



Advertising Planning Guide

Access • Awareness • Action

MBA News Ad Rates and Specs

MBA News is distributed six times a year to nearly 900 bankers and leaders in the financial services industry across the state. Through the *MBA News*, the association strives to educate, inform, and enlighten readers with regard to a variety of activities or issues concerning the state's banking community.

Member Rates & Ad Size			
w x h (inches)	1x	3x	6x
Full page 7.5 x 10 (w/bleed 8.75 x 11.25*)	630	570	500
1/2 page Horizontal: 7.5 x 4.937 Vertical: 3.652 x 10	445	400	350
1/3 page Vertical 2.375 x 10	315	285	250
1/4 page 3.652 x 4.937	255	230	200
Inside Covers** w/bleed 8.75 x 11.25*	*725	*675	*625
Outside Back Cover** w/bleed 8.75 x 11.25*	*725	*675	*625



Non-Member Rates & Ad Size			
w x h (inches)	1x	3x	6x
Full page 7.5 x 10 (w/bleed 8.75 x 11.25*)	1020	920	820
1/2 page Horizontal: 7.5 x 4.937 Vertical: 3.652 x 10	710	640	570
1/3 page Vertical 2.375 x 10	500	450	400
1/4 page 3.652 x 4.937	400	360	320
Inside Covers** w/bleed 8.75 x 11.25*	*1025	*925	*825
Outside Back Cover** w/bleed 8.75 x 11.25*	*1200	*1100	*1000

Submission of Advertisements

Please submit all advertisements for *MBA News* via email. All files must be at least 300 dpi and should be sent as a pdf file with crop marks. Please note that there is no extra charge for color since the magazine is printed in full color.

For more information on placing an ad in the *MBA News*, please contact:

Terry Tiller
Legal Products & Services
 952-857-2613
terryt@minnbankers.com

*bleed size only available on full page ads and is at no extra cost

**If available. Please email terryt@minnbankers.com to check for availability.

Minnesota Bank Directory Ad Rates and Specs



The Minnesota Bank Directory

Directory Ad Sizes and Rates		
	w x h (inches)	Prices
Cover	3.5 x 8	\$975
Tab page	3.5 x 8	\$950
Full page	3.5 x 7.25	\$800
1/2 page	3.5 x 3.5	\$500

All files must be at least 300 dpi and should be sent as a pdf file with crop marks.

Produced annually, this publication is used as a resource by banks, government officials, businesses and organizations throughout the entire year. It provides a detailed profile of financial institutions operating in the state of Minnesota. It also features a listing and description of MBA officers, committees, district layout, associate members, bank regulator agencies and MBA staff.

Production of the directory begins in August. Please submit all advertisements for the directory via email. For more information on placing an ad in the MBA Directory, please contact:

Jean Hendrickson

Website Coordinator & Desktop Publisher

952-857-2615

jeanh@minnbankers.com

Additional Ad Opportunities & Ad Policies



Associate Member Privileges

The MBA Associate Member logo was created to help identify those companies that are special members of our association. We encourage all Associate Members to use the logo in ads and marketing materials. We also have an endorsed vendor logo. Please email Jean Hendrickson at jeanh@minnbankers.com if you need one of these logos.

Also, if you are not sure if your company is an Associate Member of the MBA, go to the 'Associate Member' button at www.minnbankers.com to see a list of these members.



Advertisement Policy

The contents of all advertisements that appear in MBA products or publications are solely the responsibility of the advertisers. Appearance of an advertisement in any MBA product or publication does not constitute a recommendation or endorsement by the association. Publication of any advertisement may be subject to review by the MBA News Policy Board.

**MBA News
Editorial Schedule
2018-2019**



Issue	Article/Ad/ Insert Due Dates	Editorial Focus	Mail Date
2018			
September/October	8/10/18	HR and Regulatory	8/29/18
November/December	10/10/18	Hot Topics	10/26/18
2019			
January/February	12/12/18	Government Relations and Advocacy	1/2/19
March/April	2/13/19	Technology	3/1/19
May/June	4/10/19	Annual Summit/Agriculture	5/1/19
July/August	6/5/19	Annual Report and Hot Topics	6/28/19
September/October	8/7/19	HR and Regulatory	8/29/19
November/December	10/9/19	Hot Topics	10/30/19

MBA News Advertising Contract



Advertiser	Contact Name
Address	City/State/Zip
Telephone	Fax
Email	
Bill To	Contact Name
Address	City/State/Zip
Telephone	Email

* Please check the boxes of the month(s) you wish to advertise and note the year the ad is placed (some may carry over into the next year). Also, please check the size of the ad you are placing and the frequency of placements.

*Issue Dates	<input type="checkbox"/> January _____	<input type="checkbox"/> July _____
	<input type="checkbox"/> March _____	<input type="checkbox"/> September _____
	<input type="checkbox"/> May _____	<input type="checkbox"/> November _____

***Ad Sizes**

- Full Page
- with bleed
- 1/2 page horizontal
- 1/2 page vertical
- 1/3 page vertical
- 1/4 page

Start Date _____ End Date _____ Rate _____ Frequency 1x 3x 6x

Note: The following items are due before advertising can take place:

- Signed advertising agreement
- Payment (first-time advertisers only)

All files must be at least 300 dpi and should be sent as a pdf file with crop marks. Please email ads to Terry Tiller at terryt@minnbankers.com. Deadlines are posted in the MBA editorial schedule.

I understand and agree to the terms outlined above:

Signature _____ Date _____

Name (please type or print) _____

Accepted for the *MBA News* by _____ Date _____