

# paBanker

THE OFFICIAL MAGAZINE OF THE  
PENNSYLVANIA BANKERS ASSOCIATION

## 2023 Media Kit



# About Us

Digitally published four times per year, paBanker appeals to C-Suite executives at financial institutions and holding companies, as it offers member-focused and newsworthy information for the most important developments within the industry. Get your company in front of more than 115 financial institutions, more than 125 Affiliate Members and over 25 Select Vendors to increase brand awareness and content exposure.



"PA Bankers has been bringing banks and bankers together for more than 125 years to learn, grow, serve and engage with their peers, communities and lawmakers. Through paBanker, we wish to tell our members' stories and provide them with the most current information and resources."

**Duncan Campbell, PA Bankers' president & CEO**

## NOW PUBLISHED DIGITALLY

paBanker is now only published in a digital format as part of our association-wide paperless initiative. This shift has allowed us to increase our readership by providing the magazine to our entire membership and public website visitors.

## BENEFITS OF ADVERTISING IN paBANKER



### CREDIBILITY

Loyal and established readership



### BRAND RECOGNITION

Opportunity gain additional recognition for your brand



### TARGETED MARKETING

Exposure to movers and shakers within the banking industry in all levels and all departments



### INCREASED EXPOSURE

Magazine stays on pabankers.com for one year, increasing your exposure

# Editorial Calendar

Edition	Advertising/Article Deadline	Publication Date
Spring	Jan. 27, 2023	March 3, 2023
Summer	April 28, 2023	June 2, 2023
Fall	July 28, 2023	Sept. 1, 2023
Winter	Oct. 27, 2023	Dec. 1, 2023

# Advertising Rates

## Full-Color Advertising

Ad Size	1x	2x*	3x*
Full Page	\$1,100	\$990	\$850
Half Page	\$750	\$700	\$650
Quarter Page	\$600	\$550	\$475

## Cover Rates

Ad Size	1x	2x*	3x*
Back	\$1,680	\$1,450	\$1,250
Inside Back	\$1,500	\$1,275	\$1,125
Inside Front	\$1,350	\$1,150	\$1,000

Note: All advertisements are digitally published in full color unless otherwise noted.

\*The discount will be given for two or more ads in one calendar year. The rate listed is per ad.

For questions, please contact Tiffani Chambers, [tchambers@pabankers.com](mailto:tchambers@pabankers.com), (717) 255-6928.

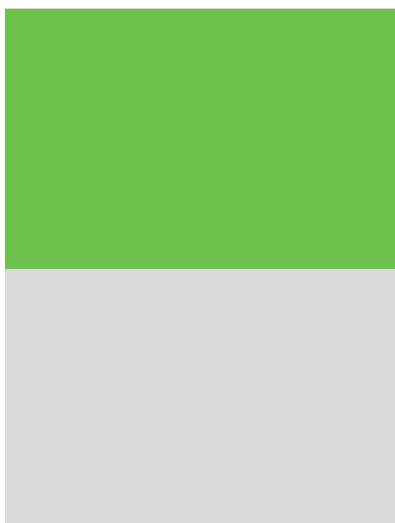
# File Specifications



## Full Page

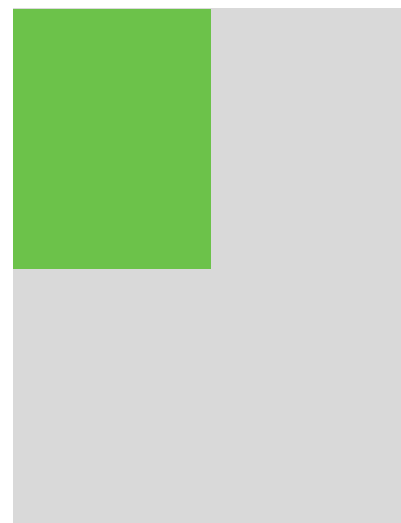
Non-Bleed: 7.5" x 10"

Bleed: 8.5" x 11"



## Half Page

7" x 4.75"



## Quarter Page

3.375" x 4.75"

## PREFERRED FILE FORMATS

- Adobe Acrobat PDF (with fonts converted to outlines)
- Adobe Illustrator (with fonts converted to outlines)
- Adobe Photoshop
- Adobe InDesign (all images and fonts supplied)

## FONTS, GRAPHICS AND IMAGES

- All fonts and graphics must be included.
- Images should be created at 300 dpi or higher.

## SUBMITTING PDF ADS

All PDF files (whether b/w or 4-color) need to be created using Acrobat Distiller, not Acrobat PDFWriter. Select 2400 dpi to produce a press-optimized PDF file. If 2400 dpi is not chosen, the quality of the printed piece will be compromised. It is very important to embed all of the fonts used in the file.

## GENERAL INFORMATION

Advertiser assumes full and complete responsibility and liability for all advertising submitted, printed or published. Publisher reserves the right to reject, at any time, any advertising which does not reflect the standards of the publication. Publisher shall not be liable for any costs or damages if it fails to publish the advertisement for any reason. In the event of an error, the publisher may be held liable only for the amount of space in which the error occurred.

# Advertising Contract

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Bill to: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Will you be using insertion or purchase orders? \_\_\_\_\_

## Advertising Information

Please indicate which editions you are interested in advertising in 2020:

Edition	Ad Size/Portion	B&W	4/C	Rate/Insertion
Spring		<input type="checkbox"/>	<input type="checkbox"/>	
Summer		<input type="checkbox"/>	<input type="checkbox"/>	
Fall		<input type="checkbox"/>	<input type="checkbox"/>	
Winter		<input type="checkbox"/>	<input type="checkbox"/>	

**Total:**

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

\_\_\_\_\_  
Advertiser Signature

\_\_\_\_\_  
Date

## How to Place an Ad

Please return the Advertising Contract, payment and materials to Tiffani Chambers, Director, PA Bankers Services Corporation.

### Mail:

Tiffani Chambers  
3897 N. Front St., Harrisburg, PA 17110

**Tel:** (717) 255-6928

**Email:** [tchambers@pabankers.com](mailto:tchambers@pabankers.com)

Checks should be made payable to:  
**PA Bankers Services Corporation.**

## Terms & Conditions

Invoices are mailed upon magazine publication and payment is due 30 days from the date of the invoice. Delinquent balances are subject to a service charge of 1.5 percent per month (18 percent per annum). Written confirmation is required for all ad placements. Contracts are for a one-year period from the date first ad is placed. Cancellations will not be accepted after the space reservation deadline. Rates for advertising space and color are subject to change without prior written notice. Advertisers on contract prior to rate changes are protected against rate increases until the expiration of the current contract. This agreement shall be binding upon the parties hereto and shall be governed by laws of the Commonwealth of Pennsylvania. In witness hereof, intending to be legally bound hereby, the parties hereto now execute this agreement the day and the year first above written.

# Submitting an Article

**I/a representative from my financial institution, company or organization would be willing to author a:**

☐ Long Feature      Article Topic: \_\_\_\_\_

☐ Short Feature      Article Topic: \_\_\_\_\_

Article Title: \_\_\_\_\_

## Author Information:

Name: \_\_\_\_\_

Company/Bank: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Assistant Name: \_\_\_\_\_ Tel.: \_\_\_\_\_

## Article Information:

Issue in which article is to appear (please check one):

☐ Spring

☐ Summer

☐ Fall

☐ Winter

## For Internal Use Only:

PA Bankers Staff Contact: \_\_\_\_\_

Date of Initial Contact: \_\_\_\_\_

Date for Staff Follow-Up: \_\_\_\_\_

**Specifications:**

- Word Counts: Long Feature: 1,000-1,500 | Short Feature: 500-750
- Content deadline: See Editorial Calendar
- Please submit a brief bio (50 words or less) and a hi-resolution, color head shot (if desired) to be included with article.
- Email all text and photos to Tiffani Chambers, director of the PA Bankers Services Corporation, [tchambers@pabankers.com](mailto:tchambers@pabankers.com).

**Release Form Submission to *paBanker***

I do hereby release the enclosed article \_\_\_\_\_ (the "Article") to the PA Bankers Services Corporation, its agents and employees. I authorize the PA Bankers Services Corporation to edit, publish, promote and otherwise use the article in print and electronic form publicly or privately without permission, notice or compensation. This authorization is granted in perpetuity.

I waive any rights, claims, or interest I may have to evoke my intellectual property rights with regard to the article and acknowledge that it hereby becomes the sole property of the PA Bankers Services Corporation.

I understand that the PA Bankers Services Corporation is in no way obligated to compensate me in any way, and that there will be no financial or other remuneration for the print or electronic publishing of the article.

Receipt of the article and copyright permission does not constitute acceptance by the PA Bankers Services Corporation to use the article nor does it obligate the PA Bankers Services Corporation to compensate me for its consideration. The PA Bankers Services Corporation retains the right to reject the article at its discretion.

I hereby grant the PA Bankers Services Corporation the right to use my name in any publication, advertising or promotion without further compensation or permission, except where prohibited by law.

I warrant that the article is my original work and that the PA Bankers Services Corporation's use of the article will not infringe upon or violate the rights of any third party.

I represent that I am at least 18 years of age, have read and understand the foregoing statement, and am competent to execute this agreement.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_