



# 2022 MEDIA KIT

THE  
**community**banker

The Official Publication of the Virginia Association  
of Community Banks

## Your Brand, Promoted.

Make sure your company is top of mind. The Community Banker magazine is the perfect place to be seen by all the decision makers in the industry. Advertise in this publication and watch your revenue grow.

# Advertise in this publication and get your brand in the hands of your fellow association members, AKA your target market.

## CUTTING-EDGE EDITORIAL CONTENT:

The Community Banker magazine offers clear, comprehensive, sophisticated and up to date information that readers can apply immediately in their own organizations. Contributed to by the association's Board of Directors, as well as the financial service industry's most authoritative practitioners and consultants, The Community Banker magazine delivers a wealth of insight. The Community Banker covers a broad range of subjects, including the following:

- Growth management
- Marketing & branding
- Compliance & regulatory issues
- Adding value & relevancy to client services
- Organizational performance & operations planning
- Finance management
- Tax considerations
- Legislative advocacy & legal updates
- Technology
- Communication concerns
- Leadership
- Risk concerns & assessments
- Cash flow & investment portfolio management
- VACB events & training opportunities

## VALUE ADDED SERVICES TO HELP KEEP YOU IN THE FOREFRONT:

- A magazine website that includes your logo linked back to your website
- A built-out digital version of each issue that includes options for social sharing, a downloadable PDF and a flipping book for those who prefer swiping
- An additional email distribution of the publication, so VACB members and magazine readers will enjoy the benefits of both print and digital experiences
- Options to purchase digital advertising space on the magazine website (see pricing on the next page)



The Community Banker magazine is the official publication of the Virginian Association of Community Bankers

### 2022 Publication and Advertising Schedule

Issue	Editorial   Artwork Due	Mail Date
1	Feb 21, 2022	Mar 14, 2022
2	May 23, 2022	Jun 13, 2022
3	Aug 24, 2022	Sept 14, 2022
4	Nov 21, 2022	Dec 19, 2022



VIEW ONLINE AT:



## Print Ad Specifications and Pricing

2022 Print Advertising Rates	
Size	Per Term (4 Issues)
Full Page	\$2,295
1/2 Page	\$1,722
1/4 Page	\$1,291
Page 3, 5, or Premium	\$2,795
Inside Front/Back Covers	\$2,545
Outside Back Cover	\$2,795
Print + Digital Premium Pkg.	\$2,795
Centerfold space available; call for rates.	

(width x height)

**Full Page Ad**  
8.5" x 11"  
with a 0.125" bleed and type safety on all sides

**1/2 Page Ad**  
7.5" x 4.625"

**1/4 Page Ad**  
3.625" x 4.625"

**Outside Back Cover Page Ad**  
8.5" x 8.5"  
with a 0.125" bleed and type safety on sides and bottom

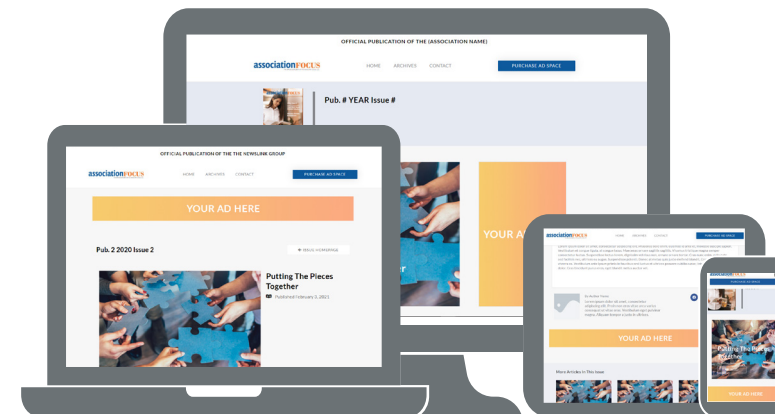
— Type Safety  
— Bleed  
— Ad Space  
— Page

## Digital Ad Specifications and Pricing

EVERY DIGITAL AD SHOULD CONTAIN FOUR MAIN COMPONENTS:

1. Your logo or company name
2. A value proposition
3. An image or visual representation of your service
4. A clear call to action with contact information

2021-2022 Digital Advertising Rates	
Size	Per Issue
Issue Homepage Skyscraper	\$450
Article Leaderboard Top (exclusive to entire publication)	\$750
Article Leaderboard (exclusive to one article)	\$350



**Digital ad formats:**

.jpeg, .jpg, .png, .gif

**File size:** 50KB or smaller

**Issue Homepage Skyscraper:**  
300px X 500px

**Issue Homepage Skyscraper (mobile):**  
600px X 120 px

**Article Leaderboard:**  
970px X 90px

**Article Leaderboard (mobile):**  
600px X 120px

**Resolution:** 72-150 ppi

**125 characters of text or less.**  
Images that consist of more than 20% text may experience reduced delivery.

**Are you ready for growth? Go crazy. Be seen.**

Contact us today to advertise in this publication.

**THE newsLINK group**  
thenewslinkgroup.org use your words. tell your story.

**Kris Montione**  
727.475.9827 (direct) | 855.747.4003  
[kris@thenewslinkgroup.com](mailto:kris@thenewslinkgroup.com)

# Purchase an ad in the Community Banker Magazine.

Name	Company	Title	
Phone	Email		
Address			
City	State	Zip Code	Country
Website			
Production Contact Name		Production Contact Email	

Print Ad Size	# of Insertions	Ad Placement	Total Cost
Full Page			
1/2 Page			
1/4 Page			
Page 3, 5, 7 Premium			
Inside Front/Back Covers			
Outside Back Cover			
Print + Digital Premium Pkg.			

Digital Ad Size	# of Issues	Run Dates	Total Cost
Issue Homepage Skyscraper			
Article Leaderboard Top (all articles)			
Article Leaderboard (one article)			

**Ad Design:**  We will provide an ad in CMYK and 300 PPI, jpg or PDF format with bleed if needed.

We will pay you to design our ad for \$250.

**Payment Method:**

Please invoice me

Credit Card

CC Number	Signature of Purchaser	
Exp. Date	CVV Code	Date

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders cannot be canceled. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

**NewsLINK Group:** \_\_\_\_\_

