

## 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

## Editorial Contact

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## 2012 MEDIA PLANNER

**Maine Banker**  
THE OFFICIAL PUBLICATION OF THE MAINE BANKERS ASSOCIATION

MAINE BANKERS  
Association

Increase your  
company's exposure  
when *Maine Banker*  
debuts its digital  
edition in 2012

BankNewsMediaSolutions.com

## Maine Banker

THE OFFICIAL PUBLICATION OF THE MAINE BANKERS ASSOCIATION

Maine Banker is the official publication of the Maine Bankers Association — and the only magazine serving the Maine financial community endorsed by the MBA.

Maine Banker is mailed to every bank and financial institution in the state, with a total circulation of 1,500 and total pass-along readership of 6,000. Readers include the decision-makers that recommend, review and purchase products and services for the banking industry. Titles include president and CEO; CFO, COO and other corporate titles; senior and executive vice president; department director and manager; and other operations and technical titles.

Published six times a year, *Maine Banker* features the latest association news, as well as topics essential to today's financial executive, from compliance and regulations, to the latest technologies, such as mobile banking.

The Maine Bankers Association provides Maine banks with a forum to exchange valuable industry information; gain maximum representation in state and federal legislative and regulatory matters; receive education, training and staff certification; and wield greater collective purchasing power.

**Distribution:** 1,500

**Total Readership:** 6,000

**Frequency:** Bi-monthly

**Ad closing date:** 21st of the month preceding issue date.

**Ad material deadline:** 28th of the month preceding issue date.

Ad Sizes	Dimensions in Inches			4-Color Rates/Frequency		
	Width		Depth	6×	3×	1×
<b>Full page</b>	7	×	10	\$930	\$1,085	\$1,225
<b>2/3 vertical</b>	4-1/2	×	10	\$700	\$815	\$925
<b>1/2 vertical</b>	4-1/2	×	7-1/2	\$665	\$760	\$845
<b>1/2 horizontal</b>	7	×	5	\$665	\$760	\$845
<b>1/3 square</b>	4-1/2	×	5	\$555	\$620	\$680
<b>1/3 vertical</b>	2-1/8	×	10	\$555	\$620	\$680
<b>1/4 square</b>	4-1/2	×	3-3/4	\$400	\$460	\$505
<b>1/4 horizontal</b>	7	×	2-1/8	\$400	\$460	\$505
<b>1/6 vertical</b>	2-1/8	×	5	\$330	\$375	\$410
<b>1/6 horizontal</b>	4-1/2	×	2-1/2	\$330	\$375	\$410

<b>Trim Size:</b> 8-1/8" × 10-7/8"
<b>Bleed Size:</b> 8-3/8" × 11-1/8"

### Discounts

- 10 percent discount to all affiliate members of the Maine Bankers Association in good standing.
- Frequency discounts cover number of insertions within 12 months of contract date.

## Ad Sizes

