

VACB

Virginia Association of
Community Banks

Advancing Community Banks



Advertisement Opportunity!

Business-to-Business
Marketing that Moves
Products and Services

The Community Banker is the premier professional trade journal for community bankers and other related professionals in Virginia. As the official publication of the Virginia Association of Community Bankers (VACB), *The Community Banker* reflects the industry's highest standards and reinforces the organization's sterling professional image.



Cutting-edge Editorial Content

The Community Banker offers clear, sophisticated, up-to-date, comprehensive but concise information about strategies, methods and techniques that readers can apply immediately in their organizations.

With articles written by the most authoritative practitioners and consultants in the field, *The Community Banker* covers a broad range of subjects, including the following:

- Growth Management
- Marketing and Branding
- Compliance and Regulatory Issues
- Adding Value and Relevancy to Client Services
- Organizational Performance and Operations Planning
- Finance Management
- Tax Considerations
- Legislative and Legal Updates
- Technology
- Communication Concerns
- Leadership
- Risk Concerns and Assessments
- Cash-Flow and Investment-Portfolio Management
- Education Training Opportunities
- VACB Programs and Events

Professional Advantage

Published quarterly, *The Community Banker* serves the membership and prospective members of the Virginia Association of Community Bankers. *The Community Banker* readers are among the most successful banking professionals within the state of Virginia. They strive to continuously learn about new laws and regulations, methodologies, software, training opportunities, academic research, office technology and other resources. Our readers look to *The Community Banker* as a tool that can improve their performance, as well as increase membership for the association, by helping them provide relevant and professional leadership and compete in the marketplace. The Virginia Association Community Bankers represents Virginia community banks and is an affiliate of the Independent Community Bankers of America (ICBA). *The Community Banker* readers represent businesses of all sizes in the community banking industry, and our research shows that the magazine is read cover-to-cover and stored in our members' libraries for future reference. This is your opportunity to reach the niche market the association provides.

2012 Publication & Advertising Schedule

ISSUE	EDITORIAL/ ARTWORK DUE	MAIL DATE
Spring 2012	February 24, 2012	March 15, 2012
Summer 2012	May 23, 2012	June 15, 2012
Fall 2012	August 23, 2012	September 17, 2012
Winter 2012	November 26, 2012	December 17, 2012

2012 Advertising Rates - Full Color

SIZE	4 ISSUES FULL COLOR
Full Page	\$2,295. ⁰⁰
1/2 Page	\$1,722. ⁰⁰
1/4 Page	\$1,291. ⁰⁰
Inside Front/Back Covers	\$2,545. ⁰⁰
Outside Back Cover	\$2,795. ⁰⁰

* All ads are process color

* Ad rates are "net"

* Centerfold space available; call for rates

* Editorial opportunities available to advertisers, editorial guidelines apply

Design Information

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

* Ad Design Available. Please Call For Pricing.

AD Specifications (Width X Height)

Inside Front/Back Cover:	7.5" X 10"
Full Page Ads:	7.5" X 10"
1/2 Page Ads:	7.5" X 5"
1/4 Page Ads:	3.75" X 5"
Outside Back Cover:	8" X 8.5"

* for bleed add .125" on all sides



COMPANY INFORMATION

Contact Name

Company Name

Address

City

State

Zip

Email

Phone

Fax

ADVERTISING REQUIREMENTS

AD SIZE	Cost Per Issue	# of Insertions	TOTAL COST
FULL PAGE			
1/2 PAGE			
1/4 PAGE			
INSIDE FRONT/INSIDE BACK COVERS			
BACK COVER			

- We will provide ad.
- We will pay you to design our ad.
- Payment is enclosed. (Please make checks payable to newsLINK).
- Please invoice me. I will authorize payment in full prior to publication.
- Please bill my credit card.

Credit Card Number:

Expiration Date:

CVC CODE: (Three Digit Code on Back of Card):

Cardholder's Signature:

Cardholder's Name (Print):

Billing Address:

PLEASE MAIL, FAX OR EMAIL TO



The newsLINK Group, LLC
PO Box 65611
Salt Lake City, Utah 84165



(fax) 801.742.5803



EMAIL
kris@thenewslinkgroup.com

TERMS & CONDITIONS

- Account balance is due in full prior to publication. 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, and the VACB or publisher reserves the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher, unless the advertiser has specifically paid for a premium position.
- Advertisers assume liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect, and hold harmless the VACB and the Publisher from any claim or action based on the content of an advertisement published.
- Order is non-cancelable.
- Publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run, for any reason, such as publisher's error or inappropriate for the publication ad content. If there is a problem with an ad, such as late distribution, or quality that is the publisher's fault, a make-good will be given.
- Ads that are not paid for prior to publishing are not guaranteed to run.

SIGNATURE & DATE

Signature

Date

Print more relevant than ever

According to a cross-media study published February 2007 by Simmons Engagement that analyzed the effectiveness of magazines, TV, and the Internet according to six different categories, people who see magazine advertisements are more receptive than they would be when viewing TV or the Internet.

Magazines also have a higher score when it comes to engaging a person's attention and influencing where that person goes on the Internet.

The six categories consisted of the following:

- **INSPIRATIONAL:** Were readers inspired by the material? Did it make them feel emotionally connected?
- **TRUSTWORTHY:** Did readers think they were being told the truth without unnecessary sensationalism?
- **LIFE ENHANCING:** Did readers think the material taught them something useful that would help them make better decisions?
- **SOCIAL INTERACTION:** Did readers learn interesting information they wanted to discuss with family or friends?
- **PERSONAL TIMEOUT:** Did readers think the time spent reading or watching was quality, well-spent time?
- **AD ATTENTION/RECEPTIVITY:** Was the advertising both relevant and interesting to the readers?

Gary Garland, executive director of advertising services for Magazines Canada, was unsurprised for several reasons:

- People like to read magazines, in part because they have more control than they do over TV. When people watch TV, each show ends on the hour or

half-hour; with a magazine, those same people can move at whatever speed suits them.

- Effective advertisers have become more oriented toward permission-based media that lets the consumer control the advertising.
- Magazines and the Internet both allow people to read, save, and re-read ads. People are often influenced by magazines when deciding about products.
- Magazines offer a great place to find specialized facts and information. People may pick up the magazine because of a specific article that contains interesting information, but they also browse through the other articles and ads. In fact, magazine ad recall increased 13% between 2005 through 2009.

Other companies (BIGresearch in 2007, Roper Roberts in 2005, and the American Advertising Federation in 2006) have confirmed these results. The Internet does not make print obsolete; instead, the two coexist well together. Marketers consider magazines to be more effective than corporate web sites, online promotions, or Internet-based marketing sites when it comes to encouraging people to surf the Internet. In particular, the report published by BIGresearch, entitled "A Simultaneous Media Survey (SIMM 9)," found that magazines outperformed TV by 10% and face-to-face communication by 33%. In part, this is

because adults between the ages of 18 and 34 are avid magazine readers, reading more than people who are older than they are. Magazines present an opportunity for content providers who connect the magazine to the Internet:

- Statistics gathered between 1999 and 2005 show that when you calculate the average annual compound rate, magazines grew 7.4%. All other media (TV, radio, newspapers, and anything out of the home, such as movies) only grew 3.7%.
- More current research by MRI from the fall of 2009 puts the increase in magazine readership at 4.3% over the last five years. Some of this is because of 12-year-old Google; since Google, magazine readership has increased 11%.

In other words, magazines are more relevant than ever. They are getting stronger as content providers, can form mutually beneficial relationships with the Internet, and are increasingly effective places for advertisements.



QUESTIONS?

Please call Kris Montione
or the Publisher at:

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