

mba

Banking

Official publication of the Michigan Bankers Association



MEDIA KIT 2012

Your Ticket to Trade

EDITORIAL

Your Ticket to Knowledge

The official publication of the Michigan Bankers Association is *mbaBanking*, your ticket to trade with the influential members of the Michigan banking industry. MBA has served the information needs of its member banks since its founding in 1887, providing newsletters, reports and bulletins necessary to keep Michigan bankers a step ahead.

As the primary public voice for the Michigan banking industry, MBA recognizes that different messages need different media. Efficiency and speed have their place, but in this fast-paced world of quick decision-making, so do **comprehensiveness and understanding**. That's the need *mbaBanking* fills.

In our fifth year, bimonthly issues will provide in-depth, big-picture features on:

- **Advocacy**

mbaBanking will chronicle an on-going report of MBA's work to guide legislation on the industry's behalf. We're educating elected officials about the unique aspects of the banking industry, as well as making sure Michigan bankers understand the short- and long-term impact of what's happening at our state and nation's capitals.

CIRCULATION

Your Ticket to the Marketplace

- **5,000 MBA member bankers, legislators, public officials and business organizations** receive *mbaBanking* on a bimonthly basis.
- **MBA's 150 Michigan bank members** employ more than 35,000 Michigan residents and **hold more than \$200 billion in assets**.

ARTWORK REQUIREMENTS

Your Ticket to Showcasing Products and Services

Digital (preferred):

- *mbaBanking* is produced on Macintosh with InDesign, Adobe Photoshop and Adobe Illustrator.
- High-resolution PDF files with fonts embedded and raster images at 350 dpi are encouraged.
- Macintosh QuarkXPress, PageMaker and Macromedia Freehand files and Windows files of QuarkXPress, PageMaker, InDesign, Photoshop, Illustrator, Corel Draw are accepted but will incur additional production charges.
- Display ads created in Microsoft Word or Microsoft Publisher cannot be accepted.

- **Public Relations**

mbaBanking serves as the voice of the MBA and the financial industry in Michigan. We showcase our industry's community service activities, giving MBA members a place to tell their stories of giving back to the community and providing a stable business base that Michigan residents can depend on.

- **Education, Programs and Services**

More than 3,000 bankers improve their knowledge and skills through MBA training programs each year. *mbaBanking* introduces the latest topics in banking education and highlights the association's learning opportunities that are among the best in the country.

- **Association and Member Showcase**

mbaBanking provides a logical launching pad for messages and commentary from the MBA chairman, CEO and other key leaders. It offers the perfect forum to showcase forward-thinking officers and other banking members through in-depth interviews and guest editorials.

30% of readers have purchased a product after seeing an ad in *mbaBanking*.

50% of readers keep a company's website after seeing an ad they're interested in.

Stats from 2010 mbaBanking reader survey.

- **As the recognized voice of the Michigan banking industry**, all communications from MBA are read more thoroughly and retained longer. *mbaBanking* will emerge as the industry's leading authority on Michigan banking trends, analysis, challenges and solutions.

- File transfer media: DVD, CD, Zip disk, FTP, e-mail (files less than 6MB)
- Images: 350 dpi, CMYK or grayscale TIFF or EPS; line art: 1200 dpi, TIFF or EPS

Mechanical:

- Digital ad materials preferred; negatives or camera-ready are acceptable and will incur additional production charges.
- Proofs: Two hardcopy proofs are required (in color if a color ad). Material submitted in any other form than delineated above may result in color alterations for which publisher is not responsible.

ADVERTISING OPPORTUNITIES

Your Ticket to Trade

Your advertising message couldn't be planted in more fertile ground. Even better, **mbaBanking** advertising rates are highly competitive and provide price points for nearly all businesses looking for their ticket to trade with the Michigan banking industry.

DEADLINES

Issue	Space Close	Ads to Build/Change	Print Ready Ads	Release Date
Jan/Feb '12	12/9/11	12/14/11	12/16/11	January 30
Mar/Apr '12*	2/13/12	2/16/12	2/20/12	March 28
May/June '12**	4/16/12	4/19/12	4/23/12	May 30
July/Aug '12	6/8/12	6/11/12	6/13/12	July 20
Sept/Oct '12	8/14/12	8/17/12	8/21/12	September 28
Nov/Dec '12***	10/8/12	10/11/12	10/15/12	November 21

* BEST Conference (bonus distribution)

** MBA Annual Convention (bonus distribution)

*** Bank Management & Directors Conference (bonus distribution)

mbaBanking Advertising Rates

(gross, U.S. \$)

Size	Black and White Rates			Color Rates		
	1x	3x	6x	1x	3x	6x
MBA Member Rates						
Full Page	875	785	705	1475	1385	1305
2/3 Page	775	695	625	1375	1295	1225
1/2 Page	650	580	525	1250	1180	1125
1/3 Page	575	515	465	1175	1115	1065
1/4 Page	475	425	385	1075	1025	985
4-Color Cover positions						
Inside front				1770	1660	1545
Inside back				1770	1660	1545
Back*				1915	1800	1765
Nonmember Rates						
Full Page	1530	1375	1235	2130	1975	1835
2/3 Page	1355	1215	1095	1955	1815	1695
1/2 Page	1135	1015	915	1735	1615	1515
1/3 Page	1005	900	810	1605	1500	1410
1/4 Page	830	745	670	1430	1345	1270
4-Color Cover positions						
Inside front				3095	2905	2705
Inside back				3095	2905	2705
Back*				3350	3150	2930

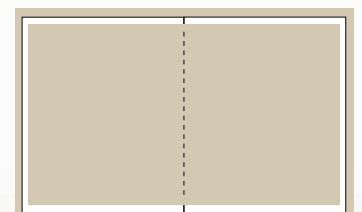
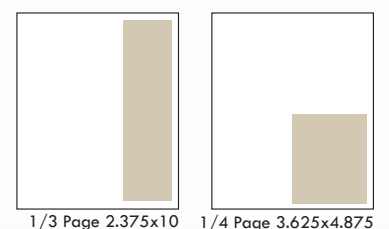
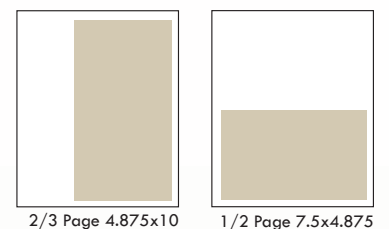
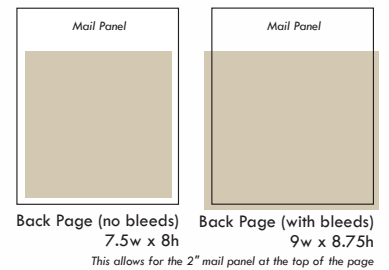
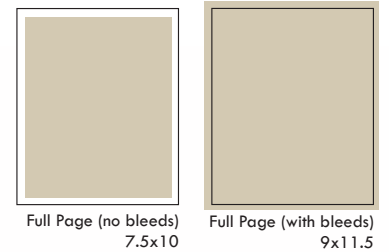
*Back cover ad size is adjusted to allow for mailing information: non-bleed 7.5x8.5; bleed 9x9.5 (width x height)

Premiums and surcharges:

- 2-page spread color \$800
- Preferred positioning 10% surcharge

Submit advertising insertion orders to:

Anthony Kalogeridis
 Advertising Sales Manager
mbaBanking
 1122 Bishop Road, Grosse Pointe Park, MI 48230
 Phone: (313) 884-3550 Fax: (313) 216-2727
 E-mail: anthonykal@comcast.net



ADVERTISING AGREEMENT

1. The advertiser may change materials with any insertion, yet authorizes the previous advertisement to be repeated if new materials are not furnished by the issue closing date.
2. All advertising orders accepted by the Michigan Bankers Association (MBA) for **mbaBanking** are subject to the terms and provisions of the current rate card.
3. It is agreed between the parties of this agreement that a cancellation will be accepted once MBA has received written notice from the advertiser prior to the appropriate closing date.
4. All ads are subject to approval. MBA reserves the right to reject any advertising without cause or prior notice. Appearance of ads in MBA publications does not constitute endorsement of the advertiser, its products or services. MBA reserves the right to edit advertisement when necessary.
5. Artwork created by MBA will remain MBA exclusive property. If you request in writing that supplied materials be returned, MBA will do so at your sole liability, expense and risk.
6. Claims for adjustment due to error must be made within 10 days of insertion.
7. All advertising changes must be made in writing.
8. Please check your ads the first time they are published. MBA is not responsible for any financial costs advertisers may incur as a result of advertiser error.
9. The liability of MBA for failure to publish an advertisement for any reason in the issue specified will be limited to publishing the advertisement in a subsequent issue at the regular rate less 10 percent.
10. MBA is not responsible for how individuals may respond to articles or advertising.
11. Advertising is invoiced on a per issue basis. Invoices are delivered upon publication of the issue containing the advertiser's ad. Terms: net 30. Make checks payable to: Michigan Bankers Association
12. Advertisers who have not paid for an insertion within 90 days of the invoice date will be subject to a suspension of the remaining insertions on their contract.

Order Date: _____ Agency Name: _____

Company Name (as to appear in Advertisers Index): _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Website: _____ Phone: _____

mbaBanking Issue: () Jan./Feb. 2012 () March/April 2012 () May/June 2012 () July/Aug. 2012 () Sept./Oct. 2012 () Nov./Dec. 2012

Size: _____ Color: BW 4-color Rate: _____ Premium/Position: _____

Agency Discount: _____ TOTAL: _____

Authorized by (please print): _____ Authorization signature: _____

Date: _____ PO Number: _____ MasterCard Visa American Express

Credit Card No: _____ Expiration Date: _____

Printed Name of Cardholder: _____ Signature: _____

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