

**paBanker Magazine**  
 Advertising Department  
 1340 North 17th Street  
 Harrisburg, PA 17103  
 Account Executive  
 Tel. (717) 232-0144  
 Fax: (717) 232-8823  
 pabankerads@artcomsys.com  
 www.pabanker.com



## **paBanker 2012 Editorial Calendar**

### The Official Magazine of the Pennsylvania Bankers Association

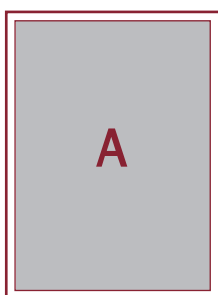
| Publication Date     | Advertising Deadline | Article Deadline                           | Editorial Content   |
|----------------------|----------------------|--|---|
| January<br>February  | December 14          | Please contact the Editor for the deadline | <b>Legislation &amp; Regulations</b><br>Key legislative issues both state and federal, regulatory updates and trends in government affecting the financial services industry.   |
| March<br>April       | February 15          | Please contact the Editor for the deadline | <b>2012 Convention</b><br>Complete program information for the 2010 PBA Annual Convention, scheduled for May 13-16, at The Marriot Waterfront, Baltimore, Maryland.   |
| May<br>June          | April 12             | Please contact the Editor for the deadline | <b>Professional Development</b><br>Employee training and development, financial literacy and an overview of PBA's educational offerings.  |
| July<br>August       | June 14              | Please contact the Editor for the deadline | <b>Lending/2012 Convention Wrap-up</b><br>Discusses commercial, consumer, real estate and agricultural lending topics, plus a wrap-up of the PBA Annual Convention.   |
| September<br>October | August 16            | Please contact the Editor for the deadline | <b>Non-Interest Income/PBA Services Corporation</b><br>Focus on securities, brokerage, trusts, title insurance, wealth management and other non-deposit income opportunities, and details on PBA Services Corporation, PBA's wholly-owned subsidiary product and service offerings. |
| November<br>December | October 11           | Please contact the Editor for the deadline | <b>Corporate Governance</b><br>Covers trends in leadership, Bank Secrecy Act, bank valuation, M&A strategies, and industry volunteerism.  |

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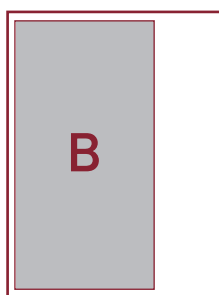


## **paBanker Material Specifications** The Official Magazine of the Pennsylvania Bankers Association

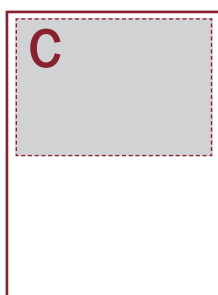
### PAGE UNIT



**A. FULL PAGE**  
Non Bleed: 7-1/2" x 10"  
Bleed: 8-1/2" x 11"



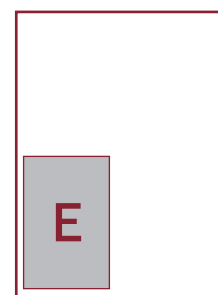
**B. TWO-THIRDS PAGE**  
4-9/16 x 9-3/4"



**C. HALF PAGE**  
7" x 4-3/4"



**D. ONE-THIRD PAGE**  
4-9/16 x 4-3/4"



**E. QUARTER PAGE**  
3-3/8 x 4-3/4"

Book trim size: 8x10-1/2." Keep all live copy 1/4" inside the trim all the way around the ad.

### MATERIAL SPECIFICATIONS

- Advertisers not meeting the material requirements will be charged for production costs incurred, including ad modifications, color proofs and camera-ready. Ads may be e-mailed to ad sales department. Call for specifications.

#### The following guidelines are for submitting digital files:

##### Preferred file formats

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Quark XPress, along with all linked scans, artwork and fonts used in file

##### Acceptable file formats

- Adobe Acrobat PDF
- Microsoft Publisher
- Microsoft Word
- Pagemaker

All fonts and graphics need to be included. Create your images at 300 dpi or higher. **Hard copy proof must be faxed** to Account Executive at (717) 232-8823 when electronic files are sent. Please call the Account Executive at (717) 232-0144 for additional specs or with questions.

#### 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** 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.

Please send ad materials to:

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Advertising Department  
1340 North 17th Street  
Harrisburg, PA 17103  
E-mail: pabankerads@artcomsys.com

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## paBanker 2012 Advertising Rate Card

The Official Magazine of the Pennsylvania Bankers Association

### BLACK & WHITE ADVERTISING

| AD SIZE          | 1x    | 3x    | 6x    |
|------------------|-------|-------|-------|
| <b>FULL PAGE</b> | \$825 | \$743 | \$702 |
| <b>2/3 PAGE</b>  | \$740 | \$666 | \$629 |
| <b>1/2 PAGE</b>  | \$540 | \$486 | \$459 |
| <b>1/3 PAGE</b>  | \$480 | \$432 | \$408 |
| <b>1/4 PAGE</b>  | \$350 | \$315 | \$298 |

### COVER RATES

All Cover Rates include 4-color

|                           |        |
|---------------------------|--------|
| <b>BACK COVER</b>         | \$1683 |
| <b>INSIDE FRONT COVER</b> | \$1486 |
| <b>INSIDE BACK COVER</b>  | \$1282 |

Make a **SPLASH with COLOR!**

2-color: \$255 • 4-color: \$500

Contact paBanker's Account Executive for special discounts.

### ADDITIONAL INFORMATION

**Special Colors:** Arrangements can be made to match special inks and PMS colors. Please inquire about availability and charges.

**Custom Ad Design:** Want to get your name out, but don't have the time or the staff to create an ad? *paBanker Magazine* can help. The design rate is \$60/hour. Ask about your custom ad today.

**Inserts and Bind-In Cards:** Inserts and bind-in cards are available upon request. Contact us for rates and mechanical requirements.

**Terms:** Invoices are mailed monthly upon magazine publication. Net 30 days. Delinquent balances are subject to a service charge of 1.5 percent per month (18 percent per annum). Advance payment for first month insertion is required for advertisements placed by advertisers who have not established credit with *paBanker Magazine*. *paBanker* must be notified in writing within ten (10) days of publication of any errors in advertising. Otherwise, billing for said advertising would be held indisputable. Written confirmation is required for all ad placements. Cancellations must be in writing and received before published deadline for space reservation. A ten percent discount on space is available to current members of the PBA. Rates for advertising space and color are subject to change without prior notice. Advertisers on contract changes are protected against rate increases until expiration of the current contract.

Questions on any of the above opportunities?

Contact *paBanker Magazine's* Account Executive at (717) 232-0144 or pabankerads@artcomsys.com.



# 2012 Advertising Contract

Advertiser: \_\_\_\_\_  
 Contact Person (List Agency): \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Tel. \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## COMPLETE INFORMATION BELOW

|                           | Ad Size/Position | B&W   | 2-Color | 4/C   | Rate per Insertion |
|---------------------------|------------------|-------|---------|-------|--------------------|
| • January/February issue  | _____            | _____ | _____   | _____ | _____              |
| • March/April issue       | _____            | _____ | _____   | _____ | _____              |
| • May/June issue          | _____            | _____ | _____   | _____ | _____              |
| • July/August issue       | _____            | _____ | _____   | _____ | _____              |
| • September/October issue | _____            | _____ | _____   | _____ | _____              |
| • November/December issue | _____            | _____ | _____   | _____ | _____              |
| Total Amount              |                  |       |         |       | _____              |

## TERMS AND CONDITIONS

Invoices are mailed monthly upon magazine publication. Net 30 days. Delinquent balances are subject to a service charge of 1.5 percent per month (18 percent per annum). One-time insertions require pre-payment. New contracts must be prepaid one by issue. Prepayments are acceptable.

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. A 10 percent discount on space is available to current members of PBA.

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.

## PAYMENTS

Checks should be made payable to : PBA Services Corporation  
 Mail reservation and payment to: *paBanker* Magazine,  
 3897 North Front Street  
 Harrisburg, PA 17110

For more information, contact Account Executive:  
 Tel. (717) 232-0144 • Fax: (717) 232-8823 • E-mail: pabankerads@artcomsys.com  
 Amount Enclosed \$ \_\_\_\_\_

## INSTRUCTIONS

Please return Insertion Contract, payment and camera-ready materials to:  
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Advertiser Name and Title (Please print)

Advertiser Signature

Date