

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*.

## 2023 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 2023: **January 27**

Summer 2023: **April 28**

Fall 2023: **July 28**

Winter 2023: **October 27**

*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.

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Please complete the form below and return it to Whitney Horton at [whitney.horton@arkbankers.org](mailto: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

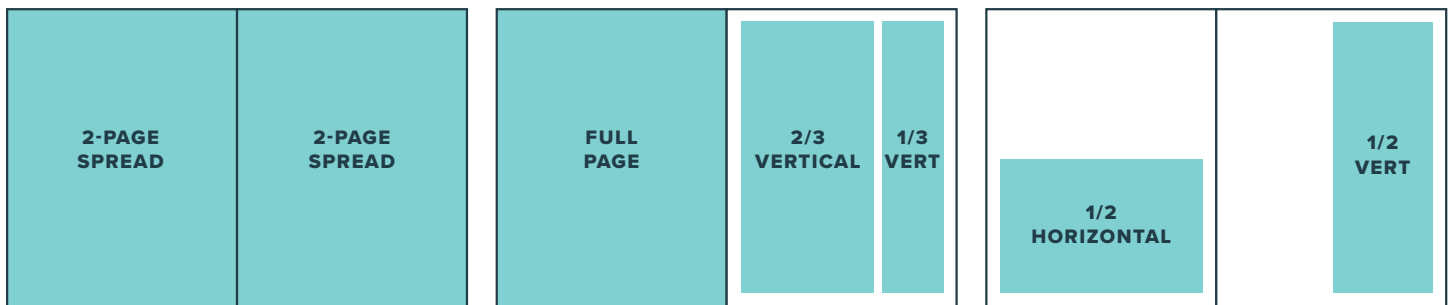
**1/2 HORIZONTAL** 7.375" wide x 4.875" tall

**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.

