



# Advertising Sizes and Rates

## Green Banking emagazine offers three ad sizes:

- » Full Page
- » Half Page
- » One-Third Page

Please create your ads according to the specifications listed in the table. When designing your ad, remember that some subscribers print out personal copies of *Green Banking* emagazine, and most desktop printers do not print edge-to-edge.

## File Formats

- » PDF, EPS (preferred format)
- » TIFF, flattened PSD and JPEG files also accepted (type may not be perfectly crisp in these formats)

## File Preparation

- » 200 dpi
- » Use RGB colors
- » Embed fonts (PDF and EPS files) or convert type to outlines
- » Send files at the dimensions they will appear in the publication
- » Name files clearly, indicating company and issue date

## File Transmission

Send files via email to [tbowman@banknews.com](mailto:tbowman@banknews.com) or upload to our secure FTP site. We will provide you with upload instructions if you choose the FTP method.

Ad Size	Dimensions
<b>Full Page</b>	
Inches (w × d)	11 × 7.75
Pixels (w × d)	792 × 558
Picas (w × d)	66 × 46.5
<b>Half Page</b>	
Inches (w × d)	5.5 × 7.75
Pixels (w × d)	396 × 558
Picas (w × d)	33 × 46.5
<b>One-Third Page</b>	
Inches (w × d)	3.75 × 7.75
Pixels (w × d)	270 × 558
Picas (w × d)	22.5 × 46.5

Ad Rates	1×	2×	4×
Full Page	\$2,000	\$1,600	\$1,200
Half Page	\$1,500	\$1,200	\$900
One-Third Page	\$1,000	\$800	\$600

## Questions? Contact

### Robb Bertels

National Sales Director  
913-261-7055 or [rbertels@banknews.com](mailto:rbertels@banknews.com)

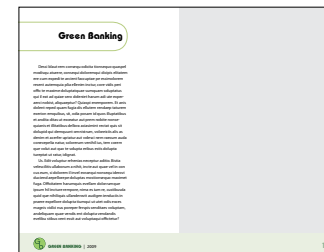
### Scott Englert

Advertising Account Executive  
913-261-7057 or [senglert@banknews.com](mailto:senglert@banknews.com)

Full Page Ad



Half Page Ad



One-Third Page Ad

