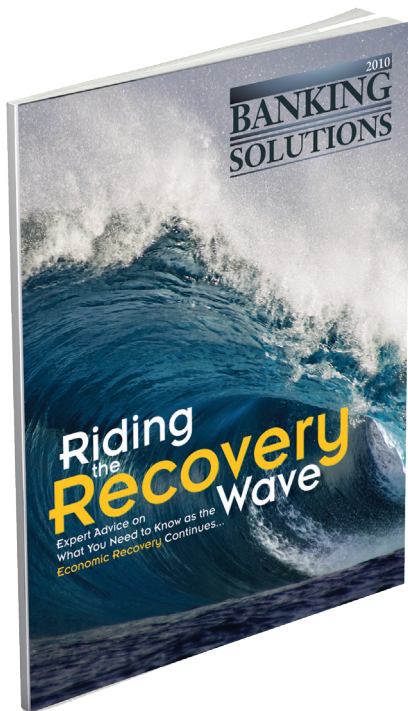


# BANKING SOLUTIONS

Bankers are buying. According to reports by numerous industry experts, banks are continuing to invest in greater corporate performance while they also respond to a host of new issues: from regulation to malware to bringing up the next CEO. That means they are looking for help – from you – solutions to meet their challenges. And if you can show them how you do it via a case study, and add a client quote or two, you've got a testimonial – the business marketplace's best sales tool.

**The window of opportunity is wide open for vendors and suppliers.**

**Tell 100,000 bankers on the east coast how valuable you are to them.**



## CHALLENGE:

I have what bankers need and I've helped other bankers. How do I let them know and open the door to a meeting and eventual sale of my product or service?

## SOLUTION:

The Warren Group's *Banking Solutions 2011* gets you in front of tens of thousands of prospects

- Reaching banking decision makers up and down the East Coast: Maine, Massachusetts, Connecticut, New York, New Jersey, Maryland, Virginia – including 4 of the Top Financial Centers in the U.S.
- 100,000 bankers at 900 Banks with 25,000 magazines sent directly.
- A unique **advertising and editorial opportunity** – you can submit an editorial article/case study and your ad.



## INCREASE YOUR SALES

To order your ad and submit your story, or for more information, contact your Account Manager or George Chateaufneuf, Ad Director, at [custompubs@thewarrengroup.com](mailto:custompubs@thewarrengroup.com) or call 617-896-5344.

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Third Page 2.25" X 9.75"	\$1,720
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ISSUE DATE.....	October 28
AD SPACE & EDITORIAL COPY DUE.....	September 23
MATERIALS.....	September 30

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