

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
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Editorial Contact

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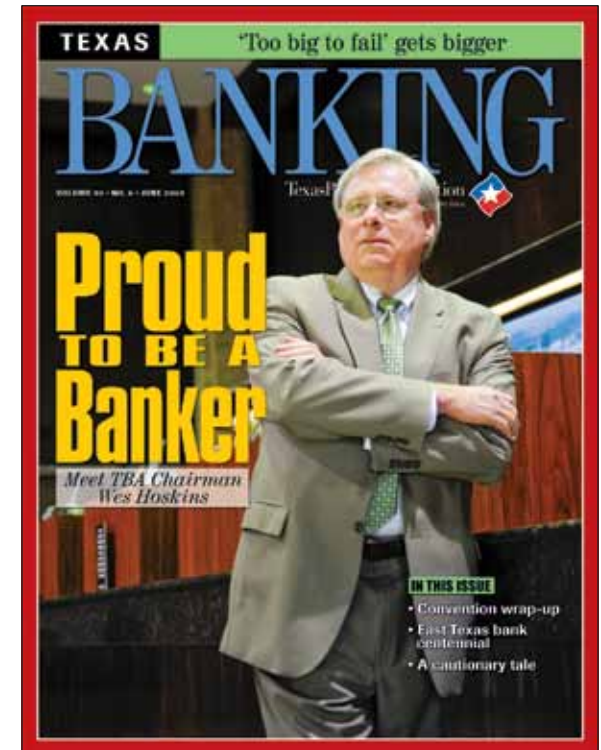
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www.BankNews.com



TexasBankersAssociation
One Industry. One Vision. One Voice.

The official publication of the
Texas Bankers Association

Circulation: 6,600

Frequency: Monthly

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

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

Texas Banking is the official publication of the Texas Bankers Association, representing community and regional banks and branches, bank holding companies, and savings institutions since its founding in 1885.

Texas Banking is the premier publication for the expanding Texas bank market, which encompasses more than 630 banks and savings institutions, with some 5,300 branches.

Texas Banking's far-reaching circulation aims at CEOs, presidents, directors and senior managers — the top decision makers with the authority to buy your products and services.

Texas Banking contains the latest news about the Texas banking industry, as well as trends, legislative and regulatory developments, technology advancements, sales and marketing information, and features that can help bankers compete more effectively and efficiently in the marketplace.

Texas Banking is one of the nation's most highly regarded state banking magazines, combining strong editorial content with comprehensive circulation coverage.

Ad Sizes	Dimensions in Inches		Rates/Frequency			
	Width	Depth	1x	3x	6x	12x
Full page	7	× 10	\$1,600	\$1,525	\$1,440	\$1,280
2/3 vertical	4-1/2	× 10	\$1,280	\$1,215	\$1,150	\$1,030
1/2 horizontal	7	× 5	\$1,045	\$990	\$940	\$835
1/3 square	4-1/2	× 5	\$800	\$760	\$725	\$640
1/3 vertical	2-1/8	× 10	\$800	\$760	\$725	\$640
1/4 square	4-1/2	× 3-3/4	\$640	\$610	\$575	\$515
1/4 horizontal	7	× 2-1/8	\$640	\$610	\$575	\$515
1/6 vertical	2-1/8	× 5	\$485	\$455	\$430	\$390
1/6 horizontal	4-1/2	× 2-1/2	\$485	\$455	\$430	\$390
Color Rates						
Black plus one color — \$250 • Four-color process — \$700						

Trim Size: 8-3/8" × 10-7/8"

Bleed Size: 8-5/8" × 11-1/8"

Discounts:

- Advertising agency: 15 percent of gross advertising rate.
- Frequency discounts cover number of insertions within 12 months of contract date.

Ad Sizes

