



Advertising Planning Guide

Access • Awareness • Action

MBA Advertising Opportunities and Rates

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.

MBA News Member Rates & Ad Size			
w x h (inches)	1x	3x	6x
Full page 7.5 x 10 (w/bleed 8.75 x 11.25*)	725	650	575
1/2 page Horizontal: 7.5 x 4.937 Vertical: 3.652 x 10	515	460	400
1/3 page Vertical 2.375 x 10	360	330	285
1/4 page 3.652 x 4.937	290	260	230
Inside Covers** w/bleed 8.75 x 11.25*	*835	*775	*725
Outside Back Cover** w/bleed 8.75 x 11.25*	*835	*775	*725

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

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

New as of
May 2020!

Digital Advertising Opportunities

MBA Voice Weekly Email (sent to over 2,000 bankers)	2	4	
Email (W 700 x H 200 pixels)	600	1000	
Website Ad (averages 40,000 page views a year)	1 month	6 months	12 months
Education List (W 250 x H 550 px)	650	2500	4000
Home Page (W 600 x H 200 px)	650	2500	4000
Other (W 250 x H 550 px)	500	2000	3000



Submission of Advertisements

MBA News - Please submit all advertisements 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.

Digital Ads - Please submit via email. Files must be .jpgs at 72 dpi. For questions or more information about placing a digital ad please contact:

Renee Lawler
952-857-2630
reneel@minnbankers.com

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 Renee Lawler at reneel@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

Issue	Article/Ad/ Insert Due Dates	Editorial Focus	Mail Date
2020			
January/February	12/11/19	Technology	12/27/19
March/April	2/12/20	Government Relations and Advocacy	2/28/20
May/June	4/8/20	Covid-19	4/29/20
July/August	6/10/20	Annual Report and Hot Topics	6/30/20
September/October	8/12/20	HR and Regulatory	8/31/20
November/December	10/7/20	Hot Topics	10/28/20

MBA Advertising Contract



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

MBA News - 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 _____	*Ad Sizes	<input type="checkbox"/> Full Page
	<input type="checkbox"/> March _____	<input type="checkbox"/> September _____		<input type="checkbox"/> with bleed
	<input type="checkbox"/> May _____	<input type="checkbox"/> November _____		<input type="checkbox"/> 1/2 page horizontal
			<input type="checkbox"/> 1/2 page vertical	
			<input type="checkbox"/> 1/3 page vertical	
			<input type="checkbox"/> 1/4 page	

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

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

Digital Ads- Please fill out the following information.

The Voice weekly email - Month/Week (June/Week1) _____, _____, _____, _____

Website ad - Home Page Education List Other _____

Months 1 6 12

Note: The following items are due before advertising can take place: • Signed advertising agreement • Payment (first-time advertisers only)

I understand and agree to the terms outlined above:

Signature _____ **Date** _____

Name (please type or print) _____

Accepted for the *MBA News* by _____ Date _____