

ILLINOIS BANKERS ADVERTISING

Connecting Bankers. Advancing Banking.®

RATE CARD • 2023 • MEMBERS ONLY
NONMEMBERS - CONTACT US!

ILLINOIS BANKER MAGAZINE

- 3,000+ CIRCULATION
- 6 ISSUES
- ENGAGE WITH ILLINOIS BANKING INDUSTRY DECISION-MAKERS

FOUR COLOR AD RATES

	Live Area	1x	3x	6x
Full page	7" x 10"	\$1,950	\$1,900	\$1,400
2/3 Vertical	4.5" x 10"	\$1,700	\$1,650	\$1,200
1/2 Vertical	4.5" x 7.5"	\$1,500	\$1,450	\$1,075
1/2 Horizontal	7" x 5"	\$1,500	\$1,450	\$1,075

Trim size: 8.125 x 10.875

Bleed size: 8.5 x 11.25

Live area: 7 x 10

ISSUE DEADLINES

Issue	Ad Closing	Material Deadline	Focus
January/February	November 25	December 5	Year in Review
March/April	January 30	February 6	Annual Conference
May/June	March 27	April 3	IBA Programs
July/August	May 29	June 5	Special Vendor Directory <i>Special Edition Placement</i>
September/October	July 31	August 7	New IBA Board of Directors
November/December	September 25	October 2	IBA Programs

IBA Preferred Vendors and Associate Members are encouraged to submit articles for publication in the magazine at any time throughout the year. Word count = 1,250-3,000

IBA E-NEWSLETTER

This e-newsletter is delivered the second week of each month. It features state and national news stories, programs, events and more. Audience: 2,000 (approx)

Rate \$1,500 per issue

Image Size (pdf or .eps) 600 x 250 pixels

Due First of the month

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ADVERTORIALS (DIGITAL & PRINT)

Print in Illinois Banker Magazine

An advertisement giving information about your product and/or service in the style of an editorial or objective journalistic article. Advertorials will be linked for print / digital viewing. *See specs on previous page.*

Electronic Delivery

Social Media Facebook, LinkedIn, Twitter and Instagram (scheduled per IBA's discretion)

E-newsletter Placement within one advertorial e-newsletter. Limited companies featured in each issue.

Enewsletter Delivery (last week of) February, April, June, August, October & December

Ad Rate & Specifications - \$2,000

Illinois Banker Magazine Ad A 600 word fully designed advertorial (70% content and 30% sales).

Submit as a final Adobe PDF (formatted per your company's brand guide) **OR** URL link.

Digital Images (pdf or .eps)

E-Advertorial 650 x 300 pixels (required) / Introductory Word Count 250-300

Facebook 1200 x 628 pixels / Introductory Word Count 250-300

Instagram 1080 x 1080 pixels / Introductory Word Count 250-300

Twitter 1024 x 512 pixels / Introductory Word Count 250-300



Schedule a Podcast with Randy

Connect with Julie Winterbauer
jwinterbauer@illinois.bank

THE BANK LEADER LINK PODCAST

Hosted by Randy Hultgren, IBA's President & CEO, the Bank Leader Link podcast library is a robust knowledge resource by industry experts and guests. While listening to the newest episode, scroll through the library for previous episodes you might have missed.

Listen now, and subscribe!

<https://anchor.fm/thebankleaderlink>

**SECURE THIS EXCLUSIVE
SPONSORSHIP \$6,000**