

Cutting-edge editorial content:

The *Community Banker* offers clear, sophisticated, up-to-date, comprehensive but concise information about strategies, methods and techniques that readers can apply immediately in their organizations.

With articles written by the most authoritative practitioners and consultants in the field, *The Community Banker* covers a broad range of subjects, including the following:

- Growth Management
- Marketing and Branding
- Compliance and Regulatory Issues
- Adding Value and Relevancy to Client Services
- Organizational Performance and Operations Planning
- Finance Management
- Tax Considerations
- Legislative and Legal Updates
- Technology
- Communication Concerns
- Leadership
- Risk Concerns and Assessments
- Cash-Flow and Investment-Portfolio Management
- Education Training Opportunities
- CBWV Programs and Events

2018-19 Publication & Advertising Schedule		
Issue	Editorial/ Artwork Due	Mail Date
3rd Quarter	August 31, 2018	September 21, 2018
4th Quarter	November 30, 2018	December 20, 2018
1st Quarter	February 28, 2019	March 3, 2019
2nd Quarter	May 31, 2019	June 21, 2019

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.

- Ad rates are net.
- All color is process color.
- Centerfold space available, call for rates.
- Per issue rates are available upon request.

Readers want competitive advantage:

Published quarterly, *The Community Banker* serves the membership and prospective members of the Community Bankers of West Virginia. *The Community Banker* readers are among the most successful banking professionals within the state of West Virginia. They strive to continuously learn about new laws and regulations, methodologies, software, training opportunities, academic research, office technology and other resources. Our readers look to *The Community 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 the marketplace.

The Community Bankers of West Virginia represents West Virginia community banks and is an affiliate of the Independent Community Bankers of America (ICBA). *The Community Banker* readers represent businesses of all sizes in the community banking industry, and our research shows that the magazine is read cover-to-cover and stored in our members' libraries for future reference. This is your opportunity to reach the niche market the association provides.

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"

2018-19 Advertising Rates - Full Color	
Size Price	Per Term (4 issues)
Full Page	\$1,972
1/2 Page	\$1,479
1/4 Page	\$1,109
Page #3 Right-Hand Read	\$2,472
Inside Front/Back Covers	\$2,222
Outside Back Cover	\$2,472

QUESTIONS?
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