

Cutting-edge editorial content:

Arizona Banker offers clear, comprehensive, sophisticated and up-to-date information that readers can apply immediately in their own organizations. Contributed to by the association's Board of Directors, as well as the financial service industry's most authoritative practitioners and consultants, *Arizona Banker* delivers a wealth of insight. Subjects include:

- Growth management
- Marketing & branding
- Compliance & regulatory issues
- Adding value & relevancy to client services
- Organizational performance & operations planning
- Finance management
- Tax considerations
- Legislative advocacy & legal updates
- Technology
- Communication concerns
- Leadership
- Risk concerns & assessments
- Cash-flow & investment-portfolio management
- Utah Bankers Association events & training opportunities

2017-2018 Publication & Advertising Schedule

Issue	Editorial/Artwork Due	Mail Date
Summer 2017	August 13, 2017	September 15, 2017
Fall 2017	November 3, 2017	November 8, 2017
Winter 2018	February 2, 2018	March 8, 2018
Spring 2018	May 3, 2018	June 8, 2018

Ad Specifications (width x height)

* Full Page Ads:	8.5" x 11"
1/2 Page Ads:	7.5" x 4.625"
1/4 Page Ads:	3.625" x 4.625"
* Inside Front / Back Cover	8.5" x 11"
* Outside Back Cover	8.5" x 8.5"

*for bleed, add .125" on all sides

Design Information:

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

***Ad Design Available, \$250.**

About our readers:

Published quarterly with the addition of an associate directory, with a circulation of nearly 1800, *Arizona Banker* serves the membership and prospective members of the Arizona Bankers Association. *Arizona Banker* readers are among the most successful banking professionals within the state of Arizona. They strive to keep up on new laws and regulations, software, training opportunities, academic research and other resources. Our readers look to *Arizona Banker* as a tool that can improve their performance—as well as increase membership for the association—by helping them provide relevant and professional leadership and compete in Arizona's marketplace.

Arizona Banker readers represent banks, financial institutions and businesses of all sizes in the banking industry, and the magazine is read cover-to-cover and stored in members' libraries for future reference. This is your opportunity to reach the niche market the banking industry provides.

- Editorial opportunities available, guidelines apply



2017-2018 Advertising Rates - Full Color

Size	Price Per Term
Full Page	\$2,306
1/2 Page	\$1,730
1/4 Page	\$1,298
Page #3 Right-Hand Read	\$2,556
Inside Front/Back Covers	\$2,556

- Ad rates include four issues of *The Arizona Banker* magazine and the annual membership directory.
- Ad rates are net.
- All color is process color.
- Centerfold space available, call for rates.
- Per issue rates are available upon request.
- You must be a member in good standing to advertise in the annual directory.

news/LINK
GROUP

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QUESTIONS?

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