

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

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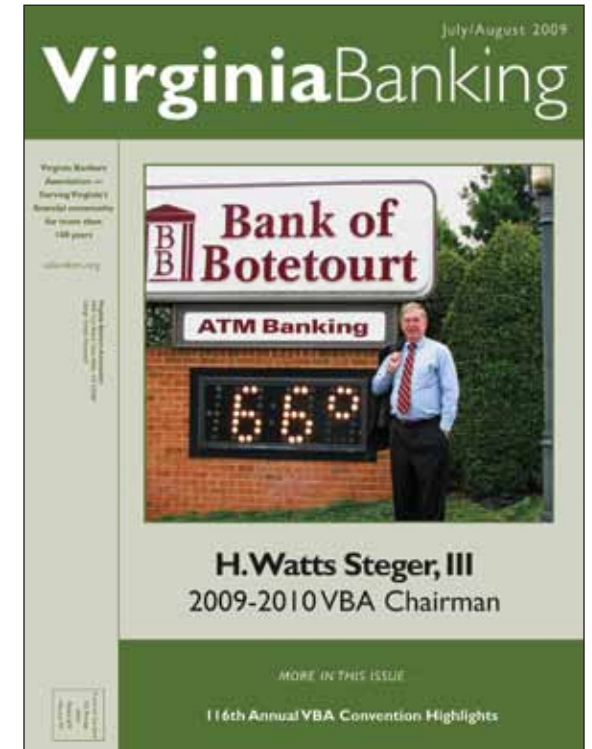
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www.BankNews.com



VIRGINIA BANKERS ASSOCIATION

The official publication of the
Virginia Bankers Association

Circulation: 2,800

Frequency: Bi-monthly

Ad closing date: 5th of the month.

Ad material deadline: 12th of the month.

Virginia Banking is the official publication of the Virginia Bankers Association, whose mission is to enhance the ability of its members to compete effectively and profitably in the marketplace. *Virginia Banking* is an important part of this mission.

Virginia Banking is read by CEOs, presidents, directors and other senior managers who have the authority to specify, recommend and buy products and services designed to help their banks remain competitive today and succeed tomorrow.

Each issue of *Virginia Banking* is devoted to legal, legislative and informational articles related to the state's banking industry, technology issues, bank profiles and personnel updates.

Virginia Banking helps you target bankers with your advertising message. And it does so more effectively than any other banking publication serving the state.

Ad Sizes	Dimensions in Inches			Rates/Frequency		
	Width		Depth	1 ×	3 ×	6 ×
Full page	7	×	10	\$940	\$895	\$800
2/3 vertical	4-1/2	×	10	\$750	\$720	\$640
1/2 vertical	4-1/2	×	7-1/2	\$660	\$625	\$555
1/2 horizontal	7	×	5	\$660	\$625	\$555
1/3 square	4-1/2	×	5	\$570	\$535	\$485
1/3 vertical	2-1/8	×	10	\$570	\$535	\$485
1/4 square	4-1/2	×	3-3/4	\$520	\$495	\$445
1/4 horizontal	7	×	2-1/8	\$520	\$495	\$445
1/6 vertical	2-1/8	×	5	\$425	\$405	\$365
1/6 horizontal	4-1/2	×	2-1/2	\$425	\$405	\$365
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.
- 15 percent discount to endorsed vendors of the Virginia Bankers Association in good standing.
- Frequency discounts cover number of insertions within 12 months of contract date.

Ad Sizes

