

Western Banking

Providing decision makers with essential information

Western Banking's mission is to provide top decision makers at banks and savings institutions throughout the Western region with relevant, timely and useful articles designed to help them and their banks succeed.

Western Banking, published six times a year, is read by presidents, CEOs, vice presidents and other senior executives.

- General Management,
- Operations,
- Payments,
- Information Technology,
- Compliance,
- Security,
- Corporate Governance,
- Commercial Lending,
- Mortgage Lending,
- Retail Banking,
- Business Development,
- Outsourcing and Backroom Services,
- Equipment, and
- Human Resources/ Training.

Western Banking serves banking executives involved in the buying decisions for products and services such as:

- ATMs
- Bank Card Services
- Branch Automation
- Check Services
- Compliance
- Core Processing Systems
- Correspondent Services
- Design & Construction Services
- Disaster Planning & Recovery
- Document Management
- Education and Training
- Financial
- Fraud/Security
- Imaging
- Insurance
- Investment Services
- Lending Products and Services
- Mortgage/Real Estate
- Payment Systems
- Remote Banking
- Retail Banking
- Security Systems
- Software and Systems
- Technology Solutions

Western Banking contains the latest banking news, legislative and regulatory developments, economic trends, technological advancements and management topics of particular importance to senior bank executives.

In short, **Western Banking** offers unparalleled editorial quality and unmatched readership.

2008 Editorial Calendar

| Issue | Focus |
|---|--|
| January/February Ad Closing: December 3 Ad Material: December 10 | Review and Outlook I.D. Fraud/IT Security Online Payments Mergers & Acquisitions |
| March/April Ad Closing: February 4 Ad Material: February 11 | Outsourcing Image Exchange Networks Health Savings Accounts Succession Planning |
| May/June Ad Closing: April 4 Ad Material: April 11 | Retail Banking Community Development Data Security & Storage Disaster Planning |
| July/August Ad Closing: June 4 Ad Material: June 11 | Correspondent Banking Data Backup Core Systems Executive Search/Recruiting |
| September/October Ad Closing: August 4 Ad Material: August 11 | Lending Remote/Online Banking Small Business Banking Compensation/Benefits |
| November/December Ad Closing: October 5 Ad Material: October 12 | Payments Stored Value Card Solutions Check Imaging/Capture Compliance |

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