

## 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)