

## 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:

#### Tara Bowman

Advertising Material Coordinator  
BankNews Media  
5115 Roe Blvd., Ste. 200  
Shawnee Mission, KS 66205-2368  
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tbowman@banknews.com

## Editorial Contact

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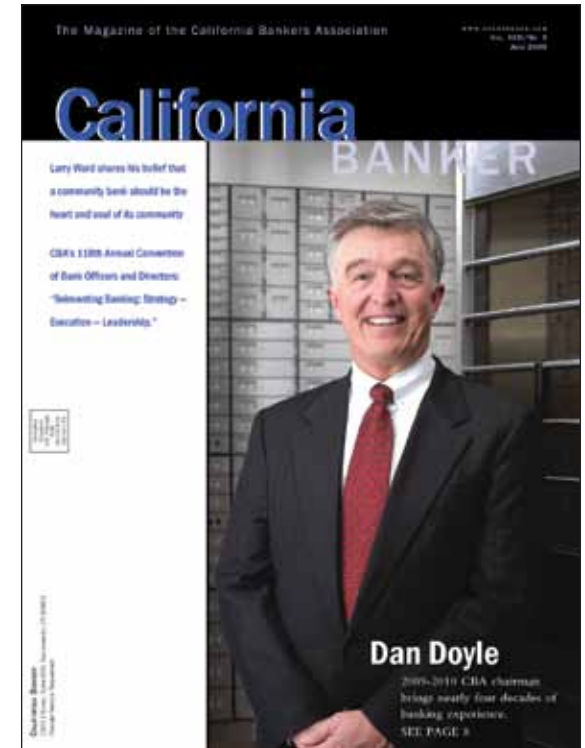
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[www.BankNews.com](http://www.BankNews.com)



The official publication of the  
California Bankers Association

**Circulation:** 3,700

**Frequency:** Bi-monthly

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

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

*California Banker*, now in its 32nd year, is the leading publication serving the nation's second-largest bank market, with more than 300 banks and savings institutions and 6,400 branches.

*California Banker* serves as the official publication of the California Bankers Association. CBA, founded in 1891, is the voice of California bankers, representing 85 percent of the banks and saving institutions, and 92 percent of the community banks in California.

Each issue of *California Banker* provides the latest association news and educational opportunities, updates on legislative and regulatory actions affecting the state's banking community, and special reports and features designed to help bankers and their banks succeed.

*California Banker* is the most cost-effective advertising vehicle targeting the massive California bank market and its decision makers.

Ad Sizes	Dimensions in Inches		Rates/Frequency		
	Width	Depth	1x	3x	6x
<b>Full page</b>	7	× 10	\$1,765	\$1,595	\$1,415
<b>2/3 vertical</b>	4-1/2	× 10	\$1,415	\$1,275	\$1,130
<b>1/2 vertical</b>	4-1/2	× 7-1/2	\$1,150	\$1,040	\$920
<b>1/2 horizontal</b>	7	× 5	\$1,150	\$1,040	\$920
<b>1/3 square</b>	4-1/2	× 5	\$885	\$800	\$710
<b>1/3 vertical</b>	2-1/8	× 10	\$885	\$800	\$710
<b>1/4 square</b>	4-1/2	× 3-3/4	\$705	\$640	\$565
<b>1/4 horizontal</b>	7	× 2-1/8	\$705	\$640	\$565
<b>1/6 vertical</b>	2-1/8	× 5	\$530	\$475	\$425
<b>1/6 horizontal</b>	4-1/2	× 2-1/2	\$530	\$475	\$425
<b>Color Rates</b>					
Black plus one color — \$250 • Four-color process — \$700					

**Trim Size:** 8-1/8" × 10-7/8"

**Bleed Size:** 8-3/8" × 11-1/8"

**Discounts:**

- Advertising agency: 15 percent of gross advertising rate.
- 10 percent discount to all associate members of the California Bankers Association in good standing.
- Frequency discounts cover number of insertions within 12 months of contract date.

**Ad Sizes**

