

Cutting-edge editorial content:

Hometown Banker Magazine 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, *Hometown Banker* Magazine 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
- PACB events & training opportunities

2019 Publication & Advertising Schedule		
Issue	Editorial/Artwork Due	Mail Date
January 2019	Nov 29, 2018	Dec 20, 2018
February 2019	Dec 28, 2018	Jan 23, 2019
March 2019	Jan 28, 2019	Feb 22, 2019
April 2019	Feb 28, 2019	Mar 22, 2019
May 2019	Mar 29, 2019	Apr 22, 2019
June 2019	Apr 29, 2019	May 22, 2019
July 2019	May 29, 2019	June 21, 2019
August 2019	June 28, 2019	July 22, 2019
September 2019	July 29, 2019	Aug 23, 2019
October 2019	Aug 29, 2019	Sept 23, 2019
November 2019	Sep 27, 2019	Oct 22, 2019
December 2019	Oct 28, 2019	Nov 22, 2019

*Add .125" bleed on all sides

Design Information:

All ads must be submitted in press ready .pdf format. Ads may also be submitted as original Illustrator format. All ads must be submitted in CMYK. 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.
- Per issue rates are available upon request.

Reader Demographics:

Published monthly, with a circulation of nearly 5000, *Hometown Banker* magazine serves the membership and prospective members of the The Pennsylvania Association of Community Bankers (PACB). *Hometown Banker* magazine readers are among the most successful banking professionals within the state of Pennsylvania. They strive to keep up on new laws and regulations, software, training opportunities, academic research and other resources. Our readers look to *Hometown Banker* magazine 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 Pennsylvania's marketplace.

Hometown Banker magazine 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

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"
Page #3 Right-Hand Read	8.5" x 11"
* Inside Front / Back Cover	8.5" x 11"
* Outside Back Cover	8.5" x 8.5"

2019 Advertising Rates - Full Color			
Size Price	(1 issues)	(6 issues)	(12 issues)
Full Page	\$955	\$5,256	\$9,140
1/2 Page	\$715	\$3,942	\$6,855
1/4 Page	\$540	\$2,956	\$5,141
Page #3 or #5 Premium	\$1,005	\$5,545	\$9,640
Inside Front/Back Covers	\$980	\$5,400	\$9,390
Outside Back Cover	\$1,005	\$5,545	\$9,640

Centerfold space available, call for rates

