

# Texas Banking Red Book

The **Texas Banking Red Book**, with its long shelf life and repetitive use, provides an economical advertising source, building awareness and knowledge of your product and services.

**This indispensable resource is used daily by thousands of financial decision-makers and financial service providers.**

For more than 50 years, bankers have depended on the **Texas Banking Red Book**, due to its strong reputation as the most accurate and reliable source for bank data.

This comprehensive resource includes complete contact information, financial data, bank officers and directors, MICR number, locations, hours of business, correspondents and memberships for every bank and savings and loan.

Advertising in the **Texas Banking Red Book** ...

- ✓ Gives you year-round exposure to bank executives
- ✓ Strengthens your company's awareness
- ✓ Promotes your company's products and services
- ✓ Demonstrates your commitment to the banking industry

## To Advertise, Contact:

**Scott Englert**

Advertising Account Executive  
senglert@banknews.com  
913-261-7057 | 800-336-1120



## Advertising Contacts

**Robb Bertels**

National Sales Director  
rbertels@banknews.com

**Scott Englert**

Advertising Account Executive  
senglert@banknews.com

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66205-2368

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66201-9156

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913-261-7000  
Fax: 913-261-7010

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

## Advertising Rates

A Registry of Texas Banks and Bankers and a Digest of Texas Banking Information

# Texas Banking Red Book

An affiliate of the



Texas Bankers  
Association  
*Where banks put their trust*

# Advertising Rates

| Ad Placement   | Ad Size       | Rate    |
|----------------|---------------|---------|
| Cover 4        | 5-1/2 x 7-1/2 | \$1,350 |
| Covers 2 and 3 | 5-1/2 x 7-1/2 | \$1,125 |
| Spine          | 5-1/2 x 1/2   | \$2,675 |
| Premium Page   | 5-1/2 x 7-1/2 | \$825   |
| Full Page      | 5-1/2 x 7-1/2 | \$725   |
| Half Page      | 5-1/2 x 3-1/2 | \$550   |
| Ten Spots      | 5-1/2 x 1     | \$695   |

## Also available: Online Sponsorships

The monthly cost for an exclusive 6-month program is \$1,800. The monthly cost for an exclusive 12-month program is \$1,500.

Rotating sponsorships (with a maximum of four advertisers) are available for \$500 per month for a 6-month program, and \$400 per month for a 12-month program.

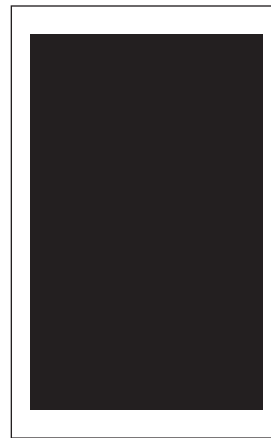
Online Sponsorships feature skyscraper ads measuring 120 x 600 pixels.



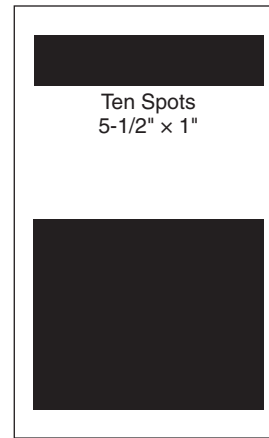
Exclusive online sponsorships are now available for the Texas Banking Red Book Online Bank Directory.

To learn more, visit [texasredbookonline.com](http://texasredbookonline.com), or contact Scott Englert at 913-261-7057.

# Ad Specifications



Full Page  
5-1/2" x 7-1/2"



Ten Spots  
5-1/2" x 1"

Half Page  
5-1/2" x 3-1/2"

**Black and white ads only.**

## 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 B&W (not RGB or Lab color). 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 accuracy.**

## Material Submission

Send all ad materials to:

### Tara Bowman

Advertising Material Coordinator  
BankNews Media  
5115 Roe Blvd., Ste. 200  
Shawnee Mission, KS 66205-2368  
800-336-1120 | [tbowman@banknews.com](mailto:tbowman@banknews.com)

# Order Form

## RESERVE YOUR COPY TODAY!!

**4 easy methods to order:**

- **Complete this form, mail to:**  
P.O. Box 29156, Shawnee Mission, KS 66201-9156
- **Fax this completed page to 913-261-7010**
- **Call 800-336-1120**
- **Visit [www.BankNews.com](http://www.BankNews.com)**

## Please send:

\_\_\_\_\_ copies of the **Texas Banking Red Book**

Also available online and on CD-ROM. Call for information.

Name \_\_\_\_\_

Company name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone number \_\_\_\_\_

Charge my:  Visa  Mastercard  Discover  AmEx

Credit card number \_\_\_\_\_

Expiration date \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

Bill me  Check enclosed \$ \_\_\_\_\_  
(please include shipping and handling and applicable TX sales tax)

| Cost per directory: | Shipping and handling:                        |
|---------------------|---|
| Texas \$45.50       | 1-3 directories add \$9.95                    |
|                     | 4-10 directories add \$12.95                  |
|                     | 11-16 directories add \$15.95                 |
|                     | 17-20 directories add \$18.95                 |
|                     | For larger quantities, please call for rates. |

Prices subject to change.