

REACH THOUSANDS OF FINANCIAL EXECUTIVES WHEN THEY'RE READY TO BUY!

BBG BankersBuyersGuide

An Online Buyer's Guide Dedicated Exclusively to the Financial Industry

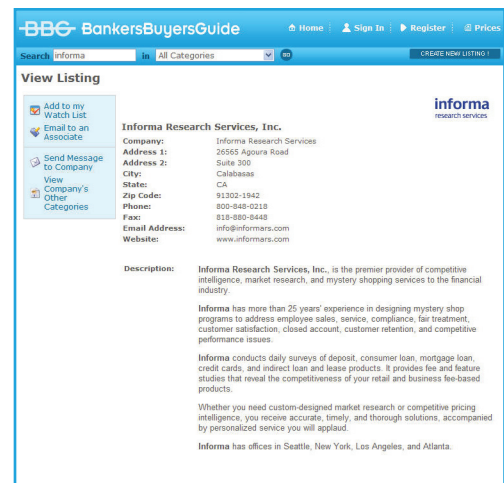
Sponsored by

BankNews

and

Western Banking

The BankNews/Western Banking Online Buyer's Guide has been redesigned and expanded as BankersBuyersGuide.net — the first website dedicated exclusively as a buyer's guide for the financial industry.



Example listing

For as little as **\$20 a month**, you can extend your reach to financial executives throughout the country:

- ✓ Increase your brand identity on the No. 1 Google search result for “bankers’ buyer’s guide.”
- ✓ Build on the success of BankNews.com and WesternBanking.net — with more than 10,000 visits and 300,000 page views each month.
- ✓ Choose from more than 100 categories.
- ✓ Describe each of your products or services ... with no limits on text.
- ✓ Manage your listings throughout the year, adding or changing your descriptions.
- ✓ Enhance your listings to gain added awareness and exposure.
- ✓ Add email and website links.

IT'S EASY TO LIST YOUR COMPANY

To list your company, simply complete the accompanying Listing Form and Categories Form, check the payment option, sign and date the Listing Form, and fax back to 913-261-7010 or mail to Bankers' Buyer's Guide, P.O. Box 29156, Shawnee Mission, KS 66201-9156.

QUESTIONS? Contact Scott Englert at senglert@banknews.com or 913-261-7057.

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LISTING FORM

Please complete this form to list your company in the **Bankers' Buyer's Guide**.

Company: _____

Name: _____ Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

LISTING PACKAGES

- Free Basic Listing** – This package includes company contact information only for two categories.
- 12-Month Listing Package (\$240)** – This package includes one listing with complete contact information, plus a detailed description of your company, as well as your products and services.
- 12-Month Listing Package with Company Logo (\$340)**
- 12-Month Enhancement Package (\$450)** – This enhancement package includes one listing with all the features of the 12-Month Listing Package plus boldface company name, highlighted listing, and exclusive “eye catcher” graphics.
- 12-Month Enhancement Package with Company Logo (\$550)**
- Additional listings (\$25 each)**

Number of listings: _____

Total amount: \$ _____

PAYMENT OPTIONS

- Visa** **Mastercard** **Discover** **American Express**

Credit card number _____ Expiration date _____

Name on card _____

- Check enclosed Invoice company

LISTING INSTRUCTIONS:

1. Please check the appropriate categories on the accompanying form that correspond with the Listing Package purchased.
2. If adding your logo, either email your logo to sales@banknews.com or include a JPG or TIF file on a CD with this form.
3. Attach a description of your company or product. You also may have specific descriptions for each category selected.
4. Fax Listing Form and Categories Form to 913-261-7010. Or mail to BankNews Publications, 5115 Roe Blvd., Suite 200, Shawnee Mission, KS 66205.

Signature: _____ Date: _____

QUESTIONS: Call 913-261-7057 or email senglert@banknews.com.

CATEGORIES

Check the appropriate number of categories that corresponds to the Listing Program purchased.

ATMs (4 Subcategories)

- ATM/POS Networks
- Equipment
- Maintenance
- Supplies

Bank Card Services (7 Subcategories)

- Card Processing
- Credit Bureaus
- Credit Card Portfolio Brokerage
- Credit Card Scoring & Analysis
- Credit/Debit Cards
- Payroll Cards
- Prepaid Cards
- Supplies

Bank Counsel Firms

Branch Automation

Check 21 Solutions

Checks (4 Subcategories)

- Check Imaging
- Check Suppliers
- Electronic Check Services
- Overdraft Privilege Services
- Other

Compliance

Consulting Services (18 Subcategories)

- Appraisals
- Corporate Governance
- Design/Construction
- Employee Benefits
- Environmental
- Financial
- Human Resources
- Information Technology
- Management
- Market Research
- Marketing/Public Relations
- Operations
- Retirement Planning
- Risk Management
- Security
- Tax
- Website/Internet
- Other

Core Processing Systems

Correspondent Services

Design/Construction (6 Subcategories)

- Architectural/Engineering Firms
- Buildings, Modular
- Construction Companies
- Design/Build Firms
- Office Furniture & Fixtures
- Signage
- Other

Disasters

- Data Backup
- Disaster Planning
- Disaster Recovery
- Other

Document Management

Education & Training (3 Subcategories)

- Banking Schools
- Educational Materials
- Training
- Other

Equipment & Technology (11 Subcategories)

- Coin & Currency Equipment
- Communications/Network Systems
- Computer Hardware
- Computer Software
- Data Storage Systems/Services
- Documents & Forms
- Merchandising Systems
- Monitors, Displays & Projection Systems
- Printers & Scanners
- Signage
- Telecommunications Systems
- Other

Financial Services (4 Subcategories)

- Accounting & Auditing Services
- Competitive Intelligence
- Financial Planning
- Funding

Fraud/Security (15 Subcategories)

- Access Control
- Anti-money Laundering
- Authentication Systems
- Biometrics
- Data Security
- Firewall Protection
- Fraud Detection
- Fraud Risk Management
- Identity Theft Prevention
- Information Security
- Internet Security
- Physical/Facility Security

- Public Key Infrastructure
- Regulatory/Compliance Testing
- Telephone-based Banking

Human Resources (6 Subcategories)

- Compensation & Benefits
- Executive Search
- Healthcare Programs
- Recognition Programs
- Succession Planning
- Other

Imaging (6 Subcategories)

- Branch Capture
- Check Imaging
- Document Imaging
- Hardware
- Image Exchange
- Remote Capture

Insurance (6 Subcategories)

- Banker Insurance
- Customer Insurance
- Disaster Recovery
- Flood Certification & Insurance
- Identity Fraud
- Other

Investment Services (10 Subcategories)

- Asset/Liability Management
- Brokerage Services
- Investment Banking & Capital Markets
- Mutual Funds
- Portfolio Management
- Securities Brokerage
- Third-Party Marketers
- Trust Services
- Wealth Management
- Other

Lending Services (6 Subcategories)

- Collateral Recovery
- Collections/Bankruptcies
- Commercial Lending
- Consumer Lending
- Equipment Leasing
- Product Pricing Research

Marketing Services (13 Subcategories)

- Advertising
- Apparel/Promotional Items
- Branding
- Customer Relationship Management
- Data Mining

- Direct Mail Campaigns
- Email Campaigns
- Graphic Design
- Licensing Content
- Public Relations
- Recognition Programs
- Research/Benchmarking
- Other

Mortgage/Real Estate (11 Subcategories)

- Appraisals
- Automated Valuation Modeling
- Commercial Real Estate
- Environmental Services
- Flood Certification & Insurance
- Mortgage Lending
- Private Mortgage Insurance
- Product Pricing Research
- Real Estate Management Services
- Tax Services
- Title Insurance
- Other

Outsourcing (7 Subcategories)

- ATM/POS Networks
- Call Centers
- Data Storage Systems & Services
- Financial Services
- Mailing Services
- Online Banking Services
- Overdraft Privilege Programs
- Other

Payment Systems (3 Subcategories)

- ACH/Cash Management
- ATM/POS Networks
- Lock Box

Remote Banking (4 Subcategories)

- Internet/Online
- Mobile
- Telephone
- Voice Response

Retail Banking

Security Systems

Signage

Technology Solutions

Enhancement Package Eye Catchers

- Just Introduced
 New Product
 Industry Leader
 Cost-Effective
 New Upgrade