

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 nine 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.

2017 Publication & Advertising Schedule			
Issue	Editorial/Artwork Due	Mail Date	Editorial Theme
Jan 2017	Dec 21, 2016	Jan 11, 2017	BLOK Class Announcement, Tri-State Preview, Legislative Session Preview
Feb/Mar 2017	Feb 22, 2017	Mar 14, 2017	Technology, BLOK I, Public Affairs - Recap
April/May 2017	Apr 11, 2017	May 2, 2017	AG, Lending, Tri-State, BLOK II
Jun 2017	May 16, 2017	Jun 6, 2017	Scholarships, YBOK Spring, H&P Golf, MOKAN
July 2016	Jun 20, 201	Jul 11, 2017	Federal Affairs, BLOCK III
Aug 2017	Jul 21, 2017	Aug 11, 2017	Chairman Feature, New Board Members
Sept 2017	Aug 25, 2017	Sept 14, 2017	CEO Forum, 100 Yrs. Fam Banking, 50-Yr. Club
Oct/Nov 2017	Oct 17, 2017	Nov 7, 2017	YBOK Fall, BLOK IV, Maag Scramble, Grad Schools, Trust, CFO
Dec 2017	Nov 14, 2017	Dec 5, 2017	Investment, Scholarship Promo, Technology 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	

2017 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

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.

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QUESTIONS?
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