

**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.

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**BankNewsMediaSolutions.com**

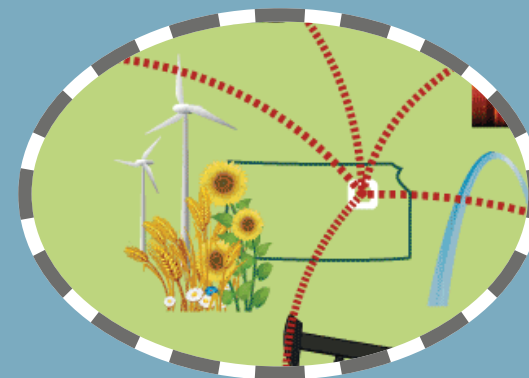
# In Touch

Official Publication of the Community Bankers Association of Kansas



**with Kansas bankers**

*The heart of the community bank market*



- More than 330 banks
- 1,500 branch locations
- \$62 billion in total assets



# In Touch

## ADVERTISING RATES AND SIZES

*In Touch*, the official publication of the Community Bankers Association of Kansas, serves one the nation's strongest community bank markets, with more than 330 banks and some 1,500 branch locations.

Each issue of *In Touch*, published monthly, provides 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, from compliance and business development, to operations and ebanking.

The Community Bankers Association of Kansas, founded in 1978, represents Kansas community banks located in small towns, rural areas, suburbs and major cities. The association's mission is "collectively creating value for Kansas community banks through advocacy, education and services for the benefit of their customers and the communities they serve."

The combination of CBA affiliation and readership among the entire decision-making team at community banks throughout the state makes *In Touch* a strong media buy.

**Circulation:** 600

**Frequency:** Monthly

**Ad closing date:** 28th, two months preceding issue date.

**Ad material deadline:** 6th of the month preceding issue date.

Ad Sizes	Dimensions in Inches		Rates/Frequency			
	Width	Depth	1x	3x	6x	12x
<b>Full page</b>	7	× 10	\$550	\$525	\$500	\$450
<b>2/3 vertical</b>	4-1/2	× 10	\$495	\$475	\$450	\$410
<b>1/2 vertical</b>	4-1/2	× 7-1/2	\$415	\$400	\$380	\$350
<b>1/2 horizontal</b>	7	× 5	\$415	\$400	\$380	\$350
<b>1/3 square</b>	4-1/2	× 5	\$360	\$340	\$325	\$295
<b>1/3 vertical</b>	2-1/8	× 10	\$360	\$340	\$325	\$295
<b>1/4 square</b>	4-1/2	× 3-3/4	\$305	\$290	\$275	\$250
<b>1/4 horizontal</b>	7	× 2-1/8	\$305	\$290	\$275	\$250
<b>1/6 vertical</b>	2-1/8	× 5	\$220	\$205	\$195	\$180
<b>1/6 horizontal</b>	4-1/2	× 2-1/2	\$220	\$205	\$195	\$180

**Rates include color charges**

**Trim Size:** 8-1/2" × 11"

**Bleed Size:** 8-3/4" × 11-1/4"

### Discounts

- 10 percent discount to endorsed providers of the Community Bankers Association of Kansas in good standing.
- Frequency discounts cover number of insertions within 12 months of contract date.



### Ad Sizes

