



ILLINOIS BANKER

The official publication of the Illinois Bankers Association

A storm is brewing ... are bankers prepared?

In 2007, Illinois had three separate disaster declarations: severe winter storms, severe storms and flooding. **Illinois ranks 10th** in the total number of declared disasters, according to the Federal Emergency Management Agency.

Make the most of your marketing efforts. Reach the decision and policy makers — in the country's largest state market for banks and savings institutions — who determine their bank's needs and where to allocate their financial resources to best meet those needs when preparing for a disaster.

By advertising in the *Illinois Banker* Disaster Recovery special issue, to be published as a supplement to the August 2008 issue, you will reach your target.

With bonus distribution throughout the year at IBA events and conferences, plus an extended shelf life and high pass-along rate, the Disaster Recovery supplement will be a useful, year-round reference for bankers when preparing for, buying for and facing a disaster.

Be a part of the Disaster Recovery Special Issue.

Contact us at 800-336-1120.

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Contents will include:

- Disaster planning techniques for community banks
 - √ Importance of disaster planning
 - √ Steps involved in creating a disaster plan
- Back-up and data recovery
 - √ Ensuring a bank's system is up and running
 - √ Critical components of IT continuity
 - √ ATM security and steps to ensure ATMs are available during a disaster
- Physical facilities
 - √ Security relating to the bank's building
 - √ Alternative facilities during a disaster
- Communications
 - √ Communicating to employees
 - √ Communicating to customers
 - √ How to communicate to the media
- Directory of state and federal agencies

Space reservations: July 5

Ad materials: July 12

