

# Online Advertising

**BankNews.com** provides both sponsorship and banner advertising opportunities to suppliers of banking products and services that want to take a leadership position in the community banking industry.

## Sponsorships

Exclusive sponsorships are available for most visible and visited pages, including Career Center, Weekly Poll, Events Calendar, Vendor Zone, Reference Library, and Buyer's Guide. As an exclusive sponsor, your company will be the only advertiser featured on the page, and the company will be identified as the exclusive sponsor with your company name displayed.

## Banner Advertising

**BankNews.com** banner ads are available in 6-month and 12-month programs, with your ad appearing Run-of-Site to maximize your exposure and your results.

## Buyer's Guide

Companies may upgrade their listings in the Online Buyer's Guide by purchasing one of four Listing Enhancement packages, or they may place banner ads in specific categories. For pricing information on these exclusive opportunities, contact your sales representative.

## Online Specifications

### Banner Types and Sizes

Leaderboard (728 × 90 pixels)

Skyscraper (120 × 600 pixels)

Vertical (120 × 240 pixels)

Button (120 × 90 pixels)

Text (up to 40 words)

Maximum file size of 50K to ensure quick load time.

### File Types

Image ads submitted to **BankNews.com** must be in one of the following formats: gif, jpg or png. **BankNews.com** supports the use of gif animation in banner ads, but requests that animation not exceed 5 seconds. Animation loops or reloads are restricted to 3 times or less.

## Online Ad Rates

Size	Run-of-Site	
	6 Month Rate*	12 Month Rate*
Leaderboard	\$1,000	\$850
Skyscraper	\$800	\$680
Vertical	\$580	\$490
Button	\$250	\$210

\*Price per month

Page	Sponsorships	
	6 Month Rate*	12 Month Rate*
Daily News	\$850	\$700
Regional News	\$850	\$700
Events Calendar	\$850	\$700
Vendor Zone	\$750	\$625
Library	\$650	\$550

\*Price per month

**External banner:** If you use a third-party ad server, **BankNews.com** requires the contact information and image URL for the ad.

**HTML banner:** If you are using an HTML ad hosted on a third-party website, **BankNews.com** needs the raw HTML code.

**Text banner:** If you are placing a text banner, you may submit up to a 40-word description of your product or service. Text banners do not include artwork or logos.

### AD Restrictions

- Floating ads, pop-up ads and pop-under ads are not allowed.
- Ads cannot contain audio.
- Banner ads may have links that open a page in a new window. If ads redirect users to another site, the other site must display appropriate content.

**Publisher's Statement:** **BankNews.com** reviews each ad for content and suitability before placing the ad on the site. Ad positions and sizes are sold on a first-come, first-served basis. All graphics, content and logos used in ads must be owned by the submitting company or used with the creator's permission.

# Print Advertising

## Print Specifications

**Trim Size:** 8-1/8" × 10-7/8"

**Bleed Size:** 8-3/8" × 11-1/8"

Web printing, saddle-stitch binding.

### Ad Design

Build full-pages or spreads to trim size, extending bleeds 1/8-inch beyond trim on all sides. Live matter must be kept 1/2-inch inside trim. Fractional ads must be produced at the exact size the ad is to run per published dimensions with a border, or it must be self-contained.

### Color Ads

All color ads are run in standard process colors (CMYK). Ads with PMS colors will be converted to process. All color ads must have a color proof.

## Digital Ad Materials

### Acceptable Platform and 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. For these options, all fonts and graphics must be outlined or embedded. (Please note that files exported from QuarkXpress do not retain or embed fonts; fonts must be included with these EPS files. Files exported from Adobe InDesign will embed fonts.) Flattened files from Photoshop or other image-editing software are also accepted. These files should be saved in TIFF or EPS

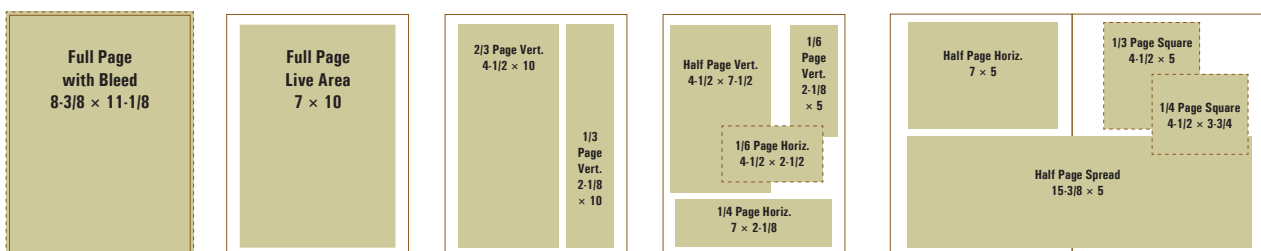
## Print Ad Rates

Ad Sizes	Rates/Frequency			
	1×	3×	6×	12×
Full Page	\$2,100	\$1,995	\$1,785	\$1,575
2/3 Page	\$1,680	\$1,595	\$1,430	\$1,260
1/2 Page	\$1,365	\$1,295	\$1,160	\$1,025
1/3 Page	\$1,050	\$1,000	\$895	\$790
1/4 Page	\$945	\$900	\$800	\$710
1/6 Page	\$735	\$700	\$625	\$550
Special Positions	1×	12×		
Inside Front Cover	\$2,415	\$2,055		
Inside Back Cover	\$2,310	\$1,965		
Back Cover	\$2,520	\$2,145		
Color Rates				
Black plus one process color	\$250			
Four-color process	\$750			

format as CMYK (not RGB or Lab color). B&W files should be saved as Grayscale, not RGB. Line art should be saved as Bitmap TIFF.

If necessary, layout application files are also accepted. Windows platform is preferred although Macintosh platform is acceptable. Adobe InDesign, QuarkXPress (PC), Adobe Illustrator and Adobe Photoshop files are acceptable. Application files require that ALL FONTS,

## Ad Sizes



## Print Advertising continued

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IMAGES and GRAPHICS that are used in the file be sent along with the native application file. Both screen and printer fonts must be included. These files will not output correctly if all components are not provided. InDesign and QuarkXpress have “collect for output” features that will package the file along with all pertinent fonts and graphics.

### Acceptable Compressed Files

Zipped (.zip) or Stuffit (.sit) files. If PDF files are submitted, the fonts and graphics should be embedded. Please note that PDF files cannot be altered, so you will need to submit a new PDF file if there are requested changes (such as phone number or address change).

### Acceptable Media

Digital ads should be submitted on PC- or Mac-format CD-ROM or DVDs. Digital submission via email or online file transfer via our website is also acceptable.

### Graphics

Photo images must be high-quality 300 dpi and saved as flattened PSD, TIFF or EPS formats; RGB, Indexed Color, or duotone images must be converted to CMYK. 1200 dpi line art is preferred.

### Ad Proof

A black-and-white digital ad requires a black-and-white proof; a color digital ad requires a color proof. **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.

### Online File Submission

Upload your compressed ad files by visiting our website at [www.BankNews.com](http://www.BankNews.com) and clicking on File Transfer at the top of the main page. Choose Secure Upload and follow the onscreen instructions. If you are sending ads via online file transfer or email, we still prefer that you send a color proof for matching purposes. These can be sent directly to the Advertising Material Coordinator at the address below.

### Material Submission

Send all artwork, disks, CD- or DVD-ROMs, color proofs, and other ad materials to:

#### Tara Bowman

Advertising Material Coordinator  
BankNews  
5115 Roe Blvd., Ste. 200  
Shawnee Mission, KS 66205-2368  
[tbowman@banknews.com](mailto:tbowman@banknews.com)

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### Advertising Contacts

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