

There is no better place to promote your **banking-specific products and services** than the publication that has served as the **voice of Arkansas' financial services industry** for over a century: *The Arkansas Banker*.

2024 SPACE RATES

Size	Members			Non Members		
	4x	2x	1x	4x	2x	1x
Full page	\$800 (ea)	\$950 (ea)	\$1200	\$900 (ea)	\$1050 (ea)	\$1300
2/3 Page	\$725 (ea)	\$850 (ea)	\$950	\$825 (ea)	\$950 (ea)	\$1050
1/2 Page	\$550 (ea)	\$700 (ea)	\$800	\$650 (ea)	\$800 (ea)	\$900
1/3 Page	\$350 (ea)	\$425 (ea)	\$550	\$450 (ea)	\$525 (ea)	\$650

PREMIUM POSITION RATES

Add 15% to space rate for the Inside Front Cover, Back Cover, Inside Back Cover

EDITORIAL SUBMISSIONS

The Arkansas Banker welcomes editorial submissions from our Associate Gold members and Endorsed Vendors. Associate members may write submissions for consideration with the purchase of an ad. Please keep the following guidelines in mind when preparing articles for publication:

- Articles should directly pertain to the banking industry and should not be written as advertisements.
- Articles should be 750-1000 words.
- Author's photo and contact information should be included for publication.



DISCOUNTS

ABA Gold Associate
Members: 10% Discount

ABA Endorsed Vendors:
15% Discount

SUBSCRIPTION

Members: \$40 / year

Non-Members: \$100 / year

DEADLINES

Spring 2024: **January 26**

Summer 2024: **April 26**

Fall 2024: **July 26**

Winter 2024: **October 25**

The Arkansas Banker is the official publication of the Arkansas Bankers Association and provides the most complete coverage of banking in Arkansas. In addition to banking professionals, our readership includes leaders in business, government, legal, accounting, and investment communities, as well as mortgage and insurance executives.

Please complete the form below and return it to Whitney Horton at whitney.horton@arkbankers.org.

Contact Person: _____ Title: _____

COMPANY INFORMATION

Company/Advertiser: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

AGENCY INFORMATION *(if applicable)*

Agency: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Authorized Agent (Please Print): _____

Authorized Agent Signature: _____ Date: _____

ISSUE	AD SIZE	TAG LINE	RATE
Spring (March)			
Summer (June)			
Fall (September)			
Winter (December)			
		Total:	

Note: Billing and tear sheets are done at one time. Please inform us of special billing instructions when you place your ad.

AD SIZE SPECIFICATIONS

2-PAGE SPREAD TRIM: 16.75" wide x 10.875" tall
WITH BLEED: 17" wide x 11.125" tall

FULL PAGE TRIM: 8.375" wide x 10.875" tall
WITH BLEED: 8.625" wide x 11.125" tall

2/3 VERTICAL 4.875" wide x 9.875" tall

1/2 VERTICAL 3.628" wide x 9.875" tall

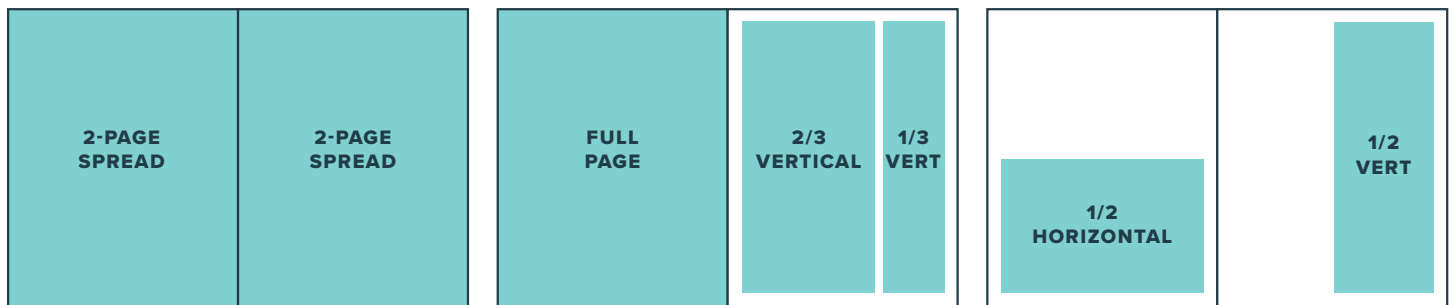
1/2 HORIZONTAL 7.375" wide x 4.875" tall

1/3 VERTICAL 2.25" wide x 9.875" tall

TRIM SIZE: This is the actual size of the publication.

BLEED AREA: Include a .125" area on all sides to allow artwork to "bleed" off the page and eliminate the chance of white edges to occur. This area will be trimmed off in the printing process.

Note: Trim and Bleed are only applicable for 2-Page Spreads and Full Page ads.



ACCEPTABLE FILE FORMATS

- Digital ad files should be supplied in PDF, JPEG, TIFF, or EPS format.
- All materials must be 300 DPI at full size. We are not responsible for the quality of low-resolution files.
- All colors must be CMYK. Spot or Pantone colors will be converted to CMYK without notice.

