

Banknotes

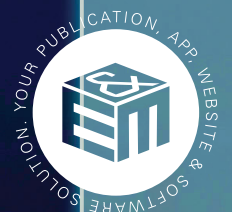
2023 MEDIA KIT

Community Bankers of Illinois (CBAI) offers many opportunities for members to stay informed and up-to-date, and *Banknotes* is one of those ways! With this award-winning magazine, their members maintain a professional edge over the competition. What makes the magazine a success is your input! Fully utilize your membership and share your industry advances with your peers!

FOR MORE INFORMATION

p. 217.279.0514 | ff. 800.572.0011

[CLICK HERE TO SIGN UP TODAY!](#)





LOOKING TO GET YOUR BUSINESS IN FRONT OF 2,500 COMMUNITY BANKERS IN ILLINOIS?

BACKGROUND

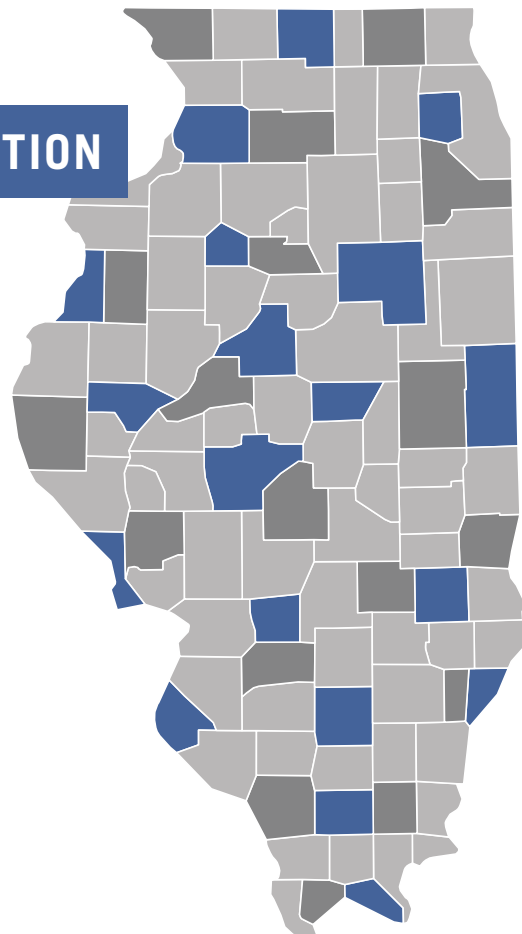
CBAI proudly represents approximately 300 Illinois financial institutions and 150 associate members. The Association creates money-saving opportunities for its members and provides first-class educational seminars and schools. Moreover, CBAI professionally lobbies for the Illinois community banker. They want their members to use their membership to the fullest extent, which is why they created the *Banknotes* magazine for their use! By advertising in this magazine, you are not only promoting your business to potential clients, but also giving other members the opportunity to do member-to-member business with you.



9,000+ ANNUAL READERSHIP

Community Bankers, Bank Directors, Accountants, Attorneys, Auditors, Data-Processing Companies, Human Resource Personnel, Consultants, Regulators, Core Processors, Broker/Dealers, and others!

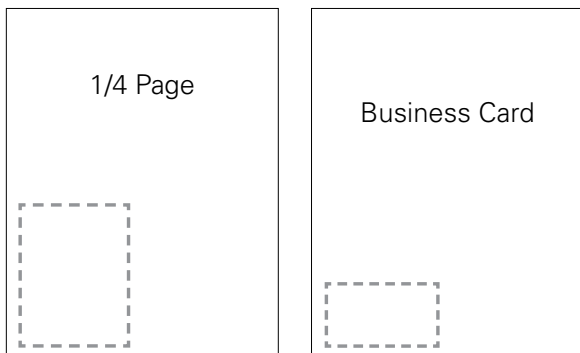
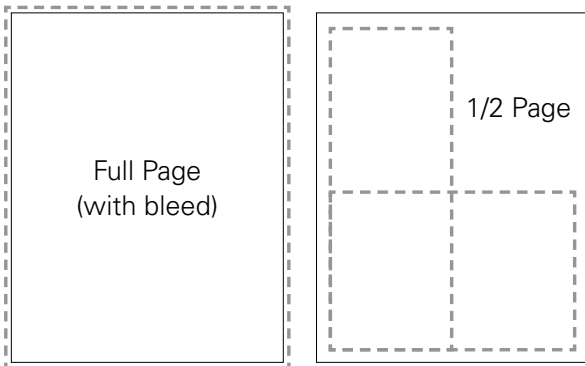
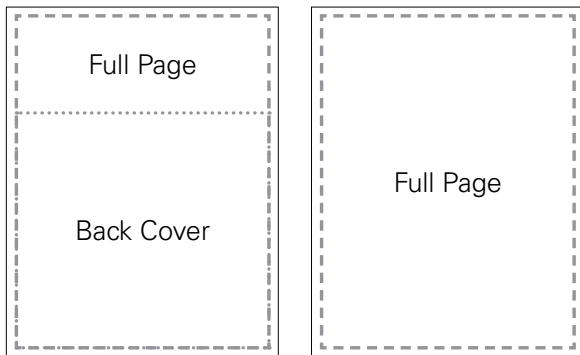
DISTRIBUTION



AD SPECIFICATIONS

Ad Specs (width by height)

- Back Cover8.625" x 8.375"
- Full Page 8" x 10.5"
- Full Page (with bleed) 8.625" x 11.125"
- 1/2 Page Horizontal..... 7.5" x 5"
- 1/2 Page Vertical 3.625" x 10"
- 1/4 Page..... 3.625" x 5"
- Business Card..... 3.5" x 2"



ADVERTISING RATES

All rates listed are per issue.

SPECIFICATIONS

Color Space: Full Color | **Frequency:** Bi-Monthly
Binding: Saddle-Stitch | **Trim Size:** 8.375" x 10.875"

Full Color Rates	1 Issue	6 Issues
Back Cover	\$1,849	\$8,599
Inside Front Cover	\$1,729	\$7,999
Inside Back Cover	\$1,729	\$7,999
Facing Inside Front Cover	\$1,679	\$7,799
Page 5-9	\$1,599	\$7,499
Full Page	\$1,559	\$7,199
Half Page	\$1,279	\$6,299
Quarter Page	\$1,129	\$5,099
Business Card	\$579	\$3,199

300

Illinois Financial Institutions

70%

of all bank and thrifts charters in Illinois



CLICK HERE TO SIGN UP ONLINE

www.reserveyourad.com/CBAI

AD MATERIAL CALENDAR

JANUARY ISSUE

Artwork Deadline: December 8
Estimated Delivery: Early January

MAY ISSUE

Artwork Deadline: April 7
Estimated Delivery: Early May

SEPTEMBER ISSUE

Artwork Deadline: August 9
Estimated Delivery: Early September

MARCH ISSUE

Artwork Deadline: February 8
Estimated Delivery: Early March
CBAI Group Meetings Issue

JULY ISSUE

Artwork Deadline: June 7
Estimated Delivery: Early July
Annual Convention Issue

NOVEMBER ISSUE

Artwork Deadline: October 6
Estimated Delivery: Early November
CBAI Incoming Leadership Issue

TO SUBMIT ARTWORK

magazine@eandmsales.com

DIRECT MAIL

Direct mail is interactive, it's memorable, and it can have a big reach. All that your direct mailers need to have is something identifying you or your business, a call to action (CTA), and a way for your customers to contact you. The rest is up to you!

The direct mailer is a double-sided postcard, so please submit two artwork files at the specs provided below. The direct mailer will be polybagged with the magazine.



VERTICAL OPTION

Two-sided: Front & Back
Bleed Specs: 4.25" width x 6.25" height
Trim Size: 4" width x 6" height



HORIZONTAL OPTION

Two-sided: Front & Back
Bleed Specs: 6.25" width x 4.25" height
Trim Size: 6" width x 4" height

1 Issue Rate	Annual Rate	Frequency Available
\$2,560	\$15,360	6

The pricing for Annual Rate above will cover all of the issues produced for the magazine. The cost listed covers the copies of the magazine mailed to the membership, but additional copies of the postcard are available upon request. Any extra copies will result in an additional charge.

FILE SETUP

Files should be 300 DPI for better resolution. As a general rule, higher resolution files provide a nicer output. Please include a (0.25") bleed around your postcard document. Please submit in PDF or TIF format.

FOR MORE INFORMATION

Caleb Tindal, Magazine Manager, E&M Consulting, Inc.
p. 217.279.0514 | tf. 800.572.0011 x107
caleb@emconstulinginc.com



E&M ADDRESS

1107 Hazeltine Boulevard, Suite #350, Chaska, MN 55318
p. 800.572.0011 | fx. 952.448.9928

ARTWORK SUBMISSION

- Email your artwork files to magazine@emconsultinginc.com
- Adobe CC files or a high-res PDF are preferred
- “Stuffed” or compressed files are welcomed if necessary
- TIF, EPS, or JPEG formats for photos/images
- Mac & PC files are both accepted
- CDs or flash drives can be mailed in

REQUIREMENTS

- High resolution files are preferred (300 DPI).
- The following formats are accepted: .tif .pdf .jpg .png .eps



NEED HELP?

GRAPHIC DESIGN	RATE
Ad Creation - Full Page	\$149
Ad Creation - 1/2; 2/3	\$119
Ad Creation - 1/3; 1/4; 1/6.....	\$79
Ad Creation - Bcard.....	\$49
Logo Creation.....	\$65/hour



DIGITAL EDITION

In addition to print, *Banknotes* is also available to members in a fully interactive digital version. Viewers can virtually flip through

the pages, forward articles of interest to colleagues and click on ads to be redirected to the company’s website.

Digital Mag Banner	1 Issue	6 Issues	Ad Specs
Digital Link	\$199	\$199	See Below*
Single Box	\$249	\$1,379	833 x 1146px
Double Box	\$399	\$2,199	833 x 2363px
Full Side Banner	\$499	\$2,699	833 x 3583px
Double Side Banners	\$899	\$4,999	Two @ 833 x 3583px

(Width by Height)

* Link your magazine advertisement to your website. The advertising link is clickable from the online copy and connects viewers to your company’s website. (Only available if a display ad was purchased in the printed version of the magazine.)

GIF ANIMATION UPGRADE

LENGTH



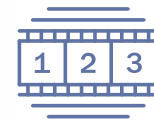
10 Seconds or less to maintain maximum exposure

LOOP



Set Loop as **Forever** to ensure the GIF continues to cycle

FRAMES



Maximum **3 Frames** for the most exposure

TYPE



Larger Text & Fewer Words to increase legibility

Once you have purchased a print or digital advertisement, the GIF Animation Upgrade will allow your image or text to animate in the **Digital Edition** of the magazine.

SUBMITTING FILES

You can either submit:

1. An upload-ready GIF
2. 3 Designed Images to be converted into the frames of the GIF
3. Or we can create the 3 images to be converted into a GIF

ADDITIONAL FEE PER ISSUE: \$400

NOTE FOR PRINT AD ANIMATION UPGRADE:

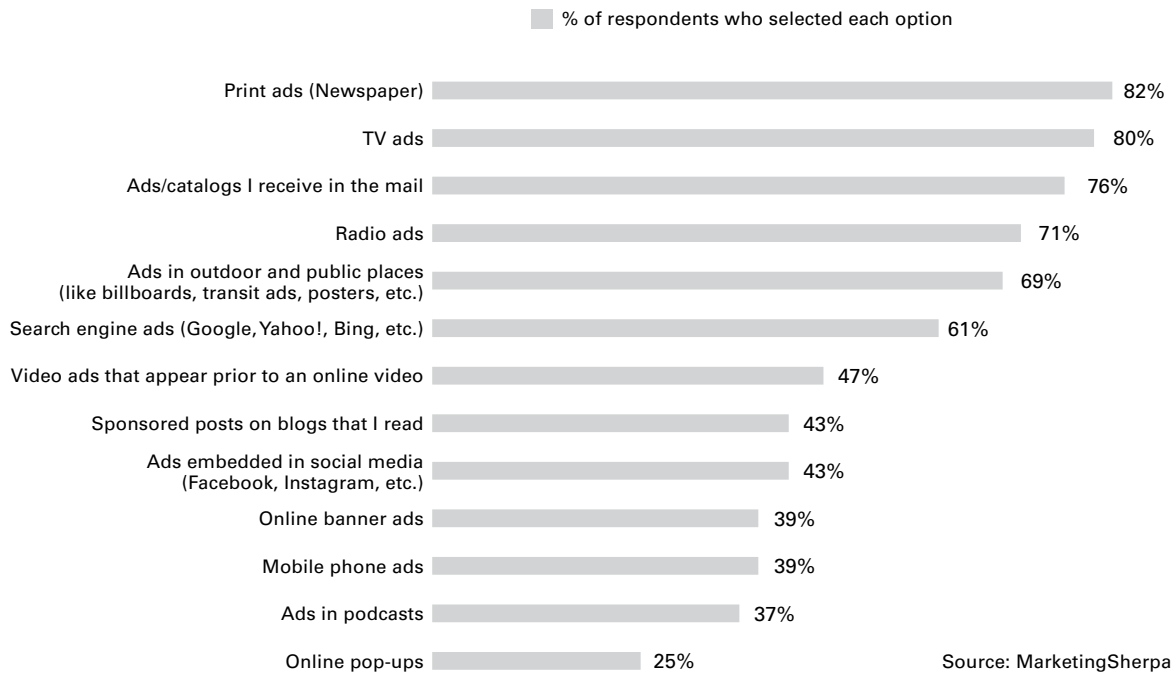
We can use the same artwork placed in the printed edition as one of your 3 frames, or if you want, feel free to send something different. However your GIF must be the same ad specs as your original print ad.

WHY ADVERTISING IN PRINTED PUBLICATIONS MATTER

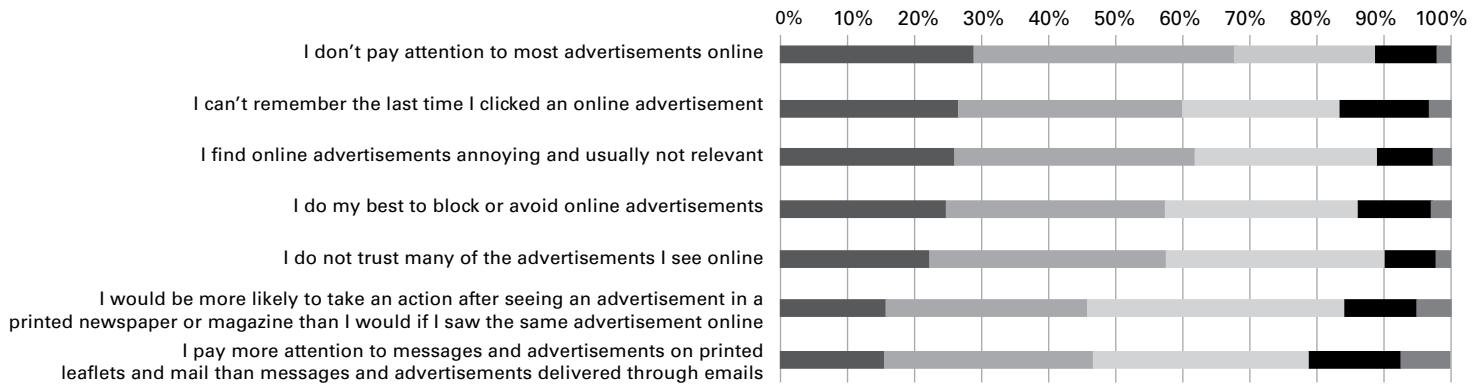
We are surrounded by digital media, and while online content is widely accessible today, too much can lead to “information overload” and general reader disengagement. Advertising in a printed publication is a strategic investment, and if you are looking to get your products and services in front of the right readers, trust the facts. Placing an ad in a printed publication is the way to go.

Consumers find print ads to be more trustworthy, and in a study conducted by MarketingSherpa, 82% of respondents said they trust print ads when making important purchasing decisions. Print ads drive consumer action.

Q. IN GENERAL, WHICH TYPE OF ADVERTISING CHANNELS DO YOU TRUST MORE WHEN YOU WANT TO MAKE A PURCHASE DECISION?



Association members view their printed publications as valued resources—and printed advertisements as credible. In a global research study conducted by Two Sides, 58% of participants said they don’t trust the majority of the ads they view online, and many reported they try to avoid online advertisements entirely.



Source: Two Sides

Strongly Agree Agree Neither Agree or Disagree Disagree Strongly Disagree

75%
prefer to read printed magazines over digital options.

65%
believe they gain a deeper understanding of the story when they read from print media.

52%
agreed that they spend too much time on electronic devices.

46%
indicated that they would be more likely to take action after seeing an advertisement in a printed magazine than they would if they saw the same ad online.

80%
of all respondents read a printed magazine at least once a month.

There's also a psychological aspect to printed ads. In research commissioned by the Postal Service Office of Inspector General, consumers were found to process digital ads more quickly, but they were more engaged with print ads. And, over time, research participants showed a greater recall rate for printed ads. Readers of printed publications tend to be more engaged, and increased engagement leads to sales!

OUTCOMES BY MEDIA TYPE SUMMARY

Attribute	Definition	Physical	Digital
Attention	A customer's focused attention for a sustained period of time on key components of the ad		X
Review Time	The amount of time a customer spends with an ad	X	
Engagement	the amount of information the customer processes or absorbs from an ad	X	X
Stimulation	An emotional reaction to an ad	X	
Memory Retrieval Accuracy	Accurately remembering the advertising source and content	X	X
Memory Speed & Confidence	Quickly and confidently remember advertising source and content	X	
Purchase & Willingness to Pay	Whether and how much the customer is willing to pay for a product	X	X
Desirability	A subconscious desire for the product or service	X	
Valuation	The subconscious value a participant places on the product or service	X	

Source: OIG analysis of study results.

With printed ads, you have more flexibility. Choosing to place an ad in your association's magazine or directory connects you with thousands of like-minded industry professionals, and provides you with targeted exposure to the right individuals every time.

**PROMOTE
YOUR BRAND
AND BE SEEN**

99%

**COMMUNITY BANKS CONSTITUTE
99% OF ALL BANKS NATIONWIDE**



For more information,
contact E&M at p. 800.572.0011
advertising@eandmsales.com

Banknotes

Published six times per year, *Banknotes* magazine is a one-stop-shop for all community banking and financial industry news written for professionals in the field. As a recognized industry publication with established readership and trusted content, it makes a targeted impact. Advertise directly to your peers and get noticed.

9,000+

Banknotes magazine reaches more than 9,000 community bankers and financial institutions.



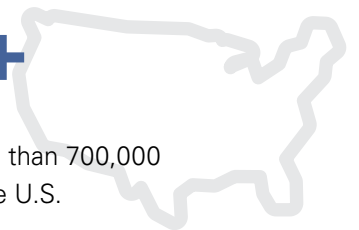
\$76 BILLION+

Members represent more than 1,200 bank locations holding over \$76 billion in assets.



700,000+

Community banks employ more than 700,000 banking professionals across the U.S.



Source: Independent Community Bankers of America (ICBA) | Icba.org