

2012 INTEGRATED MEDIA PLANNER

BankNews

YOUR MEDIA PARTNER —

Providing targeted, integrated marketing solutions to reach key decision-makers at financial institutions nationwide.



Market Leader

Banking Industry's Information Source for More Than a Century

BankNews, which traces its history to 1901, offers the industry's most comprehensive and targeted coverage of the financial services industry, ranging from rural and small-town community banks, to community credit unions and billion dollar banks in urban and outlying communities.

Years of
112
Leadership

Total Market Coverage

Covering the Market With Targeted, Integrated Products

BankNews, offered in print and digital editions, is the leading independent magazine serving more than 7,000 community banks, thrifts, savings institutions and credit unions. *BankNews*' market coverage is enhanced by print and electronic newsletters and one of the industry's most dynamic and robust websites. Combined, *BankNews* offers the industry's most effective means to help you meet your marketing goals.

Print



Online



Digital



Community Banking Market

The Independent Voice for Community Banks Nationwide

Community banks are the banking industry: 98 percent of all banks in the United States are classified as community banks, with assets ranging from less than \$10 million to \$10 billion or more.* According to the FDIC, 91 percent of U.S. banks have assets less than \$1 billion and 34 percent have assets less than \$100 million.

34%

Percentage of banks with less than \$100 million in assets

57%

Percentage of banks with \$100 million to \$1 billion in assets

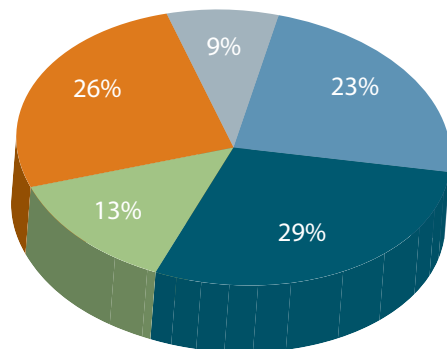
*Source: ICBA

National Circulation

Reaching Community Bank Management Teams

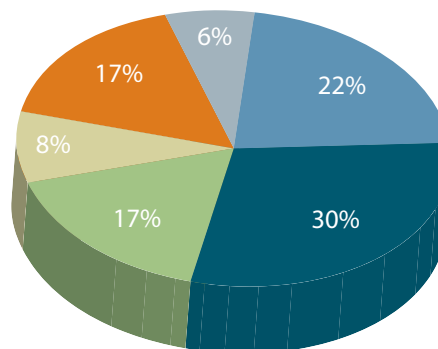
BankNews has a circulation of 12,000 financial executives at banks, thrifts and credit unions throughout the country. Readership represents all management titles with decision-making authority for the wide range of products and services for the banking industry — presidents and CEOs; senior corporate officers; vice presidents; department managers and directors; and technical titles.

Readership by Title



- President or CEO
- Executive Officer
- Senior Vice President/Vice President
- Technical or IT Title
- Department Director or Manager

Circulation by Region



- New England
- Atlantic
- North Central
- South Central
- Mountain
- Pacific

Editorial Coverage

Featuring Informative, Helpful Editorial

Each issue of *BankNews* features articles designed not only to help financial institution decision-makers stay up-to-date on today's most important topics, but also to improve their knowledge and skill sets for helping their banks and themselves succeed.

54%

Percentage of articles in each issue devoted to management, compliance, profitability and business development

28%

Percentage of articles in each issue devoted to technology and security

18%

Percentage of articles in each issue devoted to marketing, HR and related topics

Editorial Experience

No. 1 in Editorial Leadership

BankNews has one of the banking industry's most experienced — and respected — editorial teams.

Bill Poquette
Editor-in-Chief
40 years' experience



Kari English
Senior Editor
8 years' experience



Michael Scheibach
Executive Editor
35 years' experience



Alex Peak
Assistant Editor
6 years' experience



Sharon Smith
Managing Editor
40 years' experience



Jeff Goble
Columnist
20 years' experience



Editorial Calendar

**Four Special Guides
Coming This Year!!**
Education Guide
Correspondent Services Guide
Technology Guide
Buyers Guide

January

Theme: High-Performance Banking
Tech Emphasis: ATM Upgrades
Ad closing date: December 5

February

Theme: Coping With Compliance
Tech Emphasis: PIN Debit Networks
BONUS CIRCULATION: Kansas Bankers Association Technology Conference; American Bankers Association National Conference for Community Bankers
Ad closing date: January 5

March

Theme: Small Business Strategies
Tech Emphasis: Credit Analysis Software
★ Education Guide
Ad closing date: February 6

April

Theme: Human Resources
Tech Emphasis: Mobile Banking Apps
Ad closing date: March 5

May

Theme: Business Development
Tech Emphasis: Branch Automation
BONUS CIRCULATION: California Bankers Association Convention; Texas Bankers Association Convention
Ad closing date: April 5

June

Theme: Risk Management
Tech Emphasis: The Online Channel
★ Correspondent Services Guide
BONUS CIRCULATION: Illinois Bankers Association Convention; Florida Bankers Association Convention
Ad closing date: May 7

July

Theme: Funds Management
Tech Emphasis: Data Management
BONUS CIRCULATION: Community Bankers Association of Kansas Convention
Ad closing date: June 5

August

Theme: Streamlining Operations
Tech Emphasis: Online ID Authentication
Ad closing date: July 6

September

Theme: Building a Strategic Plan
Tech Emphasis: Growing Customer Relationships
★ Technology Guide
BONUS CIRCULATION: Missouri Independent Bankers Association Convention; Iowa Bankers Association Convention
Ad closing date: August 6

October

Theme: The Underbanked Market
Tech Emphasis: Opportunities in Payments
Ad closing date: September 5

November

Theme: The Board of Directors
Tech Emphasis: Compliance Software
☞ Innovative Solutions Awards ☞
Ad closing date: October 5

December

Theme: Fee Income
Tech Emphasis: Remote Deposit Capture
★ Buyers Guide
☞ Community First Awards ☞
Ad closing date: November 7

In Each Issue

Perspectives (Editor's Column)	Compliance Corner (Bi-monthly)
Monthly Interest	Technology Focus
New Solutions (New Products)	Regional News
Investments	National News
Law Office (Quarterly)	Regulatory Forum
	Trend Lines (Senior Editor's Column)

Event Coverage American Bankers Association National Conference for Community Bankers; Independent Community Bankers of America Convention & Techworld; BAI Retail Delivery Conference; Multiple state conventions around the country.

Editorial Calendar

Four Special Guides with Expanded Advertising Opportunities

New in 2012 are four Guides to be mailed as supplements to *BankNews* and offered as digital editions.

★ **Guide to Banking Education and Training**

Listings for banking schools and training programs, with expanded coverage for advertisers.

Publish Date: March

Ad Closing Date: Feb. 6

★ **Correspondent Services Guide**

Listings for banks providing correspondent services, with expanded descriptions for advertisers.

Publish Date: June

Ad Closing Date: May 7

★ **Guide to Banking Technology**

The definitive guide to new technology for financial institutions, from core processing and document management, to mobile banking and cloud computing. Special advertising packages.

Publish Date: September

Ad Closing Date: August 6

★ **2013 Buyer's Guide to Banking Products & Services**

Listings of companies providing products and services to banks and credit unions, with expanded listings for advertisers.

Publish Date: December

Ad Closing Date: November 7

Awards

BankNews Recognition Awards

🌀 Innovative Solutions Awards 🌀

The Innovative Solutions Awards recognize companies that have introduced or significantly enhanced products designed to help community banks become more efficient, expand their capabilities and, ultimately, better serve their customers.

Awards are presented in four categories:

- Equipment/Hardware Solution
- Consulting/Outsourcing/Training Solution
- Management/Operations/Processing Solution
- eBanking (Mobile/Online) Solution

Featured in the November issue.



🌀 Community First Award 🌀

The Community First Award recognizes a community bank or credit union that demonstrates an outstanding achievement in helping the community.

The award includes activities, programs and projects focused on the community (or communities) served by the financial institution.

Industry suppliers may submit entries on behalf of their clients.

Featured in the December issue.



Multi-Channel Opportunities

Sponsored Supplements

BankNews offers a unique opportunity to position your company as an industry leader through a custom supplement mailed with the magazine. Highlight your history, your mission or your products in a special publication that reaches financial executives nationwide.



Newsletters/ eNewsletters

BankNews Mid-Week, celebrating its 75th year, is the premier newsletter for bank executives throughout the Central States. *BankNews e-Digest*, published weekly, and *BankNews Technology Focus*, a monthly e-newsletter, reach more than 10,000 bank professionals coast-to-coast. Advertising and sponsorships are available.



Co-Branded Emails

Send your message under the *BankNews e-Digest* or *BankNews Technology Focus* banner to reach the 10,000 readers of these newsletters. *BankNews* will work with you to create your message and graphics.



Multi-Channel Opportunities

Website

BankNews.com is one of the industry's most visited websites, attracting more than 15,000 visitors and 200,000 page views each month. Banner ads are available in all formats, with special positioning available (e.g., the Mobile Banking page).

Home Page Banners

Looking for something unique to replace the traditional vertical banner or leaderboard ad? Rotating banners centered within the highly read news section of the BankNews.com home page are available.

Online Surveys

How is your company or product viewed by the industry? Who is the key decision-maker for your product? How many banks plan to purchase your type of product in the next year? If you want to find out the answers to these and other questions, *BankNews* can be your partner in conducting proprietary online surveys of bank professionals.



Mobile Banking: Is it Working For You?



Welcome to the BankNews Magazine Mobile Banking Survey!

Multi-Channel Opportunities

Custom Emails

Do you have a webinar planned or a new product being released? Do you want to drive attendees to your conference exhibit? *BankNews* will customize a special email with your message — and deliver it to more than 10,000 banking professionals nationwide.



Webinars

BankNews is introducing a 2012 Webinar Series featuring monthly programs. You will have an opportunity to reserve one or more webinars. *BankNews* will promote the webinars through its print and digital publications, as well as on the website and special email announcements.

Webinars

Reprint Services

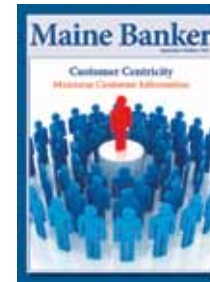
BankNews offers both print and online reprints of articles bylined by or highlighting your company. Enhance your website, provide your sales team with effective sales materials or expand your handouts at the next conference.

This block features a collage of article reprints. On the left, an article titled "CLOUD COMPUTING & SERVER VIRTUALIZATION" by Robert Mendez discusses the benefits of cloud technology for banks. On the right, a larger article titled "Business Intelligence Is a Big Win for Kleberg Bank" features a photo of a man in a suit and a magnifying glass over a bar chart. The collage also includes a "Finemark" article and a "Bank for Rebuilding" article.

State-by-State Coverage

Reaching State Banking Markets . . . Coast to Coast

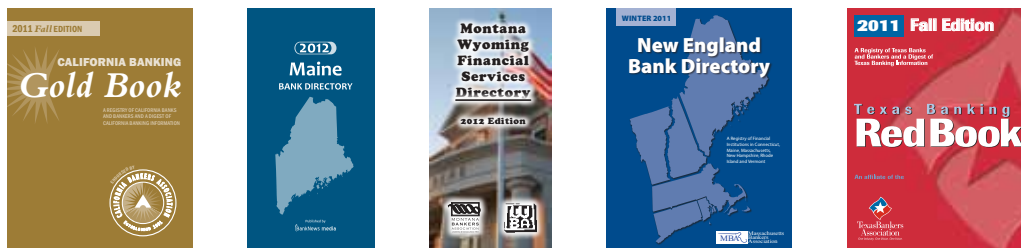
BankNews Media, publisher of *BankNews*, not only delivers the national banking market. It also delivers some of the nation's strongest state banking markets, including California, Florida, Illinois, Kansas, Maine, Oregon and Texas, through the official publications of the state banking associations — and most are available in print and digital editions.



State-by-State Coverage

Publishing State Banking Directories ... In Print, Online and eBook Formats

BankNews Media offers an unprecedented opportunity to expand your marketing program into state bank directories — year-round references reaching thousands of financial institution decision-makers. BankNews Media currently publishes directories in 18 states in three formats: print, online and ebook.



2012 INTEGRATED MEDIA PLANNER

With its national and state publications, newsletters, website, webinars and state bank directories, BankNews Media offers the industry's most flexible opportunity to create a targeted, cost-effective marketing program — whether your goal is to span the nation, cover a region or focus on a specific state.



5125 Roe Blvd., Ste. 200
Shawnee Mission, KS 66205-2391

P.O. Box 29156
Shawnee Mission, KS 66201-9156

Phone: 800-336-1120
913-261-7000
Fax: 913-261-7010

BankNewsMediaSolutions.com



Meghan, Scott, Jennifer

Your Sales Team

Scott Englert

Director of Sales
senglert@banknews.com
913-261-7057

Jennifer Miller

Advertising Account Executive
jmiller@banknews.com
913-261-7055

Meghan Patke

Ad Sales Coordinator
mpatke@banknews.com
913-261-7067