

# BankNews media

One Publisher.  
One Mission.  
One Choice.

WEBSITE ADS

E-PUBLICATION  
OPPORTUNITIES

CUSTOM  
E-NEWSLETTERS

COMMUNITY  
BANKING  
TODAY.COM

ONLINE BANK  
DIRECTORIES

BANKERS'  
BUYER'S GUIDE

## An Array of Cost-Effective Online and Digital Products to:

- ✓ Enhance Your Brand Awareness
- ✓ Extend Your Marketing Message
- ✓ Expand Your Sales



**BankNews**

[www.BankNews.com](http://www.BankNews.com)

**Western Banking**

[www.WesternBanking.net](http://www.WesternBanking.net)



# WEBSITE ADVERTISING

RATES START AS LOW AS \$260 PER MONTH.

## VISITOR STATS

3-Month Totals, as of August 2009  
VISITORS ..... 32,832  
PAGE VIEWS..... 643,964

BankNews Media offers text and banner advertising opportunities on its two complementary websites.

BankNews.com provides community bankers with all the information they need ... when they need it. From the latest financial headlines from the country's leading newspapers, to regulatory updates, vendor news, events, daily market rates, a reference library and industry links, BankNews.com is the No. 1 choice for community bank executives — and suppliers wanting to reach them.

WesternBanking.net contains articles from each issue, and shares the same features and resources as BankNews.com.

### CONTACT US TODAY!

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### BankNews.com

### WesternBanking.net

**LEADERBOARD AD**  
728 x 90 pixels

**VERTICAL AD**  
120 x 240 pixels

**SKYSCRAPER AD**  
120 x 600 pixels

**BUTTON**  
120 x 90 pixels



# E-PUBLICATION OPPORTUNITIES

RATES ARE AS LOW AS \$250.

BankNews Media offers advertising and sponsorship opportunities in two well-respected e-publications targeted to community bankers.

**Community Banking e-Digest**, delivered every two weeks, contains the top financial news of the day, special reports and articles from *BankNews* and *Western Banking*, updates of industry events, and current job openings.

Each quarterly **Green Banking emagazine** provides updates on banks "going green" and the latest paperless technologies and eco-friendly products for the banking industry.

## CONTACT US TODAY!

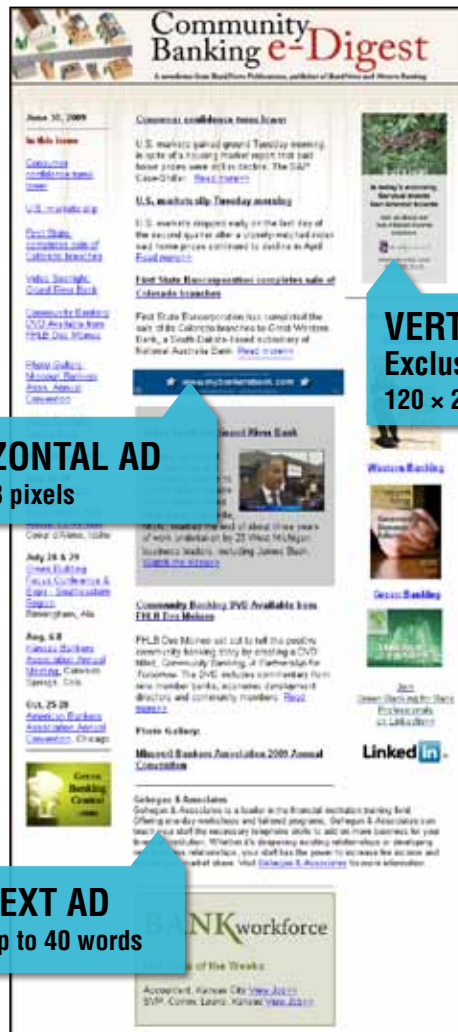
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## Community Banking e-Digest

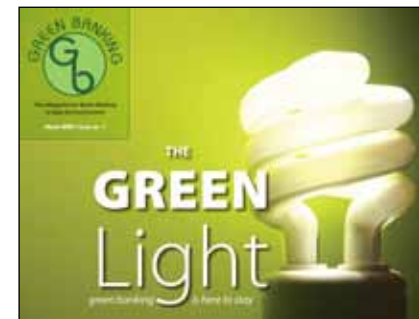


**HORIZONTAL AD**  
468 x 58 pixels

**VERTICAL AD**  
Exclusive Sponsorship  
120 x 240 pixels

**TEXT AD**  
Up to 40 words

## Green Banking emagazine



**Full page**  
11 x 7 3/4 inches



**1/3 page vertical**  
3 3/4 x 7 3/4 inches



# CUSTOM E-NEWSLETTERS

BankNews Media works with suppliers to the financial industry to reach bankers across the country with timely and targeted messages in the *Community Banking e-Digest Special Edition*.

Whether your company is promoting a webinar, user conference, special event or new product, the **Community Banking e-Digest Special Edition** can be customized with your message and artwork, with direct links to your website or sales team.

Your *Special Edition* has the added benefit of reaching bankers under the banner of the *Community Banking e-Digest*, with thousands of loyal readers — thus ensuring higher open rates and click-throughs than an ordinary email blast.

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## Community Banking e-Digest Special Edition

Community Banking e-Digest  
**SPECIAL EDITION**

A newsletter from the publisher of *BankNews* and *Western Banking*

Are You Ready for the November 1  
FACT Act Compliance Deadline?

**Register Today for a FREE  
FACT Act Identity Theft Webinar**  
Beginning October 1

On November 1, 2008, banks must be in compliance with the Fair and Accurate Credit Transactions Act (FACT Act) Identity Theft Red Flag (FACT Act Section 111) and Address Discrepancy (FACT Act Sections 114 and 315) rulings.

CSIdentity, a leader in detecting identity and address fraud, is offering a FREE FACT Act Identity Theft Webinar starting October 1. Be prepared with your Red Flag compliance solution ... before the November 1 deadline. CSIdentity can help you become compliant within one week!

**CSIDENTITY**  
Digital Self Defense™

The CSIdentity Red Flag compliance solution combines both transaction-based and proactive account-based detection of fraud and identity theft ... and includes a comprehensive toolkit with guides, training and automated Red Flag detection capabilities to help your bank reduce fraud and protect your customers.

**TO REGISTER FOR THE FREE FACT ACT WEBINAR,**  
Visit [www.csidentity.com/webinar/](http://www.csidentity.com/webinar/) or  
Call 877-274-7440

Community Banking e-Digest is a bi-weekly newsletter from the publishers of *BankNews* and *Western Banking* magazines - serving community bankers throughout the Central and Western states.

[Forward this message to a friend](#)

**CSIDENTITY**  
Digital Self Defense™

CSIdentity detects the use of altered, fabricated and stolen identity credentials to protect your bank against fraud.

**Overview**

- Complete solution includes compliance guides, gap analysis, plans, training solutions and identity theft and address discrepancy detection capabilities.
- Identity verification and authentication prevents the use of stolen identities during online, telephone and in-person transactions.
- Provides risk scoring and indicates specific areas of identity and address risk.
- Priced per transaction and available in real-time, batch or Web service interface.

**Benefits**

- Automates FACT Act compliance.
- The only solution providing proactive detection of compromised accounts before fraud occurs.
- Increases new account approvals of non-verified name at an address.
- Reduces manual review, operational expenses and fraud losses.

FIND OUT MORE  
ABOUT HOW  
BANKNEWS MEDIA CAN  
CREATE A CUSTOM  
E-NEWSLETTER FOR  
YOUR COMPANY.  
CALL TODAY.



# COMMUNITYBANKINGTODAY.COM

**CommunityBankingToday.com**, introduced in 2009, is a website/blog featuring the latest news about community banks — from participating in community projects to opening new locations to being recognized for outstanding achievements. In addition, the site features video commentaries, selected television commercials, and special reports related to community banking.

CommunityBankingToday.com, in fact, is the only independent website dedicated exclusively to community banking across the country. The site draws thousands of visitors each month, with access from BankNews.com, WesternBanking.net or directly through the Internet.

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## CommunityBankingToday.com



IF YOUR COMPANY TARGETS COMMUNITY BANKS, THEN COMMUNITYBANKINGTODAY.COM SHOULD BE IN YOUR MARKETING PLAN. BANNER ADVERTISING AND SPONSORSHIP OPPORTUNITIES ARE AVAILABLE. CALL TODAY.



# ONLINE BANK DIRECTORIES

RATES START AS LOW AS \$500 PER MONTH.

BankNews Media is one of the country's most respected publishers of bank directories — with more than 50 years of experience.

BankNews Media has now made these directories available online.

**BankDirectoriesOnline.com** covers Colorado, Kansas, Missouri, Nebraska, New Mexico, Montana, Oklahoma, Utah and Wyoming.

**TexasRedBookOnline.com** features the well-respected Texas Banking Red Book, the official directory of the Texas Bankers Association.



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SKYSCRAPER AD Sponsorship 120 x 600 pixels

EXCLUSIVE SPONSORSHIP OPPORTUNITIES ARE AVAILABLE, CALL FOR MORE INFORMATION.



# BANKERS' BUYER'S GUIDE

LISTINGS ARE AS LOW AS \$20 PER MONTH.

The *BankNews/Western Banking Online Buyer's Guide* has been completely redesigned and expanded to make it easier to use and more comprehensive for bankers ... and more valuable to suppliers of products and services to the banking industry.

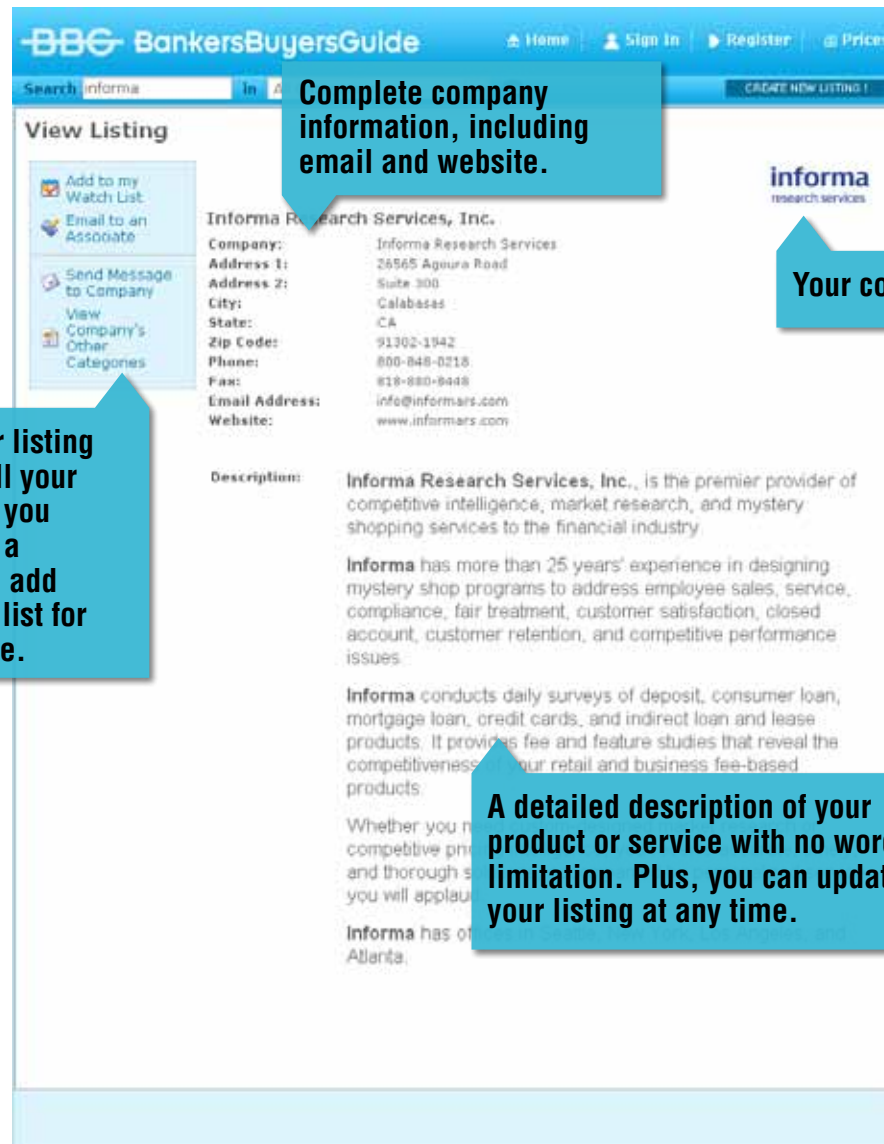
The new buyer's guide can be accessed directly from BankNews.com, as well as WesternBanking.net — with some 10,000 visitors and 300,000 page views each month.

Plus, it stands alone as the only website dedicated totally as a buyer's guide for the financial industry — **BankersBuyersGuide.net.**

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Complete company information, including email and website.

Your company logo.

Visitors to your listing may click on all your listings, email you directly, email a colleague, and add you to a watch list for future reference.

A detailed description of your product or service with no word limitation. Plus, you can update your listing at any time.



# SPONSORSHIP AND ADVERTISING RATES

## Website Banner Advertising

Size	1x	3x	6x	12x
Leaderboard	\$995	\$845	\$750	\$650
Skyscraper	\$795	\$675	\$595	\$520
Vertical	\$595	\$505	\$445	\$390
Button	\$395	\$335	\$295	\$260

## Community Banking e-Digest/CommunityBankingToday.com

Size	1x	3x	6x	12x
Vertical Banner	\$495	\$425	\$375	\$325
Horizontal Banner	\$395	\$335	\$295	\$255
Text Ad	\$195	\$165	\$145	\$125

## Community Banking e-Digest Special Edition

Size	1x	3x	6x	12x
Sponsorship	\$1,750	\$1,500	\$1,300	\$1,000

## Green Banking emagazine

Size	1x	2x	4x
Full Page	\$995	\$845	\$750
Half page	\$795	\$675	\$595
1/3 Page	\$595	\$505	\$445

## Online Bank Directories

(BankDirectoresOnline.com / TexasRedBookOnline.com)

	6-Month Rate*	12-Month Rate*
Exclusive Sponsorship	\$1,800	\$1,500
Rotating Sponsorship (4 max.)	\$500	\$400
State-Specific Sponsor (4 max.)**	\$250	\$200

\* Cost per month \*\* BankDirectoriesOnline.com only

## BankersBuyersGuide.net

12-Month Listing Package*	\$240
12-Month Listing Package with Company Logo*	\$340
12-Month Enhancement Package*	\$450
12-Month Enhancement Package with Company Logo*	\$550
Each Additional Listing*	\$25

\* All prices are based on 12 months

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