

Wisconsin Banker

**Reach More Bankers,
More Often, for Less**

*Let us help
deliver your
message to
Wisconsin
bankers*

Contact WBA's
Nick Loppnow at
608-441-1259 or
sales@wisbank.com
for more information.

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

The Wisconsin Bankers Association (WBA) and its flagship publication offer you these unique advantages over other state and regional banking publications:

- WBA represents nearly 200 banks with more than 30,000 employees; no other financial trade association in the state has as wide a reach.
- A complimentary copy is mailed bimonthly to over 1,100 bank locations in Wisconsin. When bankers are through reading, they pass the issues to colleagues throughout the bank, meaning your ad will land on the desks of over 5,500 bankers, in addition to being shared to over 2,500 bankers digitally.
- WBA member bankers continue to see your firm's ad as each issue of the Wisconsin Banker is posted as a pdf online at wisbank.com.
- Wisconsin Banker advertising rates are lower than any other comparable banking trade publication serving the state.

Please take a minute to review our rate sheet and production schedule — then call WBA's **Nick Loppnow** at 608-441-1259 or email sales@wisbank.com to schedule your advertising in Wisconsin Banker.



Advertising Information | Ad Schedule

Wisconsin Banker

The Wisconsin Bankers Association's monthly magazine features industry news and information about Wisconsin's financial institutions. The publication is mailed to more than 1,100 locations, including WBA-member banks and branch offices and Associate Members with an estimated readership of over 5,500.



Subscription and circulation

Wisconsin Banker is distributed bimonthly by the Wisconsin Bankers Association. Yearly subscriptions are included in member dues paid by member banks and associate members. Additional annual subscriptions (6 issues) are \$45.

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.

General publication details

Publication trim size: 9" (w) x 12" (h). Loose or stitched inserts are not accepted. No ads with bleeds. See the specific ad requirements online at wisbank.com/WiBanker.

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.

Ad Deadlines and Mailing Schedule

2024

January/February 2024

Ad commitments 11/27/23 Ad deadline 12/8/23 Mailing date 1/2/24

March/April 2024

Ad commitments 1/29/24 Ad deadline 2/9/24 Mailing date 3/1/24

May/June 2024

Ad commitments 3/25/24 Ad deadline 4/5/24 Mailing date 4/26/24

July/August 2024

Ad commitments 5/28/24 Ad deadline 6/7/24 Mailing date 6/28/24

September/October 2024

Ad commitments 7/29/24 Ad deadline 8/9/24 Mailing date 8/30/24

November/December 2024

Ad commitments 9/30/24 Ad deadline 10/4/24 Mailing date 10/25/24

2025

January/February 2025

Ad commitments 11/25/24 Ad deadline 12/6/24 Mailing date 12/30/24

March/April 2025

Ad commitments 1/27/25 Ad deadline 2/7/25 Mailing date 2/28/25

May/June 2025

Ad commitments 3/24/25 Ad deadline 4/4/25 Mailing date 4/28/25

July/August 2025

Ad commitments 5/27/25 Ad deadline 6/6/25 Mailing date 6/27/25

September/October 2025

Ad commitments 7/28/25 Ad deadline 8/8/25 Mailing date 8/29/25

November/December 2025

Ad commitments 9/29/25 Ad deadline 10/10/25 Mailing date 10/31/25

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Ad Insertion Request

Ad Pricing

- Associate Member package-holder ad discounts: Gold (20% off), Silver (15% off), Bronze (10% off).
- A 25% surcharge applies to WBA non-members.



Digital (Wisconsin Banker Daily)

Only one ad will be featured per e-newsletter, and ads are placed on a first-come, first-served basis. WBA reserves the right to adjust placement within the issue.

- Banner ad submissions should be 580 pixels (width) x 150 pixels (height) in JPG or PNG format and include a URL.
- A 25% surcharge applies to WBA non-members.

Packages:

- ☐ **Package #1:** \$2,100
10 banner ad placements;
1 sponsored content article
- ☐ **Package #2:** \$4,000 (best value)
20 banner ad placements;
3 sponsored content articles

A la Carte:

- ☐ **5 banner ad placements:** \$ 1,000
- ☐ **20 banner ad placements:** \$ 3,500
- ☐ **1 sponsored content placement:** \$ 300
- ☐ **4 sponsored content placements:** \$ 1,000

Print (Wisconsin Banker)

(Prices per issue)

		1 Issue per year	3 Issues per year	6 Issues per year
Full page	8" w x 11" h	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,000
Half page (horizontal)	8" w x 5½" h	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$900	<input type="checkbox"/> \$700
Half page (vertical)	6" w x 7½" h	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$900	<input type="checkbox"/> \$700
Quarter page	3¾" w x 5½" h	<input type="checkbox"/> \$500	<input type="checkbox"/> \$450	<input type="checkbox"/> \$350
Eighth page	3¾" w x 2¾" h	<input type="checkbox"/> \$250	<input type="checkbox"/> \$225	<input type="checkbox"/> \$175
Sixteenth page	3¾" w x 1¾" h	<input type="checkbox"/> \$125	<input type="checkbox"/> \$110	<input type="checkbox"/> \$80

- ☐ January/February ☐ March/April ☐ May/June ☐ July/August ☐ September/October
☐ November/December ☐ Special Placement Request (+\$500 per insertion)

Name: _____ Company: _____

Agency (if applicable): _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Email Address: _____

Phone Number: _____ Date: _____

Please email completed form to sales@wisbank.com. Send no payment now; you will be invoiced.



Wisconsin Bankers
ASSOCIATION