

# Arkansas Community Banker

## Advertising Rate Card No. 18-01

Effective January 1, 2018

The Arkansas Community Banker is the official news source for the Arkansas Community Bankers Association. The only statewide association exclusively representing the interests of Arkansas owned and controlled community banks. Four times each year over 3,500 copies are distributed in an eco-friendly electronic format to our primary reader base of community bank CEO's, chairpersons, presidents, directors, senior lenders, operations officers, compliance officers and other executive and mid-level managers. Additional reader groups include: ACB associate members and *Preferred Services Providers*; government officials at the state and national level; as well as bank regulators.

Each issue of the Arkansas Community Banker is filled with leading edge information with a bearing on Arkansas' rapidly changing banking and financial services environment. Many readers archive issues of the Arkansas Community Banker for future reference. The Arkansas Community Banker is the most effective and efficient method of reaching and getting your name and message in front of Arkansas' key community bank decision makers.

The Arkansas Community Banker is published electronically each quarter by the Arkansas Community Bankers Association, 3801 Woodland Heights Road, Suite 125-G, Little Rock, Arkansas 72212. Inquiries should be directed to 501-246-4975 or FAX 501-821-0377 or [info@arcommunitybankers.com](mailto:info@arcommunitybankers.com).

### Specifications and Rates (per ad):

		<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>
Full	(portrait 8.5" w X 11" h, landscape 11" w X 8.5" h )	\$535	\$485	\$435	\$415
1/2	(portrait 4.25" w X 11" h, landscape 11" w X 4.25" h )	\$385	\$345	\$310	\$295
1/4	(portrait <u>only</u> 4.25" w X 5.5" h)	\$225	\$205	\$185	\$175

All ads are full color at no extra cost. Slight color shifts may occur. Advertisers have the option to run black-and-white ads. Ad location is determined by the Arkansas Community Banker. Inside and back cover locations are reserved for *ACB Preferred Services Providers*.

### **Acceptable Materials:**

Ads must be received as PC-based, high-resolution PDF files. No other files will be accepted.

Change orders will be billed to the advertiser.

Contents of all ads are the responsibility of the advertiser.

Forward ad file(s) to the Arkansas Community Banker at [info@arcommunitybankers.com](mailto:info@arcommunitybankers.com)

### **Closing Dates:**

The Arkansas Community Banker is published in electronic format quarterly in February, May; August and November.

Space reservations are due no later than the 5th of the month preceding publication. Jan 5; Apr 5; Jul 5; Oct 5.

Ad files are due no later than the 15th of the month preceding publication. Jan 15; Apr 15; Jul 15; Oct 15.

### **Cancellations:**

Cancellations and changes will not be accepted unless received in writing prior to closing dates.

Failure of advertisers to provide copy in time to meet publishing deadline of any issue in which space is reserved will cause advertiser's most recent ad to be published or no ad will be published.

The advertiser will be billed for all reserved space.

### **Other:**

Direct all questions, information and materials to: Arkansas Community Banker at [info@arcommunitybankers.com](mailto:info@arcommunitybankers.com)

# Arkansas Community Banker Ad Agreement

3801 Woodland Heights Road, Suite 125-G, Little Rock, AR 72212 501-246-4975 FAX 501-821-0377

**\*Please Print\***

Advertiser \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**Bill to (if different from above information):**

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Please circle the corresponding dollar amount for the ad(s) you wish to place.				
	1X (per ad)	2X (per ad)	3X (per ad)	4X (per ad)
Full Page - Portrait ( 8.5" w X 11" h ), Landscape ( 11" w X 8.5" h )	\$535	\$485	435	\$415
1/2 Page - Portrait ( 4.25" w X 11" h ), Landscape ( 11" w X 4.25" h )	\$385	\$345	\$310	\$295
1/4 Page Portrait <u>only</u> ( 4.25" w X 5.5" h )	\$225	\$205	\$185	\$175
Run the ad in the following issue(s): (Circle all that apply)	February (winter)	May (spring)	August (summer)	November (fall)

Reservation deadlines are the 5th of the month prior to publication. January 5; April 5; July 5; October 5. Ads are due on the 15th of the month prior to publication. January 15; April 15; July 15; October 15. Only PC based high-resolution .pdf documents will be accepted.

**Payment in full for all ad placements is due with the signed ad agreement, or within 30 days of the invoice date. All outstanding ACB invoices must be paid before ads will be run.**

I understand and agree to the terms outlined above.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name (please print) \_\_\_\_\_ Title \_\_\_\_\_

Mail completed form, with payment, to Arkansas Community Banker, 3801 Woodland Heights Road, Suite 125-G, Little Rock, AR 72212 or FAX 501-821-0377 or email info@arcommunitybankers.com. FAX and email forms will be invoiced.

