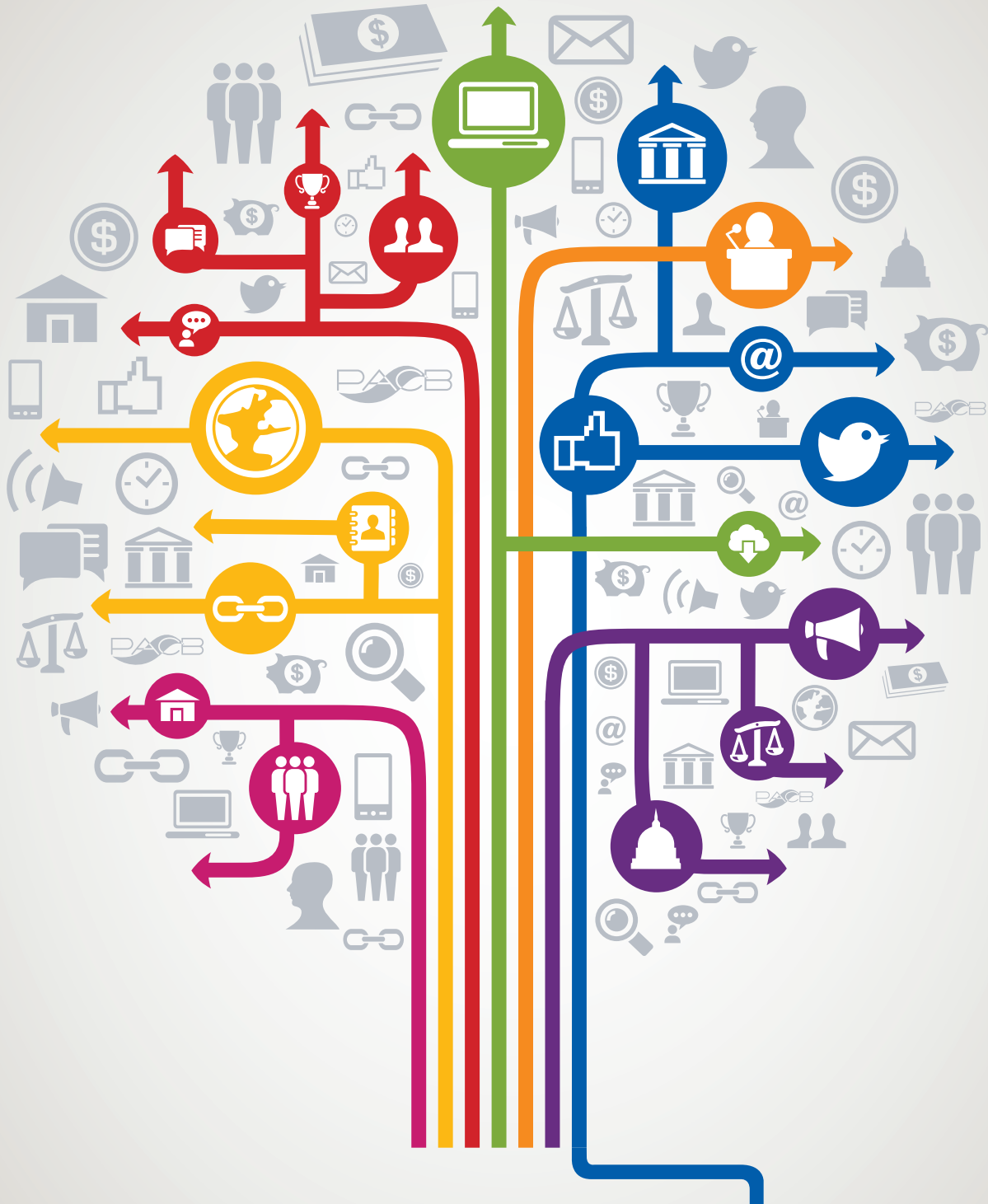


2014 ADVERTISING OPPORTUNITIES



GROW YOUR BRAND



DISCOVER HOW TO REACH MORE THAN 1600 DECISION MAKERS IN THE BANKING INDUSTRY EVERY MONTH.

**Need an easy way to stay top-of-mind in the community banking industry?
Our monthly, full-color publication is the perfect way.**

Our high quality magazine is mailed each month to community bank CEOs, presidents, HR directors, senior managers, and board members across Pennsylvania, so you're reaching the individuals who will make purchasing decisions. Transactions is packed with industry news, late-breaking developments, timely informational articles, human interest stories, legislative news and updates, achievement recognition, a calendar of events, and more! Community bankers turn to us as a trusted source of information, and we rely on quality advertisers to bring products and services to our members. We can work together to keep the community banking industry thriving.



**Invest in a full-page, color advertisement to attract a lot
of attention and pay less than 59¢ per contact!**

READERSHIP INFORMATION

AVERAGE CIRCULATION: 1600

AUDIENCE: Community Bank CEOs, Presidents, HR Directors, Senior Managers, Board Members, Federal & State Legislators, other PACB members.

DISTRIBUTION: 12 monthly issues

FEATURES: Industry news, late-breaking developments, timely informational articles, human interest stories, legislative news and updates, achievement recognition, calendar of events

AVERAGE MAGAZINE SIZE 60 pages (65% editorial, 35% advertising)

ADVERTISING INFORMATION

ADVERTISING DEADLINE: 5th of the preceding month (ads not received by this date may forfeit placement)

MATERIALS ACCEPTED ELECTRONICALLY: Email jpg, tif, pdf or psd with a minimum 300 dpi

PREPAYMENT DISCOUNT: 5% discount off the base rate applied when full advance payment accompanies insertion copy for a six issue or yearly run

RATES

	One Issue Only	Six Issue Run (5% off base rate)	Yearly Run - 12 consecutive issues (10% off base rate)
Full-Page*	\$936 Color / \$533 B&W	\$890 Color / \$506 B&W	\$842 Color / \$480 B&W
Half-Page	\$796 Color / \$395 B&W	\$756 Color / \$375 B&W	\$716 Color / \$356 B&W
Quarter-Page	\$671 Color / \$269 B&W	\$638 Color / \$256 B&W	\$604 Color / \$242 B&W
Full-Page Insert	\$585 B&W ONLY		

***PREMIUM PLACEMENT:** Inside front cover OR back cover (color) - \$972 per issue

DIMENSIONS

FULL PAGE WITH BLEED 8.75"w x 11.25"h Trim size: 8.5"w x 11"h Text safety: 7.5"w x 10"h FULL PAGE WITHOUT BLEED 7.5"w x 10"h	HALF PAGE LANDSCAPE 7.5"w x 4.75"h	HALF PAGE PORTRAIT 3.625"w x 10"h	QUARTER PAGE 3.625"w x 4.75"h
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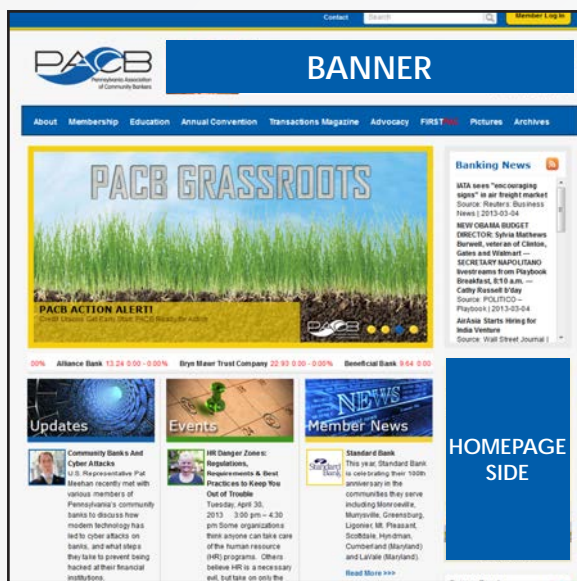
EARLY BIRD SPECIALS!

1. Purchase an advertising contract for a full year and receive a **FREE SIDE AD** on the pacb.org website for six months!
2. Purchase an advertising contract for 6 months and receive a **FREE SIDE AD** on the pacb.org website for three months!



WEB ADVERTISING

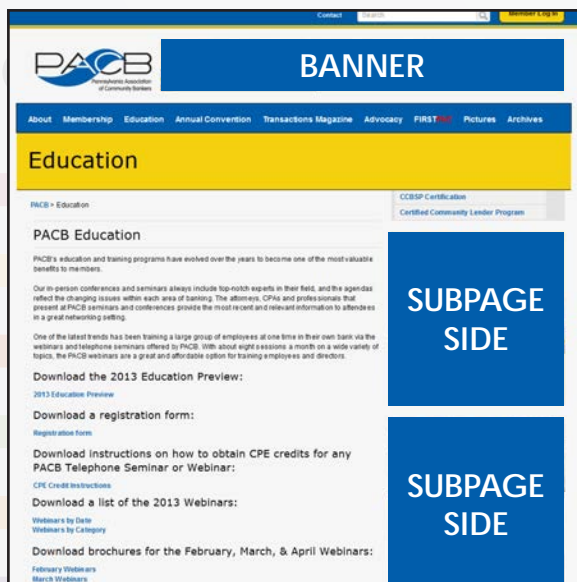
Reach an average of 1,700 pacb.org visitors each month for as little as \$125 per month!



ROTATING HOMEPAGE ADS

You are guaranteed rotating placement on the homepage of pacb.org in addition to rotating placement throughout the entire site.

	Investment	Dimensions
Banner	\$250 per month	700px x 90px
Side	\$225 per month	220px x 350px



ROTATING SUBPAGE ADS

You are guaranteed rotating placement throughout the subpages of pacb.org.

	Investment	Dimensions
Side	\$125 per month	300px x 300px



Pay as little as 7¢ per visitor! And at most, just 15¢ per visitor!