strongest bank markets, with more than 600 banks (ranked No. 2 nationally) and close to 5,000 locations (No. 5 nationally).

Illinois Banker, the official publication of the Illinois Bankers Association, is an integral part of the association's mission to empower "Illinois bankers through information, collaboration and innovation."

Each issue of **Illinois Banker** features the latest association news, updates on legislative and regulatory actions affecting the state's banking community, and special reports and features on topics essential to bank executives, ranging from compliance and operations, to business development and new technology.

For 2011, **Illinois Banker** has been redesigned as a standard-sized magazine to better serve its readers . . . and to provide new advertising opportunities for companies targeting the Illinois bank market.



IBA

ILLINOIS BANKERS ASSOCIATION

Illinois Banker — Strength in Numbers

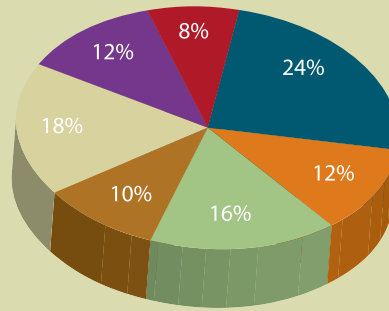
Illinois Banker is published monthly with a circulation of 3,000.

The magazine reaches decision-making teams at financial institutions throughout the state — the titles that recommend, review and purchase products and services.

Among the decision-makers who read **Illinois Banker** each month are:

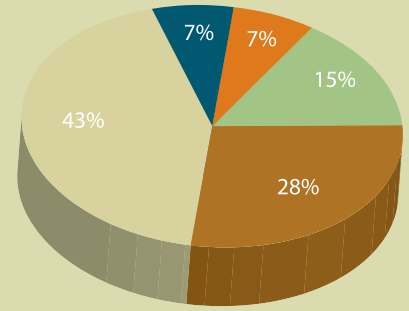
- ✓ Presidents and CEOs,
- ✓ CFOs, COOs and other executive officers,
- ✓ Senior vice presidents and other VPs,
- ✓ Branch managers,
- ✓ Technical personnel,
- ✓ Department managers and directors, and
- ✓ Related financial titles

Decision-makers



- President/CEO
- Executive Officer
- Senior VP/Vice President
- Branch Manager
- Department Manager/Director
- Technical Titles
- Other Bank Titles

Banks by Asset Size



- More than \$1 Billion
- \$501 Million - \$1 Billion
- \$251 Million - \$500 Million
- \$100 Million - \$250 Million
- Less than \$100 Million

Editorial Highlights — Feature articles on relevant topics for bank executives • Columns on human resources, compliance and lending • Industry news and trends • Legislative updates • Bank promotions, awards and new hires • Government relations update • Message from the IBA president and CEO

Plus, *Illinois Banker* will devote three issues to its 120th Annual Conference & Trade Show — May (Conference Preview), June (Annual Conference Special Issue) and July-August (Conference Wrap-up).

ADVERTISING RATES AND SIZES

Ad Sizes	Dimensions in Inches		Rates/Frequency			
	Width	Depth	1×	3×	6×	12×
Full page	7	× 10	\$1,400	\$1,330	\$1,260	\$1,120
2/3 vertical	4-1/2	× 10	\$1,120	\$1,065	\$1,015	\$900
1/2 vertical	4-1/2	× 7-1/2	\$915	\$875	\$820	\$735
1/2 horizontal	7	× 5	\$915	\$875	\$820	\$735
1/3 square	4-1/2	× 5	\$670	\$640	\$610	\$540
1/3 vertical	2-1/8	× 10	\$670	\$640	\$610	\$540
1/4 square	4-1/2	× 3-3/4	\$560	\$535	\$500	\$450
1/4 horizontal	7	× 2-1/8	\$560	\$535	\$500	\$450
1/6 vertical	2-1/8	× 5	\$425	\$410	\$375	\$335
1/6 horizontal	4-1/2	× 2-1/2	\$425	\$410	\$375	\$335

Color Rates: Four-color process — \$800 • Black plus one color — \$300

Full Page with Bleed
8-3/8 × 11-1/8

Full Page Live Area
7 × 10

2/3 Page Vert.
4-1/2 × 10

1/3 Page Vert.
2-1/8 × 10

Half Page Vert.
4-1/2 × 7-1/2

1/6 Page Vert.
2-1/8 × 5

1/6 Page Horiz.
4-1/2 × 2-1/2

1/4 Page Horiz.
7 × 2-1/8

Half Page Horiz.
7 × 5

1/3 Page Square
4-1/2 × 5

1/4 Page Square
4-1/2 × 3-3/4

Half Page Spread
15-3/8 × 5

ADVERTISING CONTRACT

Illinois Banker

BankNews Media is authorized to insert advertising as indicated for:

beginning with the _____, 20_____ issue.

Ad size: _____ Dimensions: _____

Check one: _____ Black and white _____ Black + 1 color _____ 4-color

Special instructions/PMS color(s): _____

Total insertions: _____ Rate: \$ _____ per insertion (*gross*).

The month(s) of insertion for the advertisement will be: (*check all that apply*)

Jan. Feb. March April May June July/Aug. Sept. Oct. Nov. Dec.

Billing Contact: _____

Contact Email: _____

Company Name: _____

Address: _____

City: _____

State: _____ ZIP: _____

Phone: _____

Fax: _____

Insertion order authorized by:

Name (*please print*): _____

Authorized signature: _____ Date: _____

Phone: _____ Email: _____

PAYMENT INFORMATION

Bill company Check enclosed Check # _____

Credit Card Visa MC AE

Name on card: _____

Card # _____

Expiration Date: _____



Fax form to 913-261-7010 or mail to BankNews Media, P.O. Box 29156, Shawnee Mission, KS 66201-9156.

Artwork can be sent to: Meghan Patke, mpatke@banknews.com.

Questions? Call Meghan Patke at 800-336-1120, Ext. 7067.

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

Please contact us if you have submission queries.

Circulation: 3,000

Frequency: Monthly

Ad closing date: 5th of the month
preceding issue date.

Ad material deadline: 12th of the month
preceding issue date.

Editorial Contact

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Illinois Banker

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