

Community Banker

COMMUNITY BANKERS of WASHINGTON
"the family of community banks"

OFFICIAL PUBLICATION OF THE COMMUNITY BANKERS OF WASHINGTON



ADVERTISEMENT OPPORTUNITY!

Business-to-Business Marketing That Moves Products and Services

The *Community Banker* is the premier professional trade journal for community bankers and other related professionals in Washington. As the official publication of the Community Bankers of Washington (CBW), The *Community Banker* reflects the industry's highest standards and reinforces the organization's sterling professional image.

Cutting-edge editorial content

The *Community Banker* offers clear, sophisticated, up-to-date, comprehensive but concise information about strategies, methods and techniques that readers can apply immediately in their organizations.

With articles written by the most authoritative practitioners and consultants in the field, The *Community Banker* covers a broad range of subjects, including the following:

- Growth Management
- Marketing and Branding
- Compliance and Regulatory Issues
- Adding Value and Relevancy to Client Services
- Organizational Performance and Operations Planning
- Finance Management
- Tax Considerations
- Legislative and Legal Updates
- Technology
- Communication Concerns
- Leadership
- Risk Concerns and Assessments
- Cash-Flow and Investment-Portfolio Management
- Education Training Opportunities
- CBW Programs and Events

2012-13 Publication & Advertising Schedule

Issue	Ad Artwork Due	Mail Date
Summer 2012	April 9, 2012	May 2, 2012
Fall 2012	July 9, 2012	August 2, 2012
Winter 2012	October 8, 2012	November 2, 2012
Spring 2013	January 11, 2013	February 1, 2013
Summer 2013	April 9, 2013	May 2, 2013

Design Information

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

Ad Design Available \$250.

Readers want competitive advantage

Published quarterly, The *Community Banker* serves the membership and prospective members of the Community Bankers of Washington. The *Community Banker* readers are among the most successful banking professionals within the state of Washington. They strive to continuously learn about new laws and regulations, methodologies, software, training opportunities, academic research, office technology and other resources. Our readers look to The *Community Banker* as a tool that can improve their performance, as well as increase membership for the association, by helping them provide relevant and professional leadership and compete in the marketplace.

Community Bankers of Washington represents over 60 Washington community banks and is an affiliate of the Independent Community Bankers of America (ICBA). The *Community Banker* readers represent businesses of all sizes in the community banking industry, and our research shows that the magazine is read cover-to-cover and stored in our members' libraries for future reference. This is your opportunity to reach the niche market the association provides.

2012 Advertising Rates

Size	4 Issues (Full Color)
Full Page	\$2,219. ⁰⁰
1/2 Page	\$1,664. ⁰⁰
1/4 Page	\$1,248. ⁰⁰
Inside Front/Back Covers	\$2,469. ⁰⁰
Outside Back Cover	\$2,719. ⁰⁰

- All color is process color | Ad rates are net
- Ad rates are net | Ad rates are for a full term (annual)
- Centerfold is available. Call for pricing.

AD Specifications (Width X Height)

*Inside Front/Back Cover:	8.5" X 11"
*Full Page Ads:	8.5" X 11"
1/2 Page Ads:	7.5" X 4.75"
1/4 page Ads:	3.625" X 4.75"
*Outside Back Cover:	8.5" X 8.5"

* for bleed add .125" on all sides

"A custom publication still allows you to hold that one-on-one conversation with your customers. Start that conversation and see where it takes you. You will be pleasantly surprised."

~ Jan Neschie

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COMPANY INFORMATION

Name of Advertiser			
Address	City	State	Zip
Contact Name	Phone	Fax	
E-mail			

ADVERTISING REQUIREMENTS

AD SIZE	COST PER TERM	# OF INSERTIONS	TOTAL COST
FULL PAGE			
1/2 PAGE			
1/4 PAGE			
Inside Front Cover			
Inside Back Cover			
Back Cover			

- We will provide ad.
- We will pay you to design our ad.
- Payment is enclosed. (Please make checks payable to Media Communications Group, Inc.)
- Please invoice me. I will authorize payment in full prior to publication.
- Please bill my credit card.

Credit Card Number _____
 Expiration Date: _____
 CVC CODE: (Three digit code on back of card) _____
 Cardholder's Signature _____
 Cardholder's Name (Print): _____
 Billing Address: _____

PLEASE MAIL, FAX OR E-MAIL TO



Media Communications Group, Inc.
 3149 So. State Street
 Salt Lake City, UT 84115



FAX
 801.742.5803



E-MAIL
 dani@thenewslinkgroup.com

TERMS AND CONDITIONS

- Account balance is due in full prior to publication. 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, and the publisher reserves the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher, unless the advertiser has specifically contracted for a premium position.
- Advertisers assume liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect, and hold harmless Community Bankers of Washington and the publisher from any claim or action based on the content of an advertisement published.
- Order is non-cancelable.
- Publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error. If there is a problem with an ad, such as late distribution, or quality that is the publisher's fault, a make-good will be given.
- Ads that are not paid for prior to publishing are not guaranteed to run.

SIGNATURE AND DATE

Signature	Date
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Print More Relevant than Ever!

According to a cross-media study published February 2007 by Simmons Engagement that analyzed the effectiveness of magazines, TV, and the Internet according to six different categories, people who see magazine advertisements are more receptive than they would be when viewing TV or the Internet. Magazines also have a higher score when it comes to engaging a person's attention and influencing where that person goes on the Internet.

The six categories consisted of the following:

- **INSPIRATIONAL:** Were readers inspired by the material? Did it make them feel emotionally connected?
- **TRUSTWORTHY:** Did readers think they were being told the truth without unnecessary sensationalism?
- **LIFE ENHANCING:** Did readers think the material taught them something useful that would help them make better decisions?
- **SOCIAL INTERACTION:** Did readers learn interesting information they wanted to discuss with family or friends?

- **PERSONAL TIMEOUT:** Did readers think the time spent reading or watching was quality, well-spent time?
- **AD ATTENTION/RECEPTIVITY:** Was the advertising both relevant and interesting to the readers?

Gary Garland, executive director of advertising services for Magazines Can, was unsurprised for several reasons:

- People like to read magazines, in part because they have more control than they do over TV. When people watch TV, each show ends on the hour or half-hour; with a magazine, those same people can move at whatever speed suits them.
- Effective advertisers have become more oriented toward permission-based media that lets the consumer control the advertising. Magazines and the Internet both allow people to read, save, and re-read ads. People are often influenced by magazines when deciding about products.
- Magazines offer a great place to find specialized facts and information. People may pick up the magazine because of a specific article that contains interesting information, but they also browse through the other articles and ads. In fact, magazine ad recall increased 13% between 2005 through 2009.

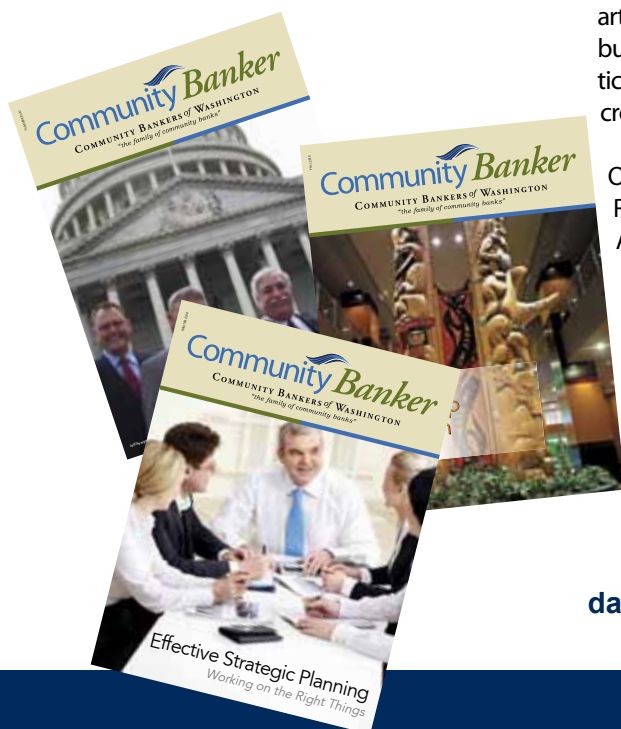
promotions, or Internet-based marketing sites when it comes to encouraging people to surf the Internet. In particular, the report published by BIGresearch, entitled "A Simultaneous Media Survey (SIMM 9)," found that magazines outperformed TV by 10% and face-to-face communication by 33%. In part, this is because adults between the ages of 18 and 34 are avid magazine readers, reading more than people who are older than they are.

Magazines present an opportunity for content providers who connect the magazine to the Internet:

- Statistics gathered between 1999 and 2005 show that when you calculate the average annual compound rate, magazines grew 7.4%. All other media (TV, radio, newspapers, and anything out of the home, such as movies) only grew 3.7%.
- More current research by MRI from the fall of 2009 puts the increase in magazine readership at 4.3% over the last five years. Some of this is because of 12-year-old Google; since Google, magazine readership has increased 11%.

In other words, magazines are more relevant than ever. They are getting stronger as content providers, can form mutually beneficial relationships with the Internet, and are increasingly effective places for advertisements.

Other companies (BIGresearch in 2007, Roper Roberts in 2005, and the American Advertising Federation in 2006) have confirmed these results. The Internet does not make print obsolete; instead, the two coexist well together. Marketers consider magazines to be more effective than corporate web sites, online



QUESTIONS?
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