

REACH. CONNECT. ENGAGE.

POSITION YOUR COMPANY
WITH CONFIDENCE.



B2B PUBLICATIONS

Print & Online Advertising



INDUSTRY EVENTS

Sponsorship & Exhibitor Opportunities



MARKETING SERVICES

Creative, Responsive & Affordable

THE WARREN GROUP

2016 TRANSACTIONS MEDIA PLANNER



Start Building Stronger Business Relationships Today.

The Pennsylvania Association of Community Bankers (PACB) views banking as a profession, not purely a business, and, as a result, Transactions magazine aims to give banking professionals of all levels throughout the Keystone State the information they need to run successful institutions.

Transactions magazine has an eclectic readership, including community bank CEOs, presidents, HR directors, senior managers, and board members across Pennsylvania. As the official, monthly publication of the PACB, this is your chance to show off your brand to community banking leaders who make the purchasing decisions for their company. Transactions magazine is packed with industry news, 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. Transactions magazine offers a unique choice for companies looking to strengthen their brand and identify new opportunities in the Pennsylvania community banking community. Transactions magazine reaches more than the members of the PACB, in addition you'll be able to reach 9,000 bankers in an additional 130 banks across Pennsylvania.

“Magazines have a major contribution to make in nudging consumers along their journey to purchase”

— Magazine Publishers Association



Reader Poll:

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%

Source: Bankers Association Membership Survey

Consistent marketing through The Warren Group and our association partner will enable you to build brand awareness and name recognition, while helping to establish the path to better relationships with thousands of influential banking professionals.

Independent studies have shown that magazine advertising, particularly in niche trade journals, proved superior to TV and online advertisements in driving purchase intent.

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

— Rochester Institute of Technology

Advertising in any of The Warren Group’s state banking magazines, emails and websites can give you a significant advantage in the heavy competition for bank clients. If you want to increase your market share in Pennsylvania, advertising in The Warren Group’s Transaction will help you achieve that goal.

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“74% of users use both traditional and digital media, and that suggests that the best strategy for reaching them is by offering multiple media options.”

— The Association of Business Information

With 96% penetration through print and web platforms, in addition to the 80% of business professionals who attend trade events, the power of B2B media to reach customers is clear.

The Warren Group’s successful model for banking conferences caters to bankers and service providers. Sponsoring and exhibiting opportunities are available. Our events bring hundreds of bankers together for educational breakout sessions, keynote speakers, and exhibitors offering solutions for all departments.

“Warren Group tradeshow are more than a conference; they are an actual event. An interactive event. It’s about finding locations that draw people, and creating buzz to get everyone involved – vendors and attendees. That’s exactly what The Warren Group does.”

— Brad Dyksen, Managing Director, Meyer-Chatfield

Our conferences and trade shows draw local banking executives who are intent on improving their bank’s performance. The full-day agenda of concurrent educational seminars provides ample time not only to learn about industry trends and solutions but also to network and connect with other professionals. Attendees commit to the day in order to learn from industry experts, meet with their colleagues, and converse with their suppliers.



Need to hit the marketing refresh button? We'll help you do that. The Warren Group creates email, direct mail, and advertising campaigns to promote your services. From concept to implementation, we connect brands with customers. Our talented design team will walk you through the complete redesign, branding, logo creation, stock/custom photography and web development process. As a plus, our long-standing relationships with printers allows for aggressive pricing.

The Warren Group has a rich history in developing and delivering successful solutions for our customers. Through the years we have committed ourselves to helping businesses identify new prospects and reach their goals. It is with this passion and experience that we embark on our new journey by providing our clients with the very best in creative services.

Our team will challenge the way you see things, so you get real results.



Creative & Marketing Services

Annual Reports & Brochures	Provide design concepts, photography, and infographics that match your image.
Corporate Identity	Develop logos and corporate rebranding initiatives.
Copywriting	Research and create compelling content for marketing initiatives.
Advertising Campaigns	Create unique print and web ads that align with your company's brand standards.
Email Marketing	Create direct email campaigns that generate leads and provide measurable results with extensive reporting.
Direct Mail Campaigns	Create content and design a marketing piece that's delivered to your best prospects with a trackable response vehicle.
Press Releases	Research and generate content that drives interest.
Brand Audit	Research competitors, review all current branding collateral and develop a new brand strategy.



Web Design Services

Migration to WordPress	Moving website to WordPress, altering WordPress theme to new look and training staff to use website.
Website Development	Creating new, mobile responsive websites that is easy to update and maintain at an affordable price.



Advertorials

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.



Content Marketing

Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.



Digital Edition

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. Deliver your message as the front cover of the digital magazine with a Belly-Band as it is delivered to thousands of computers, tablets and smartphones. Reach an average of 1,700 pacb.org visitors each month. Homepage dimensions are 700px x 90px \$250 per month or 220px x 350 px \$225 per month, subpage dimensions are 300 x 300 \$225 per month.



Email Marketing

Today's marketing landscape requires a targeted strategy that produces measurable results. Here at The Warren Group we understand your audience and can help you refine your message, identify your best prospects and track your results.



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.

2016 Editorial Calendar & Themes

January	SECURITY & FRAUD PREVENTION - Articles about security issues banks encounter, such as social media attacks, elder fraud, and internal fraud, and how to avoid the incoming threats.
February	CREATIVE MARKETING, PROMOTIONS, RETAIL BANKING STRATEGIES, & CONSUMER TRENDS - Articles about branding, promotions, and marketing your community bank for success in 2016.
March	HUMAN RESOURCES, BENEFITS MANAGEMENT, & INSURANCE - Articles relating to issues in human resources, employee retainment, and providing benefits.
April	GOVERNMENT RELATIONS: COMPLIANCE, REGULATORY, & LEGAL ISSUES - Articles on changes in the regulatory arena, compliance suggestions, and other issues to protect community banks. Also featuring a primary election preview.
May	THE FUTURE OF COMMUNITY BANKING, TRENDS, & STRATEGIES - A preview of PACB's Future of Community Banking conference, scheduled for May 19-20, 2016 in Seven Springs, Pennsylvania. Articles relating to the state of community banking, as well as succession planning, leadership, and market trends.
June	TECHNOLOGY, BANKING SERVICES, & THE VALUE OF OUTSOURCING - Articles about the latest technology, banking services, outsourcing services, and opportunities to become more environmentally friendly in the banking industry.
July	PACB'S 139TH ANNUAL CONVENTION - Schedule, education, and event information for PACB's 139th Annual Convention, scheduled for September 22-24, 2016 in Lake Buena Vista, Florida. Also featuring previews of education sessions written by convention speakers.
August	PROFESSIONAL DEVELOPMENT, EMPLOYEE ENGAGEMENT, & TALENT MANAGEMENT - Articles on education and training for bank employees and maximizing your bank's talent.
September	GROWING YOUR COMMUNITY (CONVENTION EDITION) - Articles that focus on various aspects of community involvement, including consumer, commercial, real estate, and agricultural programs, as well as articles about volunteering and giving back to the community.
October	DIRECTOR ISSUES - Articles on leadership, the role of directors, and trends involving Boards of Directors.
November	GOVERNMENT RELATIONS: COMPLIANCE, REGULATORY, & LEGAL ISSUES CONVENTION RECAP EDITION) - Articles on changes in the regulatory arena, compliance suggestions, and other issues to protect community banks. Also featuring a general election preview.
December	LENDING, CREDIT ANALYSES, & COMPLIANCE - Articles on consumer, commercial, real estate, and agricultural programs, and lending compliance.



The Warren Group connects leading trade associations with their members, providing enterprising editorial content and engaging communities. By partnering with a variety of trade associations and business groups, our media and advertising group produces magazines, newspapers, online media and comprehensive trade shows. Our publications and events provide highly-targeted marketing opportunities for those seeking to reach decision making professionals in banking, accounting, legal, real estate and construction.