

Bank Notes



ADVERTISEMENT OPPORTUNITY!

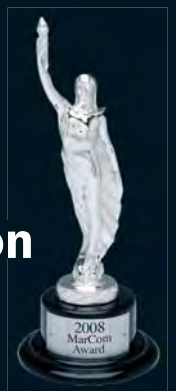
Business-to-Business Marketing that Moves Products and Services

Award-winning *Banknotes* is the premier professional trade journal for community bankers and other related professionals in Illinois.

As the industry's official trade journal for the Community Bankers Association of Illinois, *Banknotes* reflects the industry's highest standards and reinforces the organization's sterling professional image.



**Winner of the
MarCom Platinum
Award for Publication
Excellence**



Cutting-edge editorial content

Banknotes offers clear, sophisticated, and up-to-date information about strategies, methods and techniques that readers can apply immediately in their own organizations.

With articles written by the financial services' most authoritative practitioners and consultants in the field, *Banknotes* 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
- Conventions and Educational Seminars Notices
- Technology
- Communication Concerns
- Leadership
- Risk Concerns and Assessments
- Cash-Flow and Investment-Portfolio Management
- BOLI, GLBA and Sarbarnes-Oxley Compliance

2010-2011 Publication & Advertising Schedule

Issue	Guest Editorial Due	Ad Artwork Due	Mail Date
Mar/Apr 2010	Feb 1, 2010	Feb 10, 2010	Mar 3, 2010
May/June 2010	Apr 1, 2010	Apr 9, 2010	Apr 30, 2010
Jul/Aug 2010	Jun 1, 2010	Jun 10, 2010	Jul 1, 2010
Sep/Oct 2010	Aug 2, 2010	Aug 10, 2010	Aug 31, 2010
Nov/Dec 2010	Oct 1, 2010	Oct 11, 2010	Nov 1, 2010
Jan/Feb 2010	Dec 1, 2010	Dec 9, 2010	Dec 31, 2010

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

Banknotes serves the membership and prospective membership of the Community Bankers Association of Illinois. *Banknotes* is published bimonthly with a circulation of more than 3,000 each issue.

Banknotes readers are among the most successful banking professionals within the state of Illinois. They strive to continuously learn new laws and regulations, methodologies, software, training opportunities, academic research, office technology and other resources that can help them improve their performance and increase membership for the association by providing relevant and professional leadership and compete in the marketplace.

Our readers represent businesses of all sizes in the community banking industry. This is your opportunity to reach the niche market the association provides. Our research shows that the magazine is read cover-to-cover and stored in our members' libraries for future reference.

2010-2011 Advertising Rates

Size	Per Issue	All 6 Issues
Full Page	\$825. ⁰⁰	\$3,796. ⁰⁰
1/2 Page	\$750. ⁰⁰	\$2,847. ⁰⁰
1/4 Page Horizontal	\$715. ⁰⁰	\$2,135. ⁰⁰
Page 3	\$950. ⁰⁰	\$4,046. ⁰⁰
Inside Front/Back Covers	\$950. ⁰⁰	\$4,046. ⁰⁰
Outside Back Cover	\$1,025. ⁰⁰	\$4,296. ⁰⁰

■ All color is process color | Ad rates are net

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

Bank Notes

- In a survey conducted by the American Business Media, trade journals such as *Banknotes* earned a very high “Media Credibility Index” of 350 from the survey responders. This was by far the highest rating of any communications medium.
- The business-to-business press is the first-read medium for business purchasers, decision-makers, owners and high-level management. Research shows that specialized business publications, like *Banknotes*, are leaders in convenience, credibility, objectivity and valued, relevant educational editorial.
- Ads in specialized business publications, such as *Banknotes*, are considered “useful” or “very useful” more than 3 times as often as advertisements in generalized business publications that are not tailored to a particular industry.
- On a scale of 1-5, where 1 is low and 5 is high, specialized business publications received a 4.0 from business decision-makers who were asked to choose the “most informative” medium from which to receive their business information.
- 84% of industry decision-makers look at the ads in the professional journals they read at least 50% of the time.
- Business decision-makers also tend to view industry trade publications as more objective, with 75.2% calling the trade press “highly objective” or “somewhat objective.”
- Advertising in *Banknotes* is an extraordinary way to reach a very targeted and elite business market.
- Cost per contact in *Banknotes* is less than 20 cents on average.
- *Banknotes* is the most frequently read magazine by members of CBAI, surpassing other trade publications. Members report that *Banknotes* is the one trade journal they read first.

QUESTIONS?

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