

“Issues & Answers”

Official Publication of the Washington Bankers Association

PUBLISHING YEAR ISSUES:

(May/Jun, Jul/Aug, Sep/Oct, Nov/Dec, Jan/Feb, Mar/Apr)

FAST FACTS ABOUT THE PUBLICATION

DESCRIPTION:

“Issues & Answers” is a twenty-eight (28) page; full-color publication targeted at Washington’s financial industry decision makers. This magazine is 8-1/2” X 11”. As the official trade journal for the Washington Banking Association, “Issues & Answers” reflects the industries highest standards and reinforces the organization’s sterling professional image. The full-color glossy cover is 70# coated and inside full-color glossy text is 70# coated. “Issues & Answers” delivers clear, sophisticated, up-to-date information that readers can apply immediately to their own institutions. As a value-added benefit for advertising you will receive the following at no additional charge:

- 1 Your company logo will be placed on the official WBA web site at www.wabankers.com in conjunction with the magazine as a “hot link” to your company web site.
- 2 With the approval of WBA the opportunity to submit a 500-800 word article for publication in one (1) the six (6) issues. Guest Editorial Guidelines will be provided.
- 3 Listing in the special “Advertiser Index” section of the magazine under your business category featuring the page number of your ad.

DISTRIBUTION:

A total of 1000 magazines per issue will be distributed to all of Washington’s senior banking members, associate members and key legislators.

READERSHIP:

- All WBA Washington Banking Member Principals
- Banking Industry Managers
- All WBA Associate Members
- Key State Legislators

Rates Are Available Upon Request. Please Contact:

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