

Virginia Banking

VIRGINIA BANKERS ASSOCIATION — SERVING VIRGINIA'S FINANCIAL COMMUNITY SINCE 1893

Reach Your Targeted Business Audience with Accuracy

The official magazine of the Virginia Bankers Association, Virginia Banking, reaches more than 11,000 banking industry professionals in 130 different banks across the state. Financial leaders in Virginia turn to this bimonthly magazine to gather information and use it to move their business forward.

In 2013, Virginia Banking boasts increased circulation, new content, a modernized, full color design, and more. Connect with the leaders of the banking community, increase your market share and grow your business – just by consistently marketing in Virginia Banking. Visibility, and repetition within your sales and marketing efforts to this powerful audience, will help to establish the path to better relationships within this vital market.

Package deals are now available with our other state banking magazines and conferences, giving you extended reach in the valuable northeast and mid-Atlantic markets. Expand your reach throughout the Eastern seaboard to Maryland, New Jersey, New York and New England.

This direct route to successful top financial executives is unparalleled in the publishing and advertising fields. All advertisements will appear in both versions, and digital ads will have live email addresses and website links. The connections to advertisers email and URL will come at no additional cost.

2013 ADVERTISING OPPORTUNITIES

MEDIA SOLUTIONS

> PRINT

Bi-Monthly Magazine
Virginia Banking



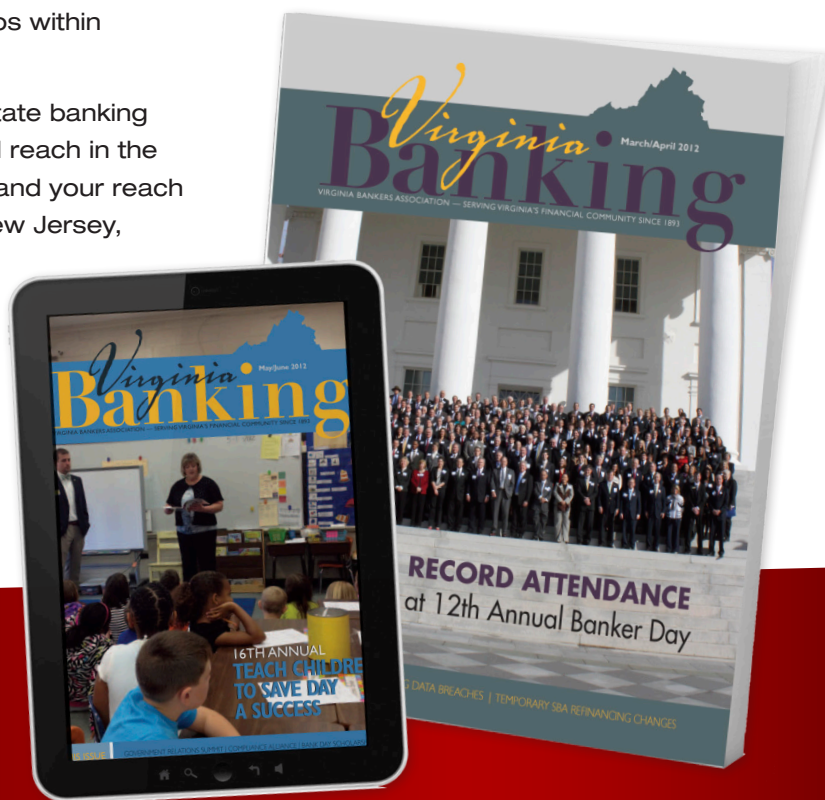
> ONLINE

Website and Digital Magazine
Advertising Opportunities



> EVENTS

Banking Conferences throughout
the Mid-Atlantic and the Northeast



VIRGINIA BANKERS
ASSOCIATION

The official magazine of the Virginia Bankers Association

Advertising Opportunities

STATISTICS & RESEARCH

The full color glossy magazine is delivered quarterly in both print and digital format.

Distribution: **11,200**

Print: **2,000** Digital: **9,200**

Serving **130** Virginia banks

11th ranked state in the country in total banking deposits

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. We offer you targeted marketing programs to reach this valuable audience through print, online, and local events.

TRUST

Consumers trust and believe magazines — and embrace advertising as a part of the brand experience. In fact, studies show that ads in magazines rank higher in trust than ads on TV, radio or online.

“Warren Group Publications give COCC a targeted approach to financial institutions in specific portions of its market area. No other organization enables COCC to communicate so specifically in the northeast.”

Robert Bessel, Public Relations Director, COCC

TAKING ACTION - MAGAZINES ARE MOTIVATING

More than **60%** of print magazine readers took action as a result of a magazine ad. Digital magazines also drive response, with **91%** taking action after reading a digital issue. Studies show that **43%** of magazine readers make online purchases vs. **21%** of non-readers.

Source: GfK MRI iPanel, February 2012

ADVERTISING RATES

AD SIZE	4 TIMES	1 TIME
Full Page (bleeds) 8.375 x 10.875	\$2,240	\$2,520
2/3 Page 4.75 x 9.75	\$1,790	\$2,015
Half Page 7.25 x 4.75	\$1,570	\$1,765
1/3 Page 4.75 x 4.75	\$1,230	\$1,385
Back Cover (bleeds) 8.375 x 10.875	\$2,690	\$3,025
Inside Cover (bleeds) 8.375 x 10.875	\$2,575	\$2,900

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.

2013 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
January/February	12/28	1/4	1/31
March/April	2/28	3/8	4/1
May/June	5/2	5/9	6/3
July/August	6/27	7/5	7/31
September/October	8/29	9/6	9/30
November/December	11/1	11/8	12/2

DIGITAL ADVERTISING

Each issue of Virginia Banking will be delivered two times by e-mail with issue highlights and the digital version surrounded by quality advertising positions.

Top Banner (728 x 90)	\$550
Square (300 x 250)	\$500
Bottom Banner (728 x 90)	\$350

Digital editions are delivered by a dedicated e-mail that will highlight the top stories and open the high-quality, page turning and mobile ready issue with no additional links or clicks. All URLs and e-mail addresses are live within the digital version.



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2013 EDITORIAL CALENDAR

**MARCH
APRIL**

Legal Issue

Compliance is a moving target: as laws – both state and federal – change frequently, how can your bank be flexible enough to adapt? This issue features advice – and encouragement – from the best in the field.

**MAY
JUNE**

Convention Issue

With bonus distribution at the 120th Annual Convention, this issue will be seen by all of the banking industry in Virginia, and professionals from adjacent industries. This is your chance to congratulate Jeff Szyperski, Chesapeake Bank, on his great year as the 2012-2013 VBA Chairman!

**JULY
AUGUST**

CFO Issue

Chief financial officers are vital to the success of community banks. This issue will be distributed at the Virginia Bankers Association's annual CFO conference, where members of the C-Suite gather to network.

**SEPTEMBER
OCTOBER**

BankSchool Education Issue

With coverage of the Bank School graduates and upcoming financial literacy events, this issue is all about education, from the youngest members of our communities to the ongoing education of bankers.

**NOVEMBER
DECEMBER**

Correspondent Banking/Investment Banking Issue

In a world where "community" is redefined by the Internet, this issue will explore how community bankers can bring their approach to banking to a global audience.