

Put your business at the fingertips of Arkansas's banking industry leaders!



Act now to advertise in the 2019-20 Arkansas Bankers Association Bank Directory!

What is the Arkansas Bankers Association Bank Directory?

The ABA Bank Directory is the most complete listing of Arkansas banks, bank holding companies, and other financial institutions in the state. It includes information on officers, board members, committees, group officials, and the staff of the Arkansas Bankers Association.

Who uses the Arkansas Bankers Association Bank Directory?

The ABA Bank Directory is on the desk of more than 900 bankers and other financial services professionals throughout the state. This directory is published annually and distributed to ABA's membership and many other institutions at a price of \$45 for members and \$75 for non-members.

How can I advertise my business in the Arkansas Bankers Association Bank Directory?

We have options to fit your business and your budget!

Financial Services

Yellow Pages Advertising

Financial Services Yellow Pages provide a buyer's guide for bankers. This categorized business listing is a one-stop-shop when looking up service providers. With your Yellow Pages ad, you will receive one free copy of the 2019-20 ABA Bank Directory.

Standard Yellow Pages Listing includes a detailed contact listing, including address, web address, email address, phone and fax numbers, and up to two individual contacts. Your logo will also appear with this listing. This listing is only \$200.

Add a border to your listing for \$25 more!

Divider Tab Advertising

Advertise your business with a full color ad on a tabbed divider page. All Divider Tabs are full color, and your ad will appear on both the front and back of the divider. With your Divider Tab ad, you will receive a free Standard Yellow Pages Listing, and one free copy of the 2019-20 ABA Bank Directory. There are a limited number of tabs, so reserve yours today!

Full Color Tab Page Ad (3.5" x 8.25") \$850

Cover Advertising

Be a Directory user's first stop when they're on their way to looking up a bank or service...With your Cover ad, you will receive a free Bordered Yellow Pages Listing, and one free copy of the 2019-20 ABA Bank Directory. Advertise your business with a full color ad on a cover page.

Full Color Cover Page Ad (2.75" x 7.25") \$1,300

Deadline to reserve your ABA Bank Directory ad is Saturday, June 15!



Please return the enclosed form to :

Jessica Sahene, Technology & Marketing Director
Arkansas Bankers Association, 1220 West Third Street, Little Rock, Arkansas 72201
jessica.sahene@arkbankers.org | PHONE 501.978.3609 | FAX 501.376.9243



2019-20 ARKANSAS BANKERS ASSOCIATION BANK DIRECTORY ADVERTISING CONTRACT / INSERTION ORDER

Contact Person: _____ Title: _____

COMPANY INFORMATION

Company/Advertiser: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

DISPLAY ADVERTISING

DIVIDER TAB ADVERTISING

Advertise your business with a full color ad on a tabbed divider page and receive a free Standard Yellow Pages Listing!

Yes, I would like my business to stand out with a full color ad on a divider page! (\$850)

Please specify your preference:

- | | |
|----------------------------------------------------------|---------------------------------------------------------------------|
| <input type="checkbox"/> Routing Numbers | <input type="checkbox"/> ABA Gold Associate Members |
| <input type="checkbox"/> Arkansas Financial Institutions | <input type="checkbox"/> ABA Associate Members |
| <input type="checkbox"/> Arkansas Holding Companies | <input type="checkbox"/> Government Agencies & Banking Associations |
| <input type="checkbox"/> ABA Endorsed Vendor Sold | <input type="checkbox"/> Financial Services Yellow Pages |

COVER ADVERTISING

Be a Directory user's first stop when they're on their way to looking up a bank or service...Advertise your business with a full color ad on a cover page. This ad includes a free Standard Yellow Pages Listing.

Yes, I would like to feature my business with a full color ad on a cover page! (\$1,300)

Please specify your preference:

- | | | |
|---------------------------------------------------------|--------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Inside Front Cover Sold | <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> Outside Back Cover |
|---------------------------------------------------------|--------------------------------------------|---------------------------------------------|

YELLOW PAGES ADVERTISING

Promote your business in the Yellow Pages for bankers!

Yes, I would like to list my business in the Arkansas Bank Directory Financial Services Yellow Pages!

- | | |
|----------------------------------------------------------------|----------------------------------------------------------------------------|
| <input type="checkbox"/> Standard Yellow Pages Listing (\$200) | <input type="checkbox"/> Standard Yellow Pages Listing with border (\$225) |
|----------------------------------------------------------------|----------------------------------------------------------------------------|

Please indicate one category under which your listing will appear:

- | | | |
|----------------------------------------------------------------------|---------------------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> Accounting - Audit / CPA Firms | <input type="checkbox"/> Consultants | <input type="checkbox"/> Fraud Prevention |
| <input type="checkbox"/> Accounting - Bank Customers | <input type="checkbox"/> Correspondent Banking | <input type="checkbox"/> Human Resources |
| <input type="checkbox"/> Accounts Receivable Funding | <input type="checkbox"/> Credit & Debit Counseling | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Advertising / Marketing | <input type="checkbox"/> Data Processing | <input type="checkbox"/> Investment Services |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Education / Training | <input type="checkbox"/> Loan Services |
| <input type="checkbox"/> Auctions / Auctioneers | <input type="checkbox"/> Employment Agencies / Services | <input type="checkbox"/> Printing - Outsourced |
| <input type="checkbox"/> Bank Card Services | <input type="checkbox"/> Environmental Consulting | <input type="checkbox"/> Real Estate Services |
| <input type="checkbox"/> Building Maintenance | <input type="checkbox"/> Executive & Director Benefits | <input type="checkbox"/> Repossession Services |
| <input type="checkbox"/> Computer - Software / Services / Technology | <input type="checkbox"/> Flood Certifications | <input type="checkbox"/> Shipping |

Authorized Agent Signature: _____ Date: _____

Please return this form, no later than June 15, to: Jessica Sahene, Technology & Marketing Director, Arkansas Bankers Association, 1220 West Third Street, Little Rock, Arkansas 72201; jessica.sahene@arkbankers.org; or via fax at 501.376.9243.