

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
800-336-1120
tbowman@banknews.com

Editorial Contact

Renee Thompson
rthompson@floridabankers.com
Florida Banking
Florida Bankers Association
1001 Thomasville Road, Suite 201
Tallahassee, FL 32302-1360
Phone: 850-224-2265
Fax: 850-224-2423
www.floridabankers.com



Advertising Contacts

Robb Bertels
National Sales Director
rbertels@banknews.com

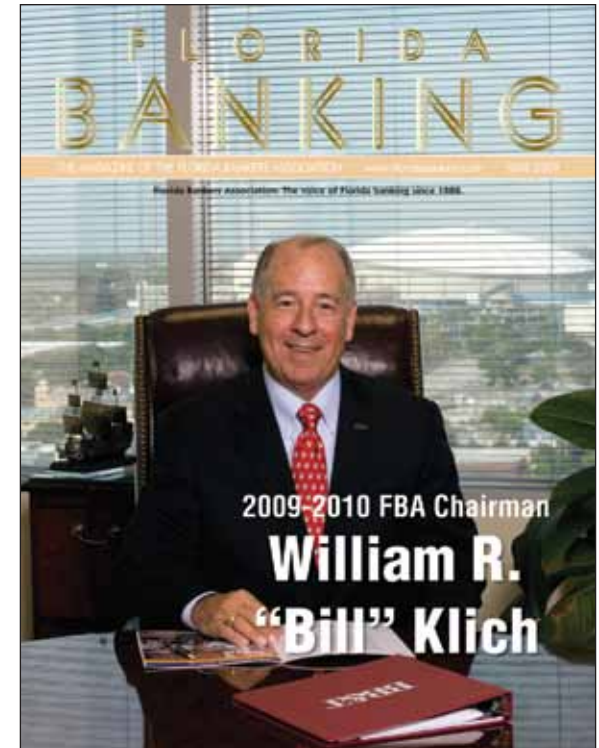
Scott Englert
Advertising Account Executive
senglert@banknews.com

5115 Roe Blvd., Suite 200
Shawnee Mission, KS
66205-2368

P.O. Box 29156
Shawnee Mission, KS
66201-9156

Phone: 800-336-1120
913-261-7000
Fax: 913-261-7010

www.BankNews.com



FLORIDA BANKERS ASSOCIATION

The official publication of the
Florida Bankers Association

Circulation: 5,000

Frequency: Monthly

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

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

Florida Banking, the official publication of the Florida Bankers Association, is celebrating its 25th year as the No. 1 magazine serving one of the nation's largest bank markets, with 300 banks and savings institutions and more than 5,000 branches.

The FBA, established in 1888, is composed of banks and other financial institutions ranging in size from small community banks and thrifts, to medium-sized banks operating in several parts of the state, to large regional financial institutions headquartered in Florida or outside the state.

Florida Banking includes the latest association news, features about news-making bankers throughout the state, and updates on legislation and policy at the state and national levels.

With 5,000 subscribers, *Florida Banking* reaches the entire buying team at financial institutions throughout the state, guaranteeing saturation of this very lucrative market.

The combination of FBA affiliation, total market penetration and readership among the entire decision-making team makes *Florida Banking* a strong media buy.

Ad Sizes	Dimensions in Inches		Rates/Frequency			
	Width	Depth	1x	3x	6x	12x
Full page	7	× 10	\$1,420	\$1,350	\$1,275	\$1,135
2/3 vertical	4-1/2	× 10	\$1,135	\$1,075	\$1,020	\$910
1/2 vertical	4-1/2	× 7-1/2	\$925	\$880	\$830	\$735
1/2 horizontal	7	× 5	\$925	\$880	\$830	\$735
1/3 square	4-1/2	× 5	\$710	\$675	\$640	\$570
1/3 vertical	2-1/8	× 10	\$710	\$675	\$640	\$570
1/4 square	4-1/2	× 3-3/4	\$565	\$540	\$510	\$450
1/4 horizontal	7	× 2-1/8	\$565	\$540	\$510	\$450
1/6 vertical	2-1/8	× 5	\$425	\$405	\$385	\$340
1/6 horizontal	4-1/2	× 2-1/2	\$425	\$405	\$385	\$340
Color Rates						
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.
- Associate members of the Florida Bankers Association will receive a 7 percent discount.

Ad Sizes

