

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 Sarbornes-Oxley Compliance

2019 Publication & Advertising Schedule		
Issue	Editorial/Artwork Due	Mail Date
Jan/Feb 2019	January 24, 2019	February 14, 2019
Mar/Apr 2019	March 28, 2019	April 18, 2019
May/June 2019	May 23, 2019	June 13, 2019
July/Aug 2019	July 25, 2019	August 15, 2019
Sept/Oct 2019	September 26, 2019	October 17, 2019
Nov/Dec 2019	November 21, 2019	December 12, 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.

*Add .125" bleed on all sides

- 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.

Readers want competitive advantage:

The Kansas Banker serves the membership and prospective membership of the Kansas Bankers Association. The Kansas Banker is published six 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.

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"

2019 Advertising Rates - Full Color (6 issues)		
Size Price	Single Insertion	Per Term
Full Page	\$1,350	\$3,725
1/2 Page	\$1,200	\$2,796
1/4 Page	\$900	\$2,096
Page #3 Right-Hand Read	\$1,935	\$4,045
Inside Front/Back Covers	\$1,685	\$3,885
Outside Back Cover	\$1,935	\$4,045

