

2015 MARKETING OPPORTUNITIES

Virginia Banking

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

VIRGINIA BANKERS ASSOCIATION VBA

Our Members Are Your Best PROSPECTS.

Start building stronger business relationships today.

The official magazine of the Virginia Bankers Association, **Virginia Banking** reaches approximately 11,700 banking industry professionals in 130 banks throughout the state. Financial leaders in Virginia rely on this bi-monthly magazine to gather information and move their businesses forward.

You can connect with the leaders of the banking community, increase your market share and grow your business. Visibility and repetition within your sales and marketing efforts to this powerful audience will establish the path to better relationships within this vital market. This is your direct route to get your message in front of successful C-level financial executives.

THE WARREN GROUP Since 1872 Real Estate & Financial Information

To learn more about **Virginia 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

Bimonthly Magazine, **Virginia Banking**

> ONLINE

Website and Digital Magazine Advertising
Direct Email Marketing

> EVENTS

Banking Conferences throughout the Mid-Atlantic and the Northeast

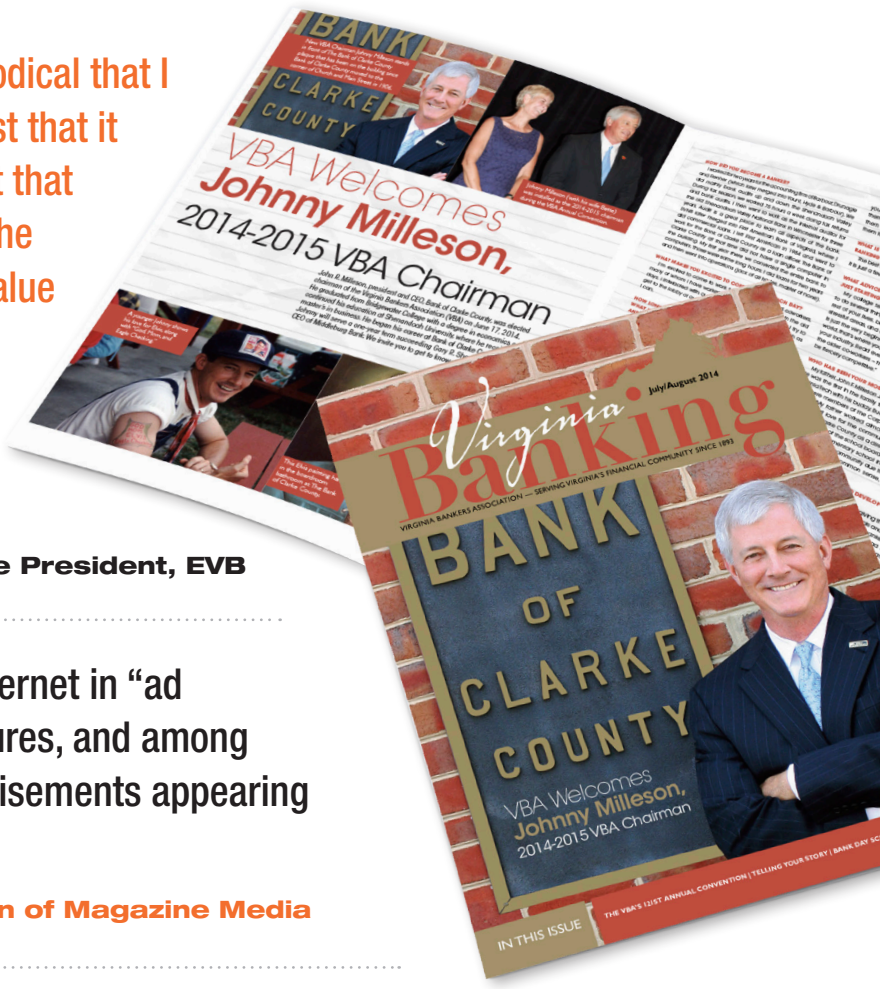


The official magazine of the Virginia Bankers Association

Benefits of Trade Publications

"The Virginia Banking publication is a periodical that I look forward to receiving. I can always trust that it will be replete with timely and rich content that benefits its banker reading constituency. The advertising component compliments the value proposition, as bankers can count on the VBA to have vetted the vendors and endorse those mentioned throughout the publication."

— Patricia Gallagher, Senior Vice President, EVB



Magazines score higher than TV or the internet in "ad receptivity" and other engagement measures, and among digital readers, 73% read or tap on advertisements appearing in electronic magazines.

— The Association of Magazine Media

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

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.**

DIGITAL SOLUTIONS



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 smartphones. Includes a 300 x 250 pixel ad on the email that delivers the digital issue to readers. **8.5” x 5” $1,385**

SPONSORED POSTS

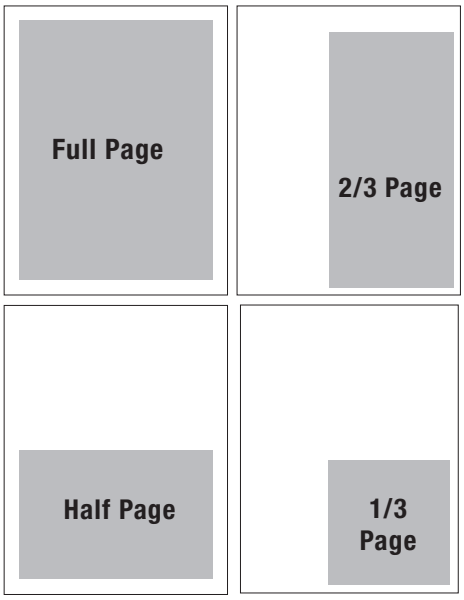
Be a part of our headlines as we deliver the digital version of banking magazines to our audience. Your story description can bring interested bankers right to your website to learn about the latest industry trends and products.

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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	6 TIMES	3 TIME	1 TIME
Full Page (bleeds) 8.375" w x 10.875" h	$2,240	$2,520	$2,800
2/3 Page 4.75" w X 9.75" h	$1,790	$2,015	$2,240
Half Page 7.25" w x 4.75" h	$1,570	$1,765	$1,960
1/3 Page 4.75" w x 4.75" h	$1,230	$1,385	$1,540
Back Cover (bleeds) 8.375" w x 10.875" h	$2,690	$3,025	NA
Inside Cover (bleeds) 8.375" w x 10.875" h	$2,575	$2,900	NA

Pricing is per issue • All rates are net

2015 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
January/February	12/29	1/2	1/30
March/April	3/3	3/10	4/3
May/June	4/29	5/6	6/3
July/August	6/25	7/6	7/31
September/October	8/27	9/3	10/1
November/December	10/27	11/3	12/1