2015 MARKETING OPPORTUNITIES

THE AWARD-WINNING PUBLICATION OF PENNSYLVANIA ASSOCIATION OF COMMUNITY BANKERS

TRANSACTIONS

Pennsylvania's Community Banks. For people and their neighborhoods.

PACB Pennsylvania Association of Community Bankers



Our Members Are Your Best PROSPECTS

Start building stronger business relationships today.

Transactions magazine is the official, monthly publication of the Pennsylvania Association of Community Bankers (PACB). The magazine serves community bank **CEOs, presidents, HR directors, senior managers, and board members** across Pennsylvania. This is your chance to directly reach individuals who make the 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 rely on the magazine as a trusted source of information, and they turn to the advertisements when looking to purchase new products and services. This is your direct route to get your message in front of successful C-level financial executives. **Now reaching 10,000 Pennsylvania Bankers!**

MEDIA SOLUTIONS

> PRINT

Monthly Magazine **Transactions**

> ONLINE

E - Newsletters and Website Advertising

> DIGITAL

Each Issue Delivered In Digital Format, with unique marketing opportunities



THE WARREN GROUP Since 1872 Real Estate & Financial Information

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

The Award-Winning Publication of the Pennsylvania Association of Community Bankers

Benefits of Trade Publications



You will reach more than 10,000 decision makers and influencers in the Pennsylvania banking industry every month.

The digital edition of Transactions is NOW sent to 9,000 additional bankers. The audience includes Community Bank CEOs, Presidents, HR Directors, Senior Managers, Board Members, Federal & State Legislators, and other PACB members.

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.

Which of the following actions have you taken after reading your state banking magazine?

Visited a Company's Website	64%
Passed the Magazine or Information on to a Colleague or Business Contact	59%
Saved an Ad or Article for Future Reference	37%
Conducted Further Research	29%
Contacted a Company for More Information	15%
Recommended a Product or Service	14%
Purchased a Product or Service	9%

"Advertising in The Warren Group's publications has been a key strategy in VantisLife's growth. Their state publications are widely read by the decision-makers that we target for our life insurance and annuity products. Our brand awareness has been positively impacted by exposure in these publications."

— **CRAIG SIMMS,** Senior Vice President, VantisLife Insurance Company

ONLINE SOLUTIONS



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.

Banner 700px x 90px $250 per month, side 220px x 350 px $225 per month

ROTATING SUBPAGE ADS

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

Side 300 x 300 $225 per month

DIGITAL MAGAZINE

Take advantage of unique and exclusive digital ad space through virtual belly bands and margin messaging, and drive buyers directly to your website with hyperlinks. 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 email that delivers the digital issue to readers. **8.5" x 7" $755**

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Real Estate & Financial Information

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ADVERTISING RATES

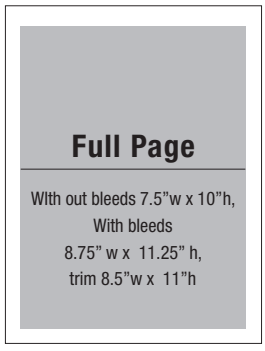
AD SIZE	12 Times	6 Times	1 Time
Full Page	$935	$1,050	$1,170
Half Page	$750	$840	$935
Quarter Page	$560	$630	$700

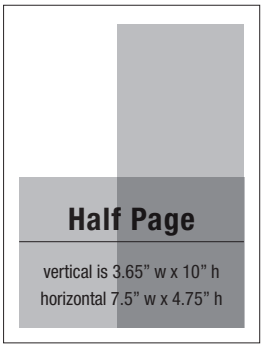
Back cover add 15% / Insider cover add 10% Pricing is per issue • All rates are net

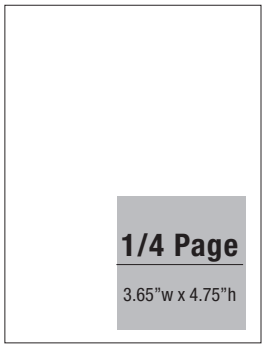
2015 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
January	11/30	12/5	1/1
February	12/31	1/5	2/1
March	1/31	2/5	3/1
April	2/28	3/5	4/1
May	3/31	4/5	5/1
June	4/30	5/5	6/1
July	5/31	6/5	7/1
August	6/30	7/5	8/1
September	7/31	8/5	9/1
October	8/31	9/5	10/1
November	9/30	10/5	11/1
December	10/31	11/5	12/1

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.
Proof: Please include a printed proof.

PREPAYMENT DISCOUNT:

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

EARLY BIRD SPECIALS!

Purchase a **full year contract** and receive a free side ad on the pacb.org website for **6 months!**
Purchase a **6 month contract** and receive a free side ad on the pacb.org website for **3 months!**

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