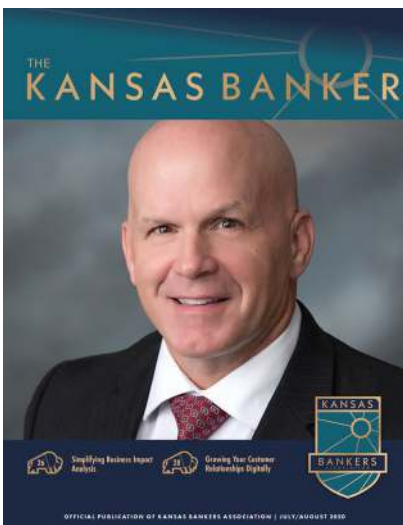


# THE KANSAS BANKER

The Official Publication of the Kansas Bankers Association (KBA)



## Moving Forward.

As Americans, we are quickly coming together to make the best of our current situation.

WHILE WE CONTINUE OPENING OUR ECONOMY,  
MAKE SURE YOUR COMPANY IS TOP OF MIND.

If you would like to advertise in this publication or have questions, we look forward to speaking with you. Please call Kris Montione at **727.475.9827** (direct) or **855.747.4003**; you can also email her at [kris@thenewslinkgroup.com](mailto:kris@thenewslinkgroup.com).



# Why advertise?

COMMUNICATION WITH MEMBERS IS ALWAYS AN IMPORTANT THING — RIGHT NOW IT'S EVEN MORE SO. THE KANSAS BANKER IS AN EXCEPTIONAL PLATFORM FOR YOUR MESSAGE.

As our economy moves towards stability and future growth, now is a great time for you to reach out to your customers and let them know you appreciate their business and are also open for more business. Print magazines offer a tactile experience of trust, authority and credibility that stands out in today's world.

## Cutting-edge editorial content:

The Kansas Banker magazine offers clear, comprehensive, sophisticated and up to date information that readers can apply immediately in their own organizations. Contributed to by the association's Board of Directors, as well as the financial service industry's most authoritative practitioners and consultants, The Kansas Banker magazine delivers a wealth of insight. The Kansas Banker covers a broad range of subjects, including the following:

- Growth management
- Marketing & branding
- Compliance & regulatory issues
- Adding value & relevancy to client services
- Organizational performance & operations planning
- Finance management
- Tax considerations
- Legislative advocacy & legal updates
- Technology
- Communication concerns
- Leadership
- Risk concerns & assessments
- Cash flow & investment portfolio management
- KBA events & training opportunities

## 2021 Publication and Advertising Schedule

| Issue         | Editorial   Artwork Due | Mail Date    |
|---------------|-------------------------|--------------|
| Jan/Feb 2021  | Jan 25, 2021            | Feb 15, 2021 |
| Mar/Apr 2021  | Mar 22, 2021            | Apr 19, 2021 |
| May/June 2021 | May 24, 2021            | Jun 14, 2021 |
| Jul/Aug 2021  | Jul 26, 2021            | Aug 16, 2021 |
| Sept/Oct 2021 | Sep 27, 2021            | Oct 18, 2021 |
| Nov/Dec 2021  | Nov 22, 2021            | Dec 13, 2021 |

## 2021 Advertising Rates

| Size                     | Single Insertion<br>OR Directory | Per Term<br>(6 issues) |
|--------------------------|----------------------------------|------------------------|
| Full Page                | \$1,350                          | \$3,725                |
| 1/2 Page                 | \$1,200                          | \$2,796                |
| 1/4 Page                 | \$900                            | \$2,096                |
| Page 3, 5, or Premium    | \$1,935                          | \$4,045                |
| Inside Front/Back Covers | \$1,685                          | \$3,885                |
| Outside Back Cover       | \$1,935                          | \$4,045                |

Centerfold space available; call for rates.

### Full Page Ad

8.5" x 11"  
with a 0.125"  
bleed and type safety  
on all sides

### 1/2 Page Ad

7.5" x 4.625"

### Outside Back Cover Page Ad

8.5" x 8.5"  
with a 0.125"  
bleed and type safety  
on sides and bottom

### 1/4 Page Ad

3.625" x  
4.625"

— Type Safety    Ad Space  
— Bleed    Page

# Purchase an ad in The Kansas Banker.

|                          |          |         |
|--------------------------|----------|---------|
| Name                     |          |         |
| Company Name             |          |         |
| Title                    |          |         |
| Website                  |          |         |
| Phone                    |          |         |
| Address                  |          |         |
| City                     |          |         |
| State                    | Zip Code | Country |
| Email                    |          |         |
| Production Contact Name  |          |         |
| Production Contact Email |          |         |

| Ad size            | Number of insertions | Ad Placement | Total cost |
|--------------------|----------------------|--------------|------------|
| Full Page          |                      |              |            |
| 1/2 Page           |                      |              |            |
| 1/4 Page           |                      |              |            |
| Outside Back Cover |                      |              |            |

**Ad Design:**  We will provide an ad in CMYK and 300 PPI, jpg or PDF format with bleed if needed.  
 We will pay you to design our ad for \$250.

**Payment Method:**  Please invoice me  Credit Card

|              |                        |
|--------------|------------------------|
| Ad Purchaser | Signature of Purchaser |
| Ad Agency    | Ad Purchased For       |

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders are non-cancelable. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

# Print or Digital? We say both.

Digital magazines are not competing with print — they have their own, very solid place in the mix of marketing and communication campaigns. Digital publications are available on readers and phones, allowing for a different level of engagement that supports information bites, if you will, as opposed to the more immersive reading that happens with print. And readers have access to this digital content anytime, anywhere because most people are not far away from their mobile devices. Technology has enhanced the way we communicate with one another, find information and experience the world. And it has expanded the possibilities in publishing as well.

## WHICH IS WHY THE KANSAS BANKER IS PUBLISHED IN BOTH PRINT AND DIGITAL FORMATS.



The Kansas Banker offers these value added services to help you reach your target audience:

- A digital version of the publication — pdf, “flipping book” and a true built-out digital version for SEO and social media sharing
- A magazine website with your company logo, linked to your website and housing a multiyear archive of the publication
- An additional email distribution of the publication, so KBA members and magazine readers will enjoy the benefits of both print and digital experiences



VIEW IN DIGITAL FORMAT AT:

[the-kansas-banker.thenewslinkgroup.org](http://the-kansas-banker.thenewslinkgroup.org)



## Reach your customers with print and digital.

To advertise in this magazine, contact us today.