

# THE community banker



## Advertisement Opportunity!

### Business-to-Business Marketing That Moves Products and Services

*The Community Banker* is the premier professional trade journal for community bankers and other related professionals in Virginia. As the official publication of the Virginia Association of Community Bankers (VACB), *The Community Banker* reflects the industry's highest standards and reinforces the organization's sterling professional image.

## 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
- VACB Programs and Events

2019 Publication & Advertising Schedule		
Issue	Editorial/ Artwork Due	Mail Date
Spring 2019	February 22, 2019	March 15, 2019
Summer 2019	May 23, 2019	June 14, 2019
Fall 2019	August 22, 2019	September 13, 2019
Winter 2019	November 21, 2019	December 20, 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 Virginia Association of Community Bankers. *The Community Banker* readers are among the most successful banking professionals within the state of 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 Virginia Association of Community Bankers represents 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.

- 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	
Size Price	Per Term (4 issues)
Full Page	\$2,295
1/2 Page	\$1,722
1/4 Page	\$1,291
Page #3 Right-Hand Read	\$2,795
Inside Front/Back Covers	\$2,545
Outside Back Cover	\$2,795

**QUESTIONS?**  
**Contact Kris at:**  
 (Direct) 727-475-9827  
 (tf) 855-747-4003  
[kris@thenewslinkgroup.com](mailto:kris@thenewslinkgroup.com)



Name \_\_\_\_\_

Company Name \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_

Website \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State _____	Zip Code _____	Country _____
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E-mail \_\_\_\_\_

Production Contact Name \_\_\_\_\_

E-mail \_\_\_\_\_

Ad size	Cost per ad	Number of insertions	Total cost
Full page			
1/2 page			
1/4 page			
1/8 page			
Page 3			
Inside front / back cover			
Outside back cover			

We will provide ad                       We will pay you to design our ad

**Payment Method:**

Please invoice me     Credit Card:     VISA     MasterCard     American Express

Credit Card Authorization:		
Name as it appears on credit card _____		
Credit card number _____	Expiration date _____	CVC Code _____
Billing address of credit card _____		
Cardholder's signature _____		
Or call Kris at 727-475-9827 to process payment over the phone.		
I hereby authorize and agree to pay the rate and contract as shown above.		
Signature: _____		Date: _____

- Account balance is due in full prior to publication. Ads not paid in full prior to publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Order is non-cancelable. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

# Magazines Work - Still

The 64 million dollar question for any business has always been how to get the most out of their marketing investments by bringing in new customers and maintaining the loyalty of their existing clientele. That's the beginning, the middle and the end-game of good marketing.

Well, it seems that this past year was a good year for answers. Official answers. Consensus answers. Simply put, it was the year that print proved it wasn't dead. Interestingly, more print publications were launched this past year than in the past several years combined. So for those of you that bought into the "electronic is the only way to go" mantra, think again. And fast. Print, it turns out, still works, and these days, print has the credibility punch to maintain its staying power.

**“In today's digital age, the synergy generated from a multi-touch, cross channel campaign positions an organization for creating maximum impact. Utilizing direct mail as one of the contact strategy elements is a proven tool for building and nurturing relationships.”**

Jason Butler, Goldleaf Data Corporation

## Print is Precise

The message you send, is the message your readers actually receive. According to research with the Centre for Experimental Consumer Psychology at Bangor University, it turns out that tangible materials leave a deeper footprint in the brain. Interestingly, this is not just because the physical materials stimulate both sight and touch, but also because of the actual subtraction of brain signals from the scrambled materials of outside stimuli often present with electronic distribution.

The research strongly suggests that greater emotional processing is facilitated by the physical material rather than by the virtual.

That emotional processing is important for memory and brand associations. And finally, physical materials produced more brain responses connected with internal feelings, suggesting greater "internalization."

## Print Creates Relevance

According to a poll conducted by Doremus and the Financial Times, 60% of the senior executives they surveyed across North America, Europe and Asia said that when they want in-depth analysis, they turn to print. Ironically, the rate was even higher (70%), with employees of technology companies. The Doremus/Financial Times study revealed that nearly two thirds (64%) of the executives they polled said they pay more attention to print ads than online ads. Direct mail also remains a highly effective marketing strategy, with 80% of people reading or scanning promotional material they received in their mailbox. In a USA Strategies survey, new product introductions, print ads and editorial coverage were viewed as the most important advertising options by B2B.

Google, one of the world's most respected and valuable brands, doesn't rely solely on email, Internet ads and services. In fact, for its pay-per-click ad product offerings, it pours millions of dollars into traditional marketing, including direct mail.

## Print is Cost Effective... After All

An Ipsos US study revealed that 67% of the online populations were driven by offline messages to perform online searches for more information on a company, service or product. 30% of those respondents then made a purchase. What's more, another USPS study from the same year determined that those who received a printed catalog from a retailer were twice as likely to buy online from that retailer as consumers who did not receive the catalog. According to the United States Postal Service, people spend an average of 25 minutes with direct mail pieces such as magazines, catalogs, "magalogs," etc. The same study showed that receiving direct mail, personalized and targeted to their

**“As a lot of other marketers cut back on print marketing, there's an opportunity to stand out more. It's not perceived as clutter—nobody has a bad impression of magazines—and it can be a very useful way to drive traffic to your core property.”**

Sucharita Mulpuru-Kodali, Analyst, Forrester Research

interests/needs, inspires many people to go out to the store or buy online. In fact, in a survey conducted on behalf of Pitney Bowes, nearly 94% of consumers questioned said they had taken action on promotional offers and coupons received via direct mail over the past year.

## Print Plays Well with Others

Paper remains an indispensable part of business in the Web age. However, while computers are firmly entrenched as the main work tool in most offices, people continue to print out key documents for important meetings, and turn to printed sources for reliable information. In addition, many organizations will tell you that their customers respond better to print advertising than online messages. In business, paper and electronic media are not incompatible. They are the perfect complement for one another. People often like having both. Electronic media is great for skimming information; paper media is better for studying that information in depth.

Magazines are more relevant today than ever. They are getting stronger as content providers, they can have a mutually beneficial relationship with Internet websites, and they continue to be one of the most effective places to put an advertisement. Why? Because people still like paper. Which means even in today's digital world, paper makes sense.



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