

South Dakota Banker

2012 Media Kit | *Your Premier Source to South Dakota's Financial Services Industry*



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Reaching the Top Decision Makers

South Dakota Banker is your premier source to reaching the top decision makers in South Dakota's financial services industry. There is no better way to get your product or service in front of South Dakota bankers than to advertise in *South Dakota Banker*.

The official publication of the South Dakota Bankers Association, *South Dakota Banker* is dedicated to enhancing the banking profession by providing useful and timely information on important events and trends in the banking industry. Published monthly, the magazine provides information on SDBA news and events, education opportunities, state and national legislation, state and national banking news, products and services, and feature stories on South Dakota bankers.

Circulation

South Dakota Banker is mailed to nearly 500 member banks and branches in the state, as well as 85 associate members and numerous other professionals which interact with the financial services industry. With a monthly circulation of 700, *South Dakota Banker* is read by bank CEOs, presidents, directors and senior management, as well as government officials, attorneys, accountants, securities and investment firms, mortgage and insurance companies, and other business leaders. The magazine also reaches hundreds more each month electronically via the SDBA's website.

Serving South Dakota bankers since 1884, the SDBA has 90 percent of the eligible banks in South Dakota as members. The SDBA's mission is to enhance the ability of our members to compete effectively and profitably in the financial services industry.

Subscriptions

Member banks, branches and associate members receive one complimentary subscription. Additional subscriptions are available to members at a rate of \$40 per year. The non-member rate is \$60 per year. The magazine is also available digitally online.

Contact Information

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Advertising Deadline

South Dakota Banker is published monthly and mailed the first week of each month. The advertising deadline is the 15th day of the month preceding publication. (Example: Ad must be placed by January 15 for the February issue.)

Production Specification

Electronic submission of advertisements is required. High-resolution Adobe PDF or EPS files are preferred and should be emailed to ademers@sdba.com or mailed on CD to: Alisa DeMers, South Dakota Bankers Association, PO Box 1081, Pierre, SD 57501-1081.

Approval

All advertising copy is subject to the Editor's approval. The South Dakota Bankers Association reserves the right to reject any advertisement on the basis of form, content or unavailability of space.

Change of Copy

When change of copy is not received by the material due date of the 20th day of the month preceding publication, copy from a previous issue will run.

Payment

Advertisers and their agencies are responsible for payment for all advertisements. Billing is issued following publication. Payment must be received within 30 days of the invoice date.

Discounts

SDBA member banks and associate members receive a 10 percent discount off all advertising rates.

Cancellations

Cancellations must be received in writing before the advertising deadline, otherwise advertisers must pay the published rate.



South Dakota Banker 2012 Calendar & Ad Sizes/Rates

Your Premier Source to South Dakota's Financial Services Industry

2012 Calendar

- **January** - State Legislative Session Preview
- **February** - South Dakota Banker Profile
- **March** - SDBA State Legislative Conference
- **April** - South Dakota Banker Profile, Associate Members Special Section
- **May** - SDBA Agricultural Credit Conference
- **June** - South Dakota Banker Profile, Annual Reports Issue
- **July** - SDBA/NDBA Annual Convention
- **August** - South Dakota Banker Profile, SDBA School for Experienced Ag Lenders
- **September** - Fall Education and Training
- **October** - South Dakota Banker Profile
- **November** - SDBA Bank Technology Conference
- **December** - South Dakota Banker Profile

Each Month - Message from the Chairman, From the Executive Office, South Dakota Insurance & Services (SDBIS) Inc. Update, SDBA News, Training, State News, Ag Banking News, Endorsed Vendor Spotlight, Washington Update, IRA Update, Ask the Appraiser, Industry News, Bank Notes, Classifieds, Educational Calendar

Ad Sizes	Width x Height (inches)	1x Rate Per Issue	3x Rate Per Issue	6x Rate Per Issue	12x Rate Per Issue
Full Page: Outside Back Cover	8.5 x 11 (bleed 8.75 x 11.25)	\$1,000 (full-color)	\$950 (full-color)	\$900 (full-color)	\$850 (full-color)
Full Page: Inside Front/Back Cover	8.5 x 11 (bleed 8.75 x 11.25)	\$900 (full-color)	\$850 (full-color)	\$800 (full-color)	\$750 (full-color)
Full Page	8.5 x 11 (bleed 8.75 x 11.25)	\$625	\$585	\$545	\$505
1/2 Page Horizontal	7.5 x 5	\$400	\$370	\$340	\$310
1/2 Page Vertical	4.9 x 7.5	\$400	\$370	\$340	\$310
1/3 Page Horizontal	7.5 x 3.25	\$325	\$300	\$275	\$250
1/3 Page Vertical	2.33 x 10	\$325	\$300	\$275	\$250
1/4 Page	3.625 x 4.75	\$250	\$230	\$210	\$190

All rates are for black-and-white, except rates for cover ads. For all other ads, add \$200 for full-color.

- **Discounts** - 10 percent discount to SDBA member banks and associate members.
- **Discounts** - Frequency discounts cover number of inserts within 12 months of contract date.

South Dakota Banker 2012 Advertising Agreement

Your Premier Source to South Dakota's Financial Services Industry

Advertiser _____

Agency (if applicable) _____

Address _____

Address _____

City/State/Zip _____

City/State/Zip _____

Telephone Number _____

Telephone Number _____

Fax Number _____

Fax Number _____

Contact Person _____

Contact Person _____

Email Address _____

Email Address _____

Send billing invoice to: Advertiser Agency

Please check the boxes of the months you wish to advertise and the size of the ad that you are placing. Also specify if the ad is black-and-white or four-color process and include any other additional instructions.

Issues (check all that apply)

Jan. Feb. March April May June July Aug. Sept. Oct. Nov. Dec.

Ad Sizes and Specifications

Full Page - Outside Back Cover* Full Page (8.5" x 11") 1/3 Page (7.5" x 3.25")
 Full Page - Inside Back Cover* 1/2 Page (7.5" x 5") 1/3 Page (2.33" x 10")
 Full Page - Inside Front Cover* 1/2 Page (4.9" x 7.5") 1/4 Page (3.625" x 4.75")

Specify Ad Color: Black and White Four-Color Process

Does the ad bleed? Yes No

Additional Instructions: _____

**Limited availability. First come, first serve.*

Any verbal instructions regarding advertising placement will be treated as a tentative space reservation until written orders are received. A signed advertising agreement must be received by the 15th day of the month preceding publication or that tentative space reservation will be canceled. Camera-ready artwork is due by the 20th day of the month preceding publication.

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I understand and agree to the terms outlined above _____
(Signature)

Title _____ Date _____