

BOGO SALE

Digital Ad Insertion Request

**BUY ONE GET ONE
50% OFF**
---- DIGITAL ADS ----
NOW THRU OCT. 31, 2019

Looking for a digital way to be seen by Wisconsin bankers?

Here's your opportunity. Be a part of the WBA's Banker News Clips (an e-publication which averages a 33% open rate to a list of nearly 1,000 Wisconsin bankers). That means, on average, **300 bankers will see your advertisement and/or sponsored content.**

ADVERTISEMENT OPTIONS:

Packages

Please note: packages can be customizable.

Package #1: \$2,100

Includes: 10 banner ad placements + 1 sponsored content article

BOGO Package #1: \$3,150

20 banner ad placements + 2 sponsored content articles

Package #2: \$4,000

Includes: 20 banner ad placements + 3 sponsored content articles

BOGO Package #2: \$6,000

40 banner ad placements + 6 sponsored content articles

A la carte options

Banner Advertisements Only:

5 banners: \$1,000

10 banners: \$1,500

20 banners: \$3,500

40 banners: \$5,250

Banner Ad Image size:
580 pixels (width) x 150 pixels (height)

Placement:

Banner ads will appear at the bottom of the edition. *WBA will only place one ad per day.*

Format: .jpg or .png

All ad insertions must be placed by May 31, 2020 on a first-come, first-served basis. Insertions received within 5 days of the issue publication date will not be fulfilled.

Sponsored Content Articles Only:

1 article: \$300

2 articles: \$450

4 articles: \$1,000

8 articles: \$1,500

Length:

WBA will only host one sponsored content piece per day. Please also provide a 100-word teaser article. The teaser is linked to a more detailed article/resource on the WBA website.

Placement:

Sponsored content articles will appear in the center of the edition.

Please complete and return to:

WBA's Jennifer Harder
sales@wisbank.com | 608-441-1249

Contact Information:

Send no money now. You will be invoiced.

Date _____

Advertiser _____

Address _____

City/state/zip _____

Phone () _____

Fax () _____

Contact person _____

Email _____

Agency (if applicable) _____

Address _____

City/state/zip _____

Phone () _____

Fax () _____

Contact person _____

Email _____

Sponsored Content Program

The Sponsored Content Program enables your company to demonstrate your knowledge to Wisconsin's banking industry through sponsored articles.

These articles offer value to WBA members, showcase your expertise and help you stand out from standard (or stock or run-of-the-mill) advertisements. WBA will only host one sponsored content piece per day in the individual e-publication.

Here's how it works:


Only \$300


Capture Banker
Eyes


Showcase
Your Expertise
and Value


Measure Your
Success

Your 100 word teaser article is placed in WBA's Banker News Clips (an e-publication which averages a 33% open rate to a list of nearly 1,000 Wisconsin bankers). That means, on average, **300 bankers will see your article.**

The teaser is linked to a more detailed article/resource on the WBA website. *This should be informative without being promotional.*

The article or resource offers background on your company as well as links to the pages on your website that you choose.

You capture visitors from the email and anyone searching the WBA website for information addressed by your article.

The WBA Sponsored Content Program delivers metrics on your specific sponsored content.

Each report will offer metrics on both the email as well as the website page hosting your content. You will receive:

- WBA BANKER NEWS CLIPS METRICS**
- Total number of email recipients
 - Open rates
 - Unique clicks on your article
 - How your article measured up against the other non-sponsored content

Why Use WBA's Sponsored Content Program?

ECONOMICAL

At \$300 per sponsored content article, you are getting a high number of the right eyes on your name.

MEASURABLE

You receive Google analytics and email analytics that highlight the effectiveness of your content.

- Pageviews
- Unique pageviews
- Average time on page

Contact:

WBA's Jennifer Harder at 608-441-1249, sales@wisbank.com to leverage this powerful tool.