

Cutting-edge editorial content:

The Kansas Banker offers clear, sophisticated, and up-to-date information about strategies, methods and techniques that readers can apply immediately in their own organizations. With articles written by the financial services' most authoritative practitioners and consultants in the field, *The Kansas 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
- Conventions and Educational Seminars Notices
- Technology
- Communication Concerns
- Leadership
- Risk Concerns and Assessments
- Cash-Flow and Investment-Portfolio Management
- BOLI, GLBA and Sarbarnes-Oxley Compliance

Readers want competitive advantage:

The Kansas Banker serves the membership and prospective membership of the Kansas Bankers Association. *The Kansas Banker* is published eight times per year with a circulation of more than 875 each issue.

The Kansas Banker readers are among the most successful banking professionals within the state of Kansas. They strive to continuously learn new laws and regulations, methodologies, software, training opportunities, academic research, office technology and other resources that can help them improve their performance and increase membership for the association by providing relevant and professional leadership and compete in the marketplace.

Our readers represent businesses of all sizes in the banking industry. This is your opportunity to reach the niche market the association provides. Our research shows that the magazine is read cover-to-cover and stored in our members' libraries for future reference.

- Editorial opportunities available, guidelines apply.

2018 Publication & Advertising Schedule

Issue	Editorial/ Artwork Due	Mail Date	Editorial Theme
Jan.	12/22/2017	1/19/2018	BLOK Class Announcement Tri-State Preview
Feb./ March	2/22/2018	3/15/2018	Technology, BLOK Session I Public Affairs
April/ May	4/26/2018	5/17/2018	Tri-State, BLOK Session II Ag Conference
June	5/29/2018	6/19/2018	Scholarships, YBOK Spring H&P Golf, MOKAN
July	6/26/2018	7/17/2018	Federal Affairs BLOK Session III
Aug.	7/25/2018	8/15/2018	Chairman Feature New Board Members
Sept.	8/23/2018	9/13/2018	CEO Forum Century in Family Banking, Fifty Year Club
Oct/Nov.	10/23/2018	11/13/2018	Lending, YBOK, Maag Scramble BLOK Session IV, Grad School Graduates
Dec.	11/21/2018	12/12/2018	RMC-Investment Tech Preview, Scholarship Preview

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.

2018 Advertising Rates - Full Color

Size	Single Insertions	Price Per Term (9 issues)
Full Page	\$1,350. ⁰⁰	\$5,585. ⁰⁰
1/2 Page	\$1,200. ⁰⁰	\$4,195. ⁰⁰
1/4 Page	\$900. ⁰⁰	\$3,145. ⁰⁰
Page 3	\$1,935. ⁰⁰	\$6,065. ⁰⁰
Inside Front Back	\$1,685. ⁰⁰	\$5,825. ⁰⁰
Outside Back Cover	\$1,935. ⁰⁰	\$6,065. ⁰⁰

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



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QUESTIONS?

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