

Print Advertising

Print Specifications

Trim Size: 8-1/8" × 10-7/8"

Bleed Size: 8-3/8" × 11-1/8"

Web printing, saddle-stitch binding.

Ad Design

Build full-pages or spreads to trim size, extending bleeds 1/8-inch beyond trim on all sides. Live matter must be kept 1/2-inch inside trim. Fractional ads must be produced at the exact size the ad is to run per published dimensions with a border, or it must be self-contained.

Color Ads

All color ads are run in standard process colors (CMYK). Ads with PMS colors will be converted to process. All color ads must have a color proof.

Digital Ad Materials

Acceptable Platform and Software

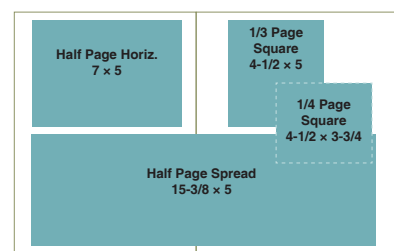
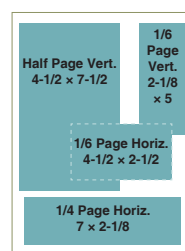
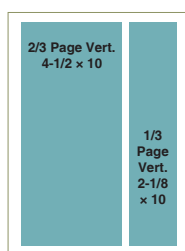
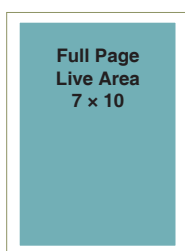
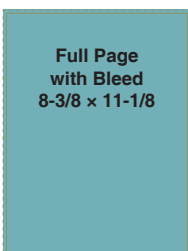
Print-ready, high-resolution PDF files are preferred. Adobe Illustrator EPS files or EPS files exported from a page-layout application also are acceptable. For these options, all fonts and graphics must be outlined or embedded. (Please note that files exported from QuarkXpress do not retain or embed fonts; fonts must be included with these EPS files. Files exported from Adobe InDesign will embed fonts.) Flattened files from Photoshop or other image-editing software are also accepted. These files should be 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 Bitmap TIFF.

Print Ad Rates

Ad Sizes	Rates/Frequency		
	1x	3x	6x
Full Page	\$1,650	\$1,520	\$1,320
2/3 Page	\$1,320	\$1,215	\$1,055
1/2 Page	\$1,075	\$990	\$860
1/3 Page	\$825	\$760	\$660
1/4 Page	\$745	\$685	\$595
1/6 Page	\$580	\$530	\$460
Special Positions		1x	6x
Inside Front Cover		\$1,900	\$1,520
Inside Back Cover		\$1,815	\$1,450
Back Cover		\$1,980	\$1,585
Color Rates			
Black plus one process color			\$250
Four-color process			\$750

If necessary, layout application files are also accepted. Windows platform is preferred although Macintosh platform is acceptable. Adobe InDesign, QuarkXpress (PC), Adobe Illustrator and Adobe Photoshop files are acceptable. Application files require that ALL FONTS, IMAGES and GRAPHICS that are used in the file be sent along with the native application file. Both screen and printer fonts must be included. These files will not output correctly if all components are not provided. InDesign and QuarkXpress have "collect for output" features that will package the file along with all pertinent fonts and graphics.

Ad Sizes



Print Advertising continued

Acceptable Compressed Files

Zipped (.zip) or Stuffit (.sit) files. If PDF files are submitted, the fonts and graphics should be embedded. Please note that PDF files cannot be altered, so you will need to submit a new PDF file if there are requested changes (such as phone number or address change).

Acceptable Media

Digital ads should be submitted on PC- or Mac-format CD-ROM or DVDs. Digital submission via email or online file transfer via our website is also acceptable.

Graphics

Photo images must be high-quality 300 dpi and saved as flattened PSD, TIFF or EPS formats; RGB, Indexed Color, or duotone images must be converted to CMYK. 1200 dpi line art is preferred.

Ad Proof

A black-and-white digital ad requires a black-and-white proof; a color digital ad requires a color proof. **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.

Online File Submission

Upload your compressed ad files by visiting our website at www.BankNews.com and clicking on File Transfer at the top of the main page. Choose Secure Upload and follow the onscreen instructions. If you are sending ads via online file transfer or email, we still prefer that you send a color proof for matching purposes. These can be sent directly to the Advertising Material Coordinator at the address below.

Material Submission

Send all artwork, disks, CD- or DVD-ROMs, color proofs, and other ad materials to:

Tara Bowman

Advertising Material Coordinator

Western Banking

5115 Roe Blvd., Ste. 200

Shawnee Mission, KS 66205-2368

tbowman@banknews.com

Advertising Contacts

Robb Bertels

National Sales Director
rbertels@banknews.com

Scott Englert

Advertising Account Executive
senglert@banknews.com

P.O. Box 29156

Shawnee Mission, KS 66201-9156

Phone: 800-336-1120/913-261-7000

Fax: 913-261-7010