

## 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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## Editorial Contact

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



The official publication of the  
Illinois Bankers Association

**Circulation:** 3,000

**Frequency:** Monthly

**Ad closing date:** 5th of the month preceding issue date.

**Ad material deadline:** 12th of the month preceding issue date.

*Illinois Banker* is the official publication of the Illinois Bankers Association, which represents state and national banks, savings banks, and savings and loan associations in one of the nation's largest bank markets. Illinois is home to more than 640 banks and savings institutions, with close to 4,000 branches.

Each issue of *Illinois Banker* is read by CEOs, presidents, directors and senior managers — the people who make the buying decisions for the full range of products and services designed to help their banks remain competitive.

*Illinois Banker* addresses the latest news, developments and trends in the banking industry, and provides current information about the economy, regulatory and legal issues, technology, and people in the news.

Founded nearly a century ago, *Illinois Banker* continues to build on its tradition and reputation as the state's leading banking publication.

With a circulation of 3,000, *Illinois Banker* represents a targeted — and economical — marketing opportunity to reach the important Illinois banking community.

Ad Sizes	Dimensions in Inches		Rates/Frequency			
	Width	Depth	1x	3x	6x	12x
<b>Full page</b>	8-1/4	× 11-1/4	\$1,270	\$1,210	\$1,145	\$1,015
<b>3/4 vertical</b>	6-1/8	× 11	\$1,015	\$965	\$920	\$815
<b>3/4 square</b>	8-1/4	× 8-1/4	\$1,015	\$965	\$920	\$815
<b>1/2 vertical</b>	4	× 11	\$830	\$790	\$745	\$665
<b>1/2 horizontal</b>	8-1/4	× 5-1/2	\$830	\$790	\$745	\$665
<b>1/2 square</b>	6-1/8	× 7-1/4	\$830	\$790	\$745	\$665
<b>1/4 vertical</b>	1-7/8	× 11	\$510	\$485	\$455	\$410
<b>1/4 horizontal</b>	8-1/4	× 2-3/4	\$510	\$485	\$455	\$410
<b>1/4 square</b>	4	× 5-1/2	\$510	\$485	\$455	\$410
<b>1/8 vertical</b>	1-7/8	× 5-1/2	\$385	\$370	\$340	\$305
<b>1/8 horizontal</b>	4	× 2-3/4	\$385	\$370	\$340	\$305
Color Rates						
Black plus one color — \$250 • Four-color process — \$700						

### Discounts:

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

**Trim Size:** 9" × 11-7/8"

**Bleed Size:** 9-1/4" × 12-1/8"

### Ad Sizes

