

2015 MARKETING OPPORTUNITIES

CONNECTICUT BANKING

The official magazine of the Connecticut Bankers Association



Our Members Are Your Best PROSPECTS.

Start building stronger business relationships today.

The official magazine of the Connecticut Bankers Association, Connecticut Banking is distributed to approximately 2,000 bankers at 68 banks around the state. The most influential bankers in the state turn to this quarterly publication to get insider industry news and insight into the latest trends.

Readers are the most active and committed professionals within the banking industry, possessing the authority to make decisions in order to move their institutions forward. With Connecticut Banking, you'll tap into the most powerful purchasing core for banking, financial, and general business products and services. This is your direct route to get your message in front of successful C-level financial executives.



To learn more about **Connecticut Banking** or to customize a marketing program unique to your business needs call **800-356-8805 ext. 307** or email advertising@thewarrengroup.com.

MEDIA SOLUTIONS

> PRINT

Quarterly Magazine, **Connecticut Banking**

> ONLINE

Website and Digital Magazine Advertising
Direct Email Marketing

> EVENTS

Sponsorship and Exhibiting Opportunities at
BankWorld



The official magazine of the Connecticut Bankers Association

Benefits of Trade Publications

“We chose to add this publication to our marketing strategy, and we recognize their commitment and willingness to work with us to promote our brand and solutions”

— **Kedran Whitten, CEO**
CSI- Computer Services Inc.

“B-to-B media users are loyal. 95 percent think that websites will remain important to their jobs, or grow in relevance, over the next five years. Even 61 percent think that print magazines will stay constant or grow in importance over the next five years.”

— **The Association of Business Information & Media Companies**

Print had the most influence over actual purchases - 45% of respondents say ads in print magazines inspired a purchase. 40% indicated that digital editions motivated them to buy.

— **Rochester Institute of Technology**



Actions readers took or plan to take as a result of exposure to specific magazine ads

61% Took any action (net)
22% Consider purchasing the advertised product or service
21% Have a more favorable opinion about the advertiser
16% Gather more information about the product or service
14% Recommend the product or service
13% Visit their website
9% Purchase product or service
8% Clipped or saved the ad

DIGITAL SOLUTIONS



DIRECT EMAIL SERVICE

Supplement your advertising campaign with a direct email campaign. We will design and deliver your email campaign to all or selected parts of our banking audience. Utilize our professional creative services department and our exclusive database. Call now for a tailored plan and pricing.

DIGITAL MAGAZINE

All magazines have an accompanying digital version, which includes live links for URLs and email addresses. Digital versions are sent to readers via interactive emails, which also include advertising opportunities for you. You will receive reports detailing how many people opened the email, and how many clicked on your advertisement.

Top & Bottom Banner (728 x 90) \$450, **Square** (300 x 250) \$350

DIGITAL ISSUE BELLY-BAND

Your message as the front cover of the digital magazine as it is delivered to thousands of computers, tablets and smart phones. Includes a 300 x 250 pixel ad on the e-mail that delivers the digital issue to readers. **8.5" x 5" \$1,385**

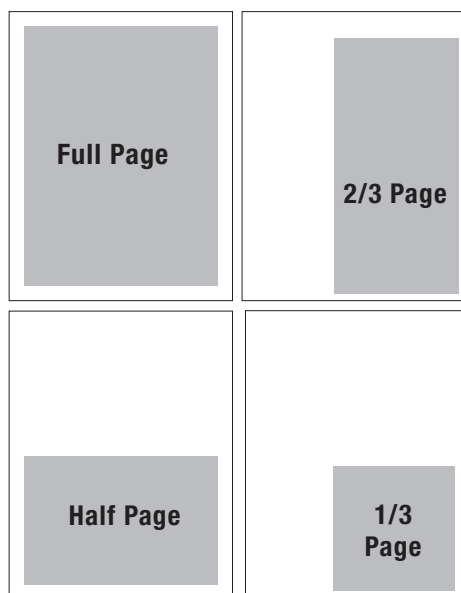
SPONSORED POSTS

Be a part of our headlines as we deliver the digital version of banking magazines to our audience. Your story description can bring interested bankers right to your website to learn about the latest industry trends and products.

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ADVERTISING RATES

PRINT DIMENSIONS



▶ ADVERTISING MATERIAL SPECIFICATIONS

- ✓ **File formats:** PDF version 1.3 (transparency flattened), EPS, or TIFF
- ✓ **PDF:** 1.3 (transparency flattened), PDF/X-1a:2001
- ✓ **Acceptable Software:** Photoshop, Illustrator & InDesign.
- ✓ **Resolution:** 300 DPI
- ✓ **TAC limit (Total Area Coverage):** SWOP (coated) #5 Sheet TAC = 300%
- ✓ **Color:** CMYK
- ✓ **ICC color profile:** North America Prepress 2
- ✓ **Rich Black Settings:** 100k, 75c, 63m, 63y
- ✓ **Fonts:** PostScript or OPEN fonts.
- ✓ **Images & Fonts:** Should be embedded or included.
- ✓ **Proof:** Please include a printed proof.

▶ SENDING ADVERTISING MATERIALS

Email your ad rep or advertising@thewarrengroup.com. Please use the advertiser's name in the subject line of the email.

SENDING LARGE FILES: www.wetransfer.com

ADVERTISING RATES

AD SIZE

	4 TIMES	1 TIME
Full Page (bleeds) 8.375" w x 10.875" h	\$2,520	\$2,800
2/3 Page 4.75" w x 9.75" h	\$2,015	\$2,240
Half Page 7.25" w x 4.75" h	\$1,765	\$1,960
1/3 Page 4.75" w x 4.75" h	\$1,385	\$1,540
Back Cover (bleeds) 8.375" w x 10.875" h	\$3,025	N/A
Inside Cover (bleeds) 8.375" w x 10.875" h	\$2,900	N/A

Pricing is per issue • All rates are net • Call for low prices on inserts and specials such as belly bands, tip-ons, blow-ins and more. Advertisements should be delivered in digital format as high resolution PDFs.

2015 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
Issue 1	1/22	1/29	2/27
Issue 2	4/16	4/23	5/21
Issue 3	6/18	6/25	7/23
Issue 4	10/8	10/15	11/12

ADVERTORIAL

Advertorials are a powerful and highly effective tool for advertisers, as they provide readers with the detailed information they need to make informed decisions. Advertorials allow you to establish your company as a thought leader and showcase your expertise in an editorial format that is engaging and interesting. Stories not only help people to remember a business, but they also are a powerful way to motivate them to take action. **Call 800-356-8805 ext. 307 today for details**