



ALABAMA BANKERS ASSOCIATION

DIGITAL MEDIA

Advertising, Rates, Terms & Specifications

Effective January 2021

MEDIA KIT

WEEKLY NEWS BYTE is emailed to more than 1,000 bankers across the state. The distribution list includes executive management, directors, senior lenders, operations, training, human resources, IT, marketing and other top managers. Timely, up-to-date information is included in each edition. **ABA ABBREVIATED** is a weekly e-newsletter sent to our bank presidents, CEOs and key contacts. This publication has a 40-45% open rate each week. Advertising is also available on our news site, www.ALBankNews.com. Our news site is where we host our legislative updates and new pertinent to our membership. There is also the opportunity to promote a service or an event through these two platforms. The featured story option will be included in both the e-newsletter and on the news site. For details contact Shelley Hildebrand at (334) 386-5743.



CECL Help is a Click Away
The Federal Reserve's Current Expected Credit Loss (CECL) standard that will require banks to record credit losses at origination, based on a forecast that spans their expectations. Effective as early as 2020, CECL requires forecasting all bank assets, including but not limited to credit cards, and banks nationally have questions about CECL, and how it will affect their institutions. To help with those questions, the American Bankers Association (ABA) has created a CECL Help Center. The CECL Help Center is available at www.abanet.org/cecl. For more information, contact the CECL Help Center at cecl@abanet.org or call 1-800-541-7800.

2019 Advanced SSA Available
The American Bankers Association (ABA) has created a 2019 Advanced SSA (Special Session Abstracts) available to members. The SSA is a valuable resource for members to stay up-to-date on the latest in the industry. The SSA is available at www.abanet.org/ssabriefs. For more information, contact the SSA at ssa@abanet.org or call 1-800-541-7800.

Special Session Constitution: Yes to Letters, Yes to Medicaid Plan
The American Bankers Association (ABA) has created a Special Session Constitution: Yes to Letters, Yes to Medicaid Plan. The constitution is available at www.abanet.org/constitution. For more information, contact the constitution at constitution@abanet.org or call 1-800-541-7800.

Latest Issue of ABA's Board Briefs Available
The American Bankers Association (ABA) has created a latest issue of ABA's Board Briefs. The Board Briefs are available at www.abanet.org/boardbriefs. For more information, contact the Board Briefs at boardbriefs@abanet.org or call 1-800-541-7800.

Proposed Form 9500 Changes
The American Bankers Association (ABA) has created a Proposed Form 9500 Changes. The Proposed Form 9500 Changes are available at www.abanet.org/form9500. For more information, contact the Proposed Form 9500 Changes at form9500@abanet.org or call 1-800-541-7800.



American Bankers Association Holds Core Platforms Committee Meeting with Top Execs from the Major Core Processing Firms
The American Bankers Association (ABA) has created a Core Platforms Committee meeting with top executives from the major core processing firms. The meeting is available at www.abanet.org/coreplatforms. For more information, contact the Core Platforms Committee at coreplatforms@abanet.org or call 1-800-541-7800.

ABA's Green Breaks: PDP and COB for United Bank to Get on the Line
The American Bankers Association (ABA) has created a Green Breaks: PDP and COB for United Bank to Get on the Line. The Green Breaks are available at www.abanet.org/greenbreaks. For more information, contact the Green Breaks at greenbreaks@abanet.org or call 1-800-541-7800.

Alabama Bank News
The Alabama Bank News website is available at www.albanknews.com. For more information, contact the Alabama Bank News at albanknews@abanet.org or call 1-800-541-7800.

BOARD BRIEFS
The Board Briefs website is available at www.abanet.org/boardbriefs. For more information, contact the Board Briefs at boardbriefs@abanet.org or call 1-800-541-7800.

reform
The reform website is available at www.abanet.org/reform. For more information, contact the reform at reform@abanet.org or call 1-800-541-7800.

WEEKLY NEWS BYTE / ABA ABBREVIATED

FREQUENCY	MEMBER			NON-MEMBER		
	SIDEBAR	MIDDLE BANNER	BANNER	SIDEBAR	MIDDLE BANNER	BANNER
One Month	\$500	\$600	\$750	\$750	\$850	\$1,250
Three Months	\$1,000	\$1,250	\$1,750	\$1,250	\$1,500	\$2,500
Six Months	\$2,000	\$2,350	\$3,250	\$2,350	\$2,850	\$4,000
12 Months	\$4,500	\$5,000	\$6,000	\$4,750	\$5,500	\$7,500
Featured Story (1x)*	\$500			*Members only		

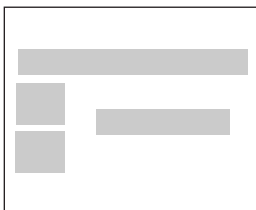
*Will be included on ALBankNews.com.
*Subject to review by editorial committee.

www.ALBankNews.com

FREQUENCY	MEMBER	NON-MEMBER
One Month	\$500	\$750
Three Months	\$1,250	\$1,750
Six Months	\$2,500	\$3,250
12 Months	\$4,000	\$4,750
Featured Story (1x)*	\$500	*Members only

*Will be included in Weekly News Byte.
*Subject to review by editorial committee.

AD CONFIGURATIONS & SPECIFICATIONS

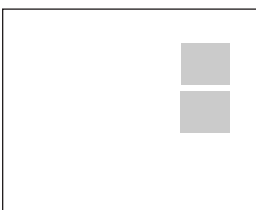


WEEKLY NEWS BYTE & ABA ABBREVIATED

Banner Ad
750 pixels wide x 135 pixels tall
Middle Banner Ad
450 pixels wide x 135 pixels tall
Sidebar Ad
150 pixels wide x 150 pixels tall

5 MB max file size

File must be .png or .jpg



ALBankNews
Display Ad (Two available)
300 pixels wide x 250 pixels tall

AND
72 dpi,
RGB color mode

SPACE RESERVATION

A signed contract or insertion order must be on file before the ad will run. Verbal instructions regarding advertising are treated as **tentative space reservation** which will be cancelled if a written contract or insertion order is not received prior to publication. If new artwork or instructions are not submitted and received by the deadline, the webmaster reserves the right to repeat the most recent insertion, and the advertiser agrees to pay for such insertions. All ads must meet graphic standards set by ABA, ABA reserves the right to review and reject any advertising that does not meet our criteria. **All ads are non-commissionable.**

DIGITAL MEDIA

2021 ADVERTISING AGREEMENT

Name _____ Title _____
Company _____
Address _____ City, State, Zip _____
Phone _____ Fax _____ Email _____

Who will send artwork?

Name _____ Title _____
Phone _____ Email _____

1. Please select the media type, ad size and frequency:

- Weekly News Byte
 - Banner Ad
 - Middle Banner Ad
 - Sidebar Ad
- ABA Abbreviated
 - Banner Ad
 - Middle Banner Ad
 - Sidebar Ad
- ALBankNews
- One Month
- Three Months
- Six Months
- 12 Months
- Featured Story

Total amount due: \$ _____

PAYMENT METHOD

- Please invoice me.
 - I have enclosed a check.
 - Please charge the following credit card:
 - Visa
 - MasterCard
 - Discover
 - Amex
- Credit Card No. _____ Exp. date _____ Signature _____



ALABAMA BANKERS ASSOCIATION

BANKING TRADITIONS

Advertising, Rates, Terms and Printing Specifications

Effective January 2021

MEDIA KIT



BANKING TRADITIONS is mailed to more than 2,000 bankers across the state and has an estimated readership of more than 4,500. Our magazine is circulated among bank CEOs, presidents, directors, senior lenders, operations, training, human resources, IT, marketing and other top managers. The best way to reach decision makers in Alabama's banking industry is to advertising in **BANKING TRADITIONS**. As the official publication of the Alabama Bankers Association, our magazine introduces new technology, products and services to bankers across the state.

ASSOCIATE MEMBER RATES				
AD SIZE	1X	2X	3X	4X
Back Cover	\$1,500	\$1,450	\$1,400	\$1,350
Inside Back Cover	\$1,475	\$1,425	\$1,375	\$1,300
Inside Front Cover	\$1,225	\$1,200	\$1,175	\$1,125
Full Page	\$700	\$675	\$650	\$625
Half Page	\$575	\$550	\$525	\$500
Quarter Page	\$485	\$450	\$425	\$390

NON MEMBER RATES				
AD SIZE	1X	2X	3X	4X
Back Cover	\$1,700	\$1,650	\$1,600	\$1,550
Inside Back Cover	\$1,675	\$1,625	\$1,575	\$1,500
Inside Front Cover	\$1,475	\$1,450	\$1,400	\$1,350
Full Page	\$825	\$800	\$775	\$750
Half Page	\$725	\$690	\$660	\$635
Quarter Page	\$600	\$570	\$550	\$510

Prices above are for black and white ads only. There is an additional fee of \$250 per ad, per issue for color.
ALL RATES ARE NON-COMMISSIONABLE.

SUBMISSION DEADLINES

SPRING

published in April/May
Reservation Deadline:
 April 1, 2021
Artwork Deadline:
 April 1, 2021

SUMMER

published in July/August
Reservation Deadline:
 July 1, 2021
Artwork Deadline:
 July 15, 2021

FALL

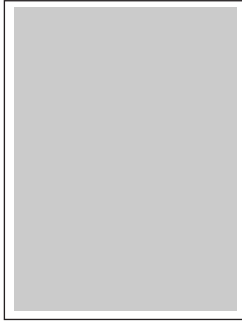
published in November
Reservation Deadline:
 Oct. 15, 2021
Artwork Deadline:
 Nov. 1, 2021

WINTER

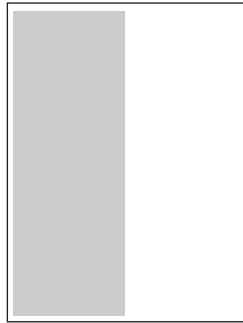
published in Jan/Feb
Reservation Deadline:
 Dec. 15, 2021
Artwork Deadline:
 Jan. 4, 2022

A signed contract or insertion order must be on file before the ad will run. Verbal instructions regarding advertising are treated as **tentative space reservation** which will be cancelled if a written contract or insertion order is not received prior to publication. If new artwork or instructions are not submitted and received by the deadline, the publisher reserves the right to repeat the most recent insertion, and the advertiser agrees to pay for such insertions.

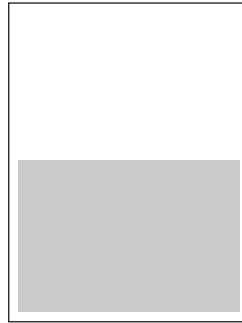
AD CONFIGURATIONS



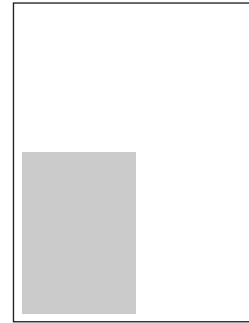
FULL PAGE
Live area:
7.5 x 10 inches



**HALF PAGE
VERTICAL**
4.5 x 7.5 inches



**HALF PAGE
HORIZONTAL**
7.5 x 4.5 inches



**QUARTER PAGE
VERTICAL**
3 3/8 x 4 3/4 inches

MECHANICAL REQUIREMENTS

Binding: saddle-stitch
Trim size: 8.5 x 11 inches
Bleed size: 8 5/8 x 11 1/4 inches

MATERIALS

Ads on CD or emailed as high-res PDFs (minimum 300 resolution and 150-line screen) are preferred and MUST have all fonts and artwork embedded. All four-color ads are to be submitted in CMYK format. The advertiser will be billed for all production charges incurred by publisher in converting ad to camera ready

materials. **Artwork files may be sent to** shildebrand@alabamabankers.com.

COLOR

Cover ads are four-color. Four color is available for interior ads for an additional \$250 per ad.

QUESTIONS? Please call **Shelley Hildebrand** at (334) 386-5743 or email shildebrand@alabamabankers.com. Visit us online at www.alabamabankers.com.

BANKING TRADITIONS 2021 ADVERTISING AGREEMENT

Name _____ Title _____
Company _____
Address _____ City, State, Zip _____
Phone _____ Fax _____ Email _____

Who will send artwork?

Name _____ Title _____
Phone _____ Email _____

COVERS

- Back Cover
- Inside Back Cover
- Inside Front Cover

INSIDE PAGES - SIZE

- Full Page
- Half Page
- Quarter Page

INSIDE PAGES - SHAPE

- Horizontal
- Vertical

2. Please select the issue(s) in which to advertise:
3. Please indicate color preference (*\$250 additional fee for color*):

- Spring Summer Fall Winter
 color black and white

Total amount due (ad rate + frequency + color charge): \$ _____

PAYMENT METHOD

- Please invoice me: For total amount. Quarterly
 I have enclosed a check.

Please charge the following credit card: Visa MasterCard Discover Amex
Credit Card No. _____ Exp. date _____ Signature _____



ALABAMA BANKERS ASSOCIATION
- INCORPORATED -

2022 FINANCIAL DIRECTORY

Advertising, Rates, Terms and Printing Specifications

MEDIA KIT

Our annual **ALABAMA FINANCIAL DIRECTORY** puts vital bank contacts at the fingertips of our members. Used by bank presidents and CEOs as well as other bank personnel, our directory also includes detailed information about our associate members, government resources and the association. Advertising in our directory is a great way to keep your company's name in front of our membership all year long! For information about advertising in the **ALABAMA FINANCIAL DIRECTORY** contact Shelley Hildebrand at shildebrand@alabamabankers.com. The directory will be published in January of 2021.

ASSOCIATE MEMBERS

AD SIZE	RATE
Back Cover	\$1,750
Inside Back Cover	\$1,500
Inside Front Cover	\$1,500
Tabbed Page (One Side)	\$700
Full Page	\$500
Half Page	\$350

NON MEMBERS

AD SIZE	RATE
Back Cover	\$2,250
Inside Back Cover	\$2,000
Inside Front Cover	\$2,000
Tabbed Page (One Side)	\$850
Full Page	\$650
Half Page	\$500

Prices above are for black and white ads only. The only ads with color are the inside and back covers.
ALL RATES ARE NON-COMMISSIONABLE.

AD CONFIGURATIONS

BLEED MUST EXTEND
1/8 INCH BEYOND TRIM SIZE

BACK & INSIDE COVERS

TRIM SIZE:

4.75 x 8.75

LIVE AREA:

When placing live matter, allow 1/2 inch from the trim size on the size of ad adjacent to spiral binding and 1/2 inch from the trim size on the outside top and bottom edges for rounded off corners.

NO BLEED ALLOWED

TABBED PAGES

3.25 wide
x 8 inches tall

NO BLEED ALLOWED

FULL PAGE

3.25 wide
x 8 inches tall

HALF PAGE

3.25 inches wide x
4 inches tall

NO BLEED ALLOWED

SUBMISSION DEADLINES

Artwork Deadline:
October 1, 2021

ARTWORK REQUIREMENTS

- Bleed is allowed ONLY on back and inside cover ads. Bleed should extend 1/8 inch around the perimeter of the trim size of the ad. **TABBED PAGE ADS AND INTERIOR ADS CANNOT INCLUDE A BLEED.**
- Electronic files can be submitted via email to shildebrand@alabamabankers.com.
- Ads to print B/W must be submitted as B/W files with minimum of 300 dpi.
- Color files submitted to print B/W will have to be converted to B/W. A charge of \$65 per ad to convert the file to B/W may be added to your invoice and the quality may be compromised during the conversion process.
- Ads to print color must be submitted to print CMYK NOT RGB (No PMS Spot Colors) with a minimum of 300 dpi and a line screen of 150 max.

- NO True type fonts, only type 1 postscript fonts accepted
- NO .gif, .jpeg, power point or word clip art files accepted

PREFERRED FORMAT

- Adobe Acrobat PDF (all fonts created to outlines and embed graphics)

COLOR

Only inside and back cover ads are in color.

QUESTIONS?

Please call Shelley Hildebrand at (334) 244-9456. Or, email her at shildebrand@alabamabankers.com.

Call us today at (334) 386-5743 to reserve your ad!

Artwork and contract may be emailed to Shelley Hildebrand at shildebrand@alabamabankers.com.

ALABAMA FINANCIAL DIRECTORY

2022 ADVERTISING AGREEMENT

Name _____ Title _____
 Company _____
 Address _____ City, State, Zip _____
 Phone _____ Fax _____ Email _____

Who will send artwork?

Name _____ Title _____
 Phone _____ Email _____

1. Please select size and shape:

COVERS

- Back Cover
- Inside Back Cover
- Inside Front Cover

TABBED PAGES

- ABA
- Front
 - Back

INSIDE PAGES - SIZE

- Full Page
- Half Page

Total amount due: \$ _____

Endorsed Service Providers

- Front
- Back

Associate Members

- Front
- Back

Government Resources

- Front
- Back

Financial Institutions

- Front
- Back

PAYMENT METHOD

- Please invoice me.
- I have enclosed a check.
- Please charge the following credit card:
 - Visa
 - MasterCard
 - Discover
 - Amex

Credit Card No. _____
 Exp. date _____ Signature _____

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