

WISCONSIN BANKER

Reach More Bankers –
More Often –
for Less



The *Wisconsin Banker* magazine
is the most cost-effective way for your company
to reach the financial institution decision-makers in Wisconsin.

The WBA and its flagship publication offer you these unique advantages over other state and regional banking publications:

- WBA represents nearly 225 banks with more than 23,000 employees; no other financial trade association in the state has as wide a reach.
- A complimentary copy is mailed to every bank office in Wisconsin each month – that's nearly 2,400 locations with an estimated readership of more than 10,000 bankers! In addition, a digital copy of the publication is distributed via email to a growing list of nearly 1,292 subscribers.
- WBA member bankers continue to see your firm's ad as every month's issue of the *Wisconsin Banker* is posted as a pdf online at www.wisbank.com.
- *Wisconsin Banker* advertising rates are lower than any other comparable banking trade publication serving the state.
- WBA can do your advertising for you. Advertisers who purchase four (4), quarter-page advertisements in *Wisconsin Banker* can opt to have their ad designed by WBA – for FREE.
- The opportunity to participate in WBA's periodic specialty issues either as advertisers, article authors, or both. (Contact **Nick Loppnow** for details).

Please take a minute to review our rate sheet and production schedule – then call WBA's **Nick Loppnow** at 608-441-1208 or email nloppnow@wisbank.com to schedule your advertising in *Wisconsin Banker*.

Let us help
deliver your
message to
Wisconsin
bankers

Contact WBA's
Nick Loppnow
at 608-441-1208
or nloppnow@wisbank.com for
more information.

August 2019

WISCONSIN BANKER

Ad Insertion Request

Please complete and mail to: Nick Loppnow
Wisconsin Bankers Association
4721 South Biltmore Lane
Madison, Wisconsin 53718

Fax form to: 608-661-9386
Questions — call: 608-441-1208 or
sales@wisbank.com

Ad sizes/rates: (prices are per insertion)		1 issue per year	4 issues per year	8 issues per year	12 issues per year
<input type="checkbox"/> Full page	8" width x 11" height	\$1,300.00	\$1,200.00	\$1,100.00	\$1,000.00
<input type="checkbox"/> Half page (horizontal)	8" width x 5½" height	\$1,000.00	\$900.00	\$800.00	\$700.00
<input type="checkbox"/> Half page (vertical)	6" width x 7½" height	\$1,000.00	\$900.00	\$800.00	\$700.00
<input type="checkbox"/> Quarter page	3¾" width x 5½" height	\$500.00	\$450.00	\$400.00	\$350.00
<input type="checkbox"/> Eighth page	3¾" width x 2¾" height	\$250.00	\$225.00	\$200.00	\$175.00
<input type="checkbox"/> Sixteenth page	3¾" width x 1¾" height	\$125.00	\$110.00	\$90.00	\$80.00

WBA Gold, Silver and Bronze Partners receive a discount off the above rates: Gold (20%), Silver (15%), Bronze (10%).

2020 insertion options:

- | | | |
|-----------------------------------|------------------------------------|---|
| <input type="checkbox"/> January | <input type="checkbox"/> July | <input type="checkbox"/> Next 3 months |
| <input type="checkbox"/> February | <input type="checkbox"/> August | <input type="checkbox"/> Next 6 months |
| <input type="checkbox"/> March | <input type="checkbox"/> September | <input type="checkbox"/> Next 12 months |
| <input type="checkbox"/> April | <input type="checkbox"/> October | <input type="checkbox"/> Placement request* (*Extra \$500 per ad insertion) |
| <input type="checkbox"/> May | <input type="checkbox"/> November | |
| <input type="checkbox"/> June | <input type="checkbox"/> December | |

All ad insertions are placed on a first-come, first-served basis. Insertions received within 30 days of the issue mail date will not be fulfilled.

Special instructions (include placement request here):

Production Deadline: Camera-ready ad pdfs are due on the first Friday of the month for the following month's issue.

Date	Agency (if applicable)
Advertiser	Address
Address	City/state/zip
City/state/zip	Phone ()
Phone ()	Fax ()
Fax ()	Contact person
Contact person	Email
Email	

Check box for a one-year subscription to Wisconsin Banker (12 issues) @ \$45.00



2020 Advertising Rate Schedule

Reach More Bankers – More Often – for Less

Let us help deliver your message to Wisconsin bankers

Note: See ad due dates and issue mailing dates on next page.

Wisconsin Banker

Wisconsin Bankers Association’s monthly magazine features industry news and information about Wisconsin’s financial institutions. The publication is mailed to 2,400 locations, including all WBA member banks and branch offices, associate members and endorsed vendors with an estimated readership of more than 10,000 bankers.

Ad rates (price per insertion)

Ad size	1 issue per yr.	4 issues per yr.	8 issues per yr.	12 issues per yr.
Full page	\$1,300.00	\$1,200.00	\$1,100.00	\$1,000.00
Half page	\$1,000.00	\$900.00	\$800.00	\$700.00
Quarter page	\$500.00	\$450.00	\$400.00	\$350.00
Eighth page	\$250.00	\$225.00	\$200.00	\$175.00
Sixteenth page	\$125.00	\$110.00	\$90.00	\$80.00

Special discounts

WBA Gold, Silver and Bronze Partners receive a discount off the advertising rates shown above: Gold (20%), Silver (15%), Bronze (10%).

Special ad position requests

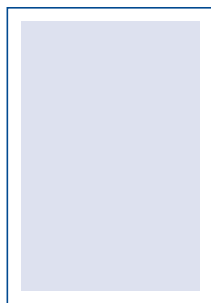
Special ad placement requests are filled on a first-come basis at a rate of \$500 per issue. Requests are subject to ad space availability. Ads will not be placed on the same page spread as a direct competitor.

Cancellations

Changes in insertion orders or ad cancellations must be in writing. No changes or cancellations will be accepted after the insertion deadline. Cancellations made after the closing date will be billed at the published rate.

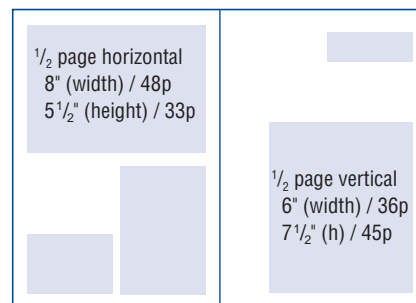
Ad Dimensions

Publication trim size: 9" (w) x 12" (h)



Full page (Non-bleed)
8" (width) / 48p
11" (height) / 66p

1/8 page
3 7/8" (width) / 23p6
2 3/4" (height) / 16p6



1/2 page horizontal
8" (width) / 48p
5 1/2" (height) / 33p

1/2 page vertical
6" (width) / 36p
7 1/2" (h) / 45p

1/4 page vertical
3 7/8" (width) / 23p6 / 5 1/2" (height) / 33p

1/16 page
3 7/8" (width) / 23p6
1 3/8" (height) / 8p6

August 2019



2020 Advertising Rate Schedule

Ad Deadline and Mailing Schedule

January 2020

Ad deadline	11/25/19
Mailing date	12/27/19

February 2020

Ad deadline	12/23/19
Mailing date	1/31/20

March 2020

Ad deadline	1/27/20
Mailing date	2/28/20

April 2020

Ad deadline	2/24/20
Mailing date	3/27/20

May 2020

Ad deadline	3/30/20
Mailing date	5/1/20

June 2020

Ad deadline	4/27/20
Mailing date	5/29/20

July 2020

Ad deadline	6/1/20
Mailing date	7/3/20

August 2020

Ad deadline	6/29/20
Mailing date	7/31/20

September 2020

Ad deadline	7/27/20
Mailing date	8/28/20

October 2020

Ad deadline	8/31/20
Mailing date	10/2/20

November 2020

Ad deadline	9/28/20
Mailing date	10/30/20

December 2020

Ad deadline	11/2/20
Mailing date	12/4/20

January 2021

Ad deadline	11/30/20
Mailing date	1/4/21

February 2021

Ad deadline	12/28/20
Mailing date	1/29/21

March 2021

Ad deadline	1/25/21
Mailing date	2/26/21

Inserts

No loose or stitched inserts are accepted.

Subscription and circulation

Wisconsin Banker is distributed monthly by the Wisconsin Bankers Association to 2,400 locations. Yearly subscriptions are included in member dues paid by member banks and associate members. Additional annual subscriptions (12 issues) are \$45.

Policies and conditions

The editor of *Wisconsin Banker* reserves the right to reject any advertising deemed unsuitable or inappropriate for publication for any reason in accordance with the policies and standards of the Wisconsin Bankers Association (WBA). The advertiser, with respect to the advertisement's contents, holds WBA harmless from claims against it caused by publication of such contents.

Wisconsin Banker ad requirements

- The newspaper layout program is InDesign v.14.0.2 (PC platform). Files in MS Office (Word, Excel, Power Point and Access), Corel WordPerfect, Ventura Publisher and MS Publisher cannot be printed. Do not use low resolution PICT or paint files.
- Don't save files as postscript without getting approval first.
- Don't rotate, skew, or distort graphics within the page layout program. Apply these effects in Photoshop or a drawing program.
- Don't apply drop shadows, outlines, or italics through type menus. Create shadows and outlines in drawing programs and place files as graphics. Choose the italic font from the pull-down menu.
- Assign line weight minimum of .6 points.
- Link all graphics prior to sending files.
- Use the CMYK color model for colored ads.
- Pantone PMS spot colors are converted to CMYK when printed, so the color in the final printed ad may not perfectly match the spot color.
- Email ad files to Amber Seitz at aseitz@wisbank.com, and:
 - Identify the advertiser in the email.
 - Indicate if the ad is grayscale or full-color.
 - A high-resolution ad PDF is the preferred format/file for printing.
 - Compress files (WinZip or Stuffit programs) or make files self-extracting.
- Program and format options for ads:
 - High resolution, optimized CMYK ad PDFs are the preferred file format.
 - InDesign files
 - Include all fonts, photos, and embed all graphics. Crop file to the finished ad size (with a preview) if saved as an EPS file. Include a PDF for proofing purposes.
 - Illustrator or Freehand EPS files (Convert text to paths/outlines before exporting as an EPS with a TIFF preview.)
 - Photoshop TIFF (PC platform) or EPS files.
 - QuarkXPress ads should be exported as high resolution PDF files.
 - Ads that are converted to another format may incur an additional fee of \$100.
- Save Macintosh ads as EPS files with fonts embedded or converted to paths/outlines. Or save the ad as a high resolution PDF.
- Use Adobe Type 1 or Type 2 postscript or open type fonts. Avoid TrueType fonts.