

2024 MEDIA GUIDE

TEXAS BANKING

ESTABLISHED 1911

TEXAS BANKERS ASSOCIATION

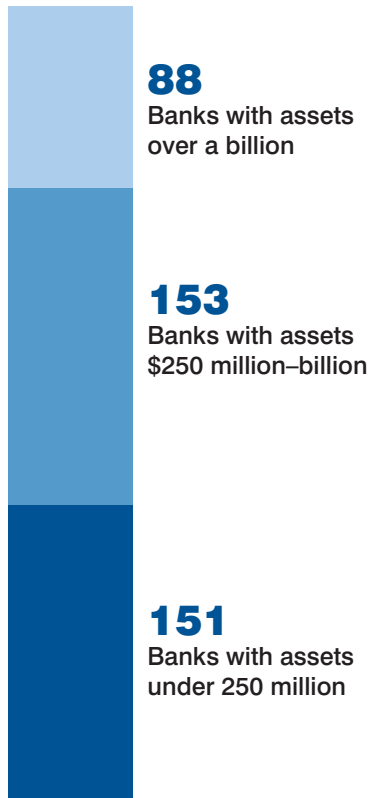


100% of all banks in Texas receive Texas Banking magazine.

Audience Profile

TEXAS BANK ASSETS

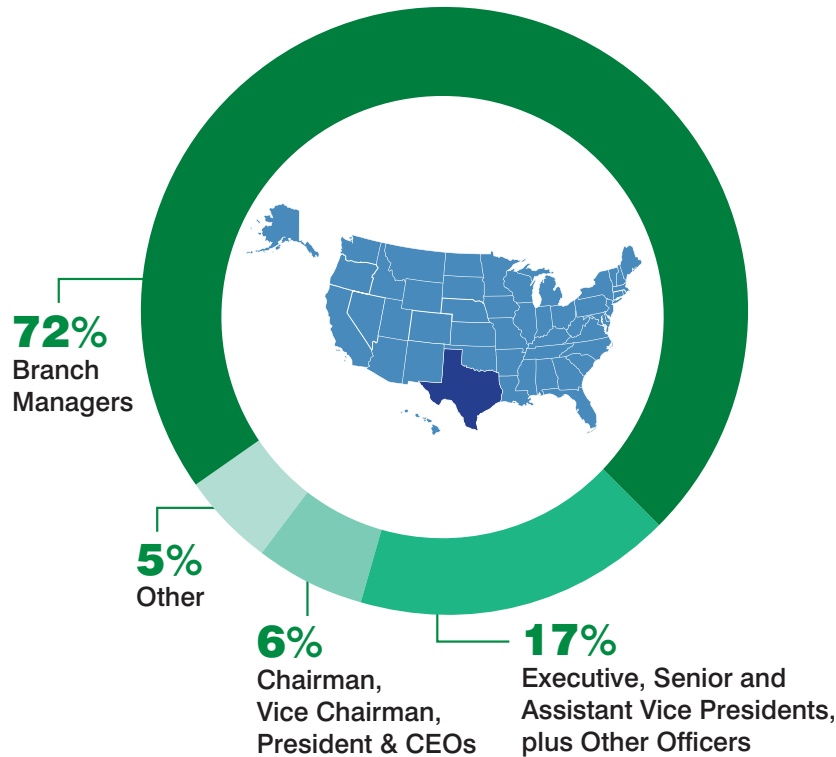
\$2.22 Trillion Total Texas Bank Assets



Source: FDIC, June 2022

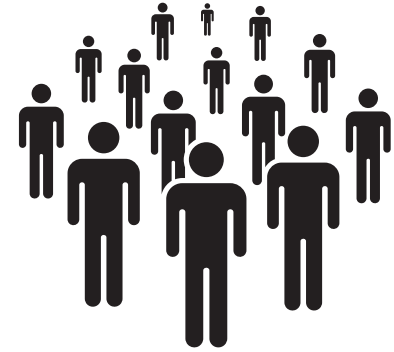
DECISION MAKERS

Our print circulation expands to 49 states.

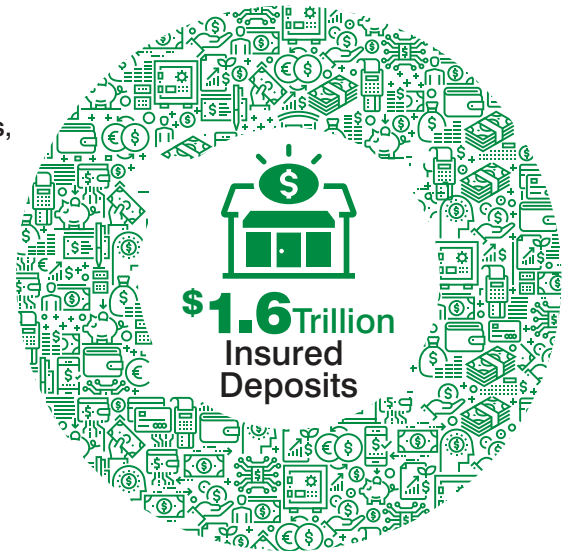


- The Texas Bankers Association represents banking institutions of all asset and deposit sizes and 96% of all community banks in Texas.
- Members include small and large institutions holding state and national charters, thrift charters and non-Texas charters.

TEXAS CUSTOMERS SERVED & DEPOSITS



24.7
Million Customers Served



Source: <https://americasbanks.aba.com/state-national-data/texas>

Texas Banking Magazine's Reach

Print Circulation:
nearly 6,400 subscribers



Online Version:
over 275,000 pageviews in 2022



Monthly E-Newsletter:
over 12,200 subscribers



PRINT MAGAZINE

- Topics covered throughout the year:
- Latest Texas banking industry news
 - Industry trends
 - Legislative and regulatory developments
 - A.I. and other technology advancements
 - Cybersecurity updates
 - Sales and marketing information
 - Features that help bankers compete in the marketplace

ONLINE MAGAZINE

www.texasbankers.com/magazine

- 2022 saw more than 275,000 pageviews.
- Averages more than 20,000 pageviews monthly.
- Covers each issue's features, columns and departments.
- * *Print ads and advertorial ads are not included in the online version.*

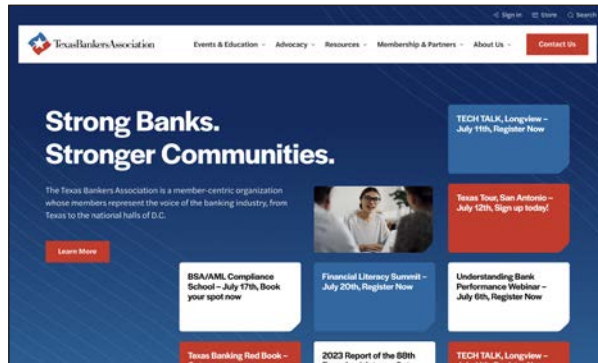
E-NEWSLETTER

- The online version of Texas Banking is also shared via its Texas Banking monthly e-newsletter.
- Distributed to more than 12,200 bank leaders and professionals across Texas and the nation, including:
 - * CEOs, Chairmen of the Board, Presidents, Branch Managers, Lending Officers, Cashiers, Compliance Officers, Bank Directors and more.

TBA Website/Email Advertising Opportunities

In 2024, TBA's website and email redesign will usher in a new era of possibilities!
Introducing enhanced advertising and partnership opportunities seamlessly integrated into our new platforms.

WEBSITE



TBA HOME PAGE

Prominent, embedded placement gives you maximum exposure with key banking demographics.

TBA RESOURCES WEB PAGE

Placement embedded within one of the most visited pages that bankers need.

TBA EVENTS WEB PAGE

Embedded advertising in front of bankers seeking education opportunities to advance their careers at every level.

EMAIL



TEXAS BANKING WEEKLY EMAIL NEWSLETTER

- Embedded banners in one of the most read and anticipated news briefs in the Texas banking industry.
~8,000 bankers per email
~99% delivery rate
- Weekly News: ~20% Engagement Rate

CEO REPORT WEEKLY EMAIL NEWSLETTER

- CEO Report: ~40% Engagement Rate

WEBSITE/EMAIL ADVERTISING AD RATES

Website/Email	Available per ad run period (4 months; i.e., Jan.-April; May-Aug.; Sept.-Dec.)	Price
Website Home Page + CEO Report Email	2	\$6,000
Website Events Page + Texas Banking Weekly Email	1	\$4,000
Website Resources Page + Texas Banking Weekly Email	1	\$4,000

AD SPECS

Website	Size
Website Home Page	292px X 166px
Website Events Page	615px X 178px
Website Resources Page	1182px X 293px
Email	Size (Both sizes required)
CEO Report or Weekly	625px X 125px / 429px X 75px (mobile)

Direct Event Advertising Opportunities

Introducing **NEW** advertising opportunities in our direct event marketing campaigns through combined email and social media. Each event will have at least three (3) round of email marketing sends (approx. one (1) per week), which includes three (3) supplementary social media runs over that same period (approx. one (1) share per week).

EMAIL



SOCIAL MEDIA



DIRECT EVENT EMAIL MARKETING

- Get your message or product in front of potential clients before the event.
- Minimum of three (3) opportunities to be included in our event marketing emails to banking professionals segmented by scope of work.
- Limited to one advertiser per email/social media campaign.
- Banner ad required one week prior to the insertion date.

DIRECT EVENT SOCIAL MEDIA MARKETING

- Advertiser's logo placed on the social media promotional card.
- Minimum of three (3) opportunities to be included in our event social media run.
- Limited to one advertiser per email/social media campaign.
- Company logo required one week prior to the insertion date.

DIRECT EVENT EMAIL/SOCIAL MEDIA AD RATES		
Online Website Rates	Available per ad run period	Price
Direct Event Email + Social Media	1	\$1,500

AD SPECS	
Direct Event Social Media	Size
Advertiser Logo	300px X 300px
Email	Size (Both sizes required)
Banner Ad	625px X 125px / 429px X 75px (mobile)

Editorial Calendar



JANUARY / FEBRUARY

HR / Women in Banking /
Washington Summit / Primary Election



MARCH / APRIL

Financial Literacy / Member Services /
Trust / Convention Preview



MAY / JUNE

Marketing & Communications /
Foundation Award Winners /
Convention Onsite Issue



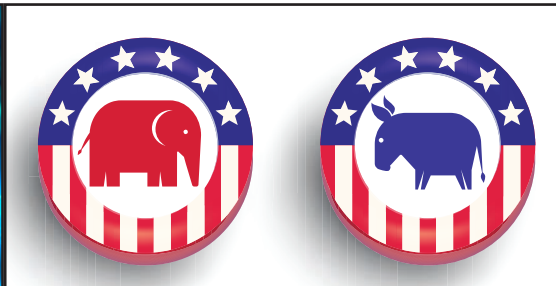
JULY / AUGUST

Convention Recap /
New TBA Leadership and Chair /
Foundation Award Winners



SEPTEMBER / OCTOBER

CyberSecurity / Risk Management /
Get Out the Vote



NOVEMBER / DECEMBER

M&A / 2025 Outlook /
Election Results

Take advantage of the Product Spotlight

Showcase your company's product and service related to the financial services sector in our Product Spotlight section of the magazine.

QUALIFICATIONS FOR AD PLACEMENT

- Must be a product or service related to the financial services industry (generic company ads are not allowed).
- Submit logo OR product photo and approximately 70 words for placement on page.
- Logo or photo must be 300dpi, CMYK, print ready.
- The Texas Bankers Association reserves the right to edit listing for spatial purposes only.
- Space is limited.

Product Spotlight

Learn about products and services related to the financial services sector.

To showcase your product or service here, please contact: ads@texasbankers.com • 512-472-8388

PRODUCT NAME GOES HERE



Product description here. You are allowed approximately 70 words, which includes your phone number and website. A product image or company logo is included. Product description here. You are allowed approximately 70 words, which includes your phone number and website. A product image or company logo is included. Product description here. You are allowed approximately 70 words, which includes your phone number and website. A product image or company logo is included. www.YourWebsite.com

QUALIFICATIONS FOR AD PLACEMENT



- Must be a specific innovative or technology product or service (generic company ads are not allowed).
- Submit logo OR product photo and approximately 70 words for placement on page.
- Logo or photo must be 300dpi, CMYK, print ready.
- The Texas Bankers Association reserves the right to edit listing for spatial purposes only.
- Space is limited.

PRODUCT NAME GOES HERE



Product description here. You are allowed about 70 words, which includes your phone number and website. Product description here. You are allowed about 70 words, which includes your phone number and website. Product description here. You are allowed about 70 words, which includes your phone number and website. Product description here. You are allowed about 70 words, which includes your phone number and website. www.YourWebsite.com

PRODUCT NAME GOES HERE



Ac feugiat sed lectus vestibulum mattis ullamcorper velit sed ullamcorper morbi tincidunt ornare massa eget egestas purus viverra accumsan in nisl nisi scelerisque eu ultrices vitae auctor eu augue ut lectus arcu bibendum at varius vel pharetra vel turpis nunc eget lorem dolor sed viverra ipsum nunc aliquet bibendum enim facilisis gravida neque convallis a cras semper auctor neque vitae tempus quam pellentesque nec tisque nam aliquam sem et tortor consequat ullamcorper. www.YourWebsite.com

PRODUCT NAME GOES HERE



Ac feugiat sed lectus vestibulum mattis ullamcorper velit sed ullamcorper morbi tincidunt ornare massa eget egestas purus viverra accumsan in nisl nisi scelerisque eu ultrices vitae auctor eu augue ut lectus arcu bibendum at varius vel pharetra vel turpis nunc eget lorem dolor sed viverra ipsum nunc aliquet bibendum enim facilisis gravida neque convallis a cras semper auctor neque vitae tempus quam pellentesque nec tisque nam aliquam sem et tortor consequat ullamcorper. www.YourWebsite.com

Paid advertisement. Texas Bankers Association does not endorse and has not vetted any of these products or services.

Please note: Editorial content is subject to change. Some topics may be included in the online version only.

Texas Banking Rates & Specifications

MAGAZINE PRINT

AD SIZES	1×	3×	6×
Full Page – Outside Back Cover 8.375" × 10.875" + bleed	\$3,112	\$3,000	\$2,802
Full Page – Inside Front/Back Cover 8.375" × 10.875" + bleed	\$2,660	\$2,565	\$2,395
Full Page 7" x 10"	\$2,465	\$2,376	\$2,218
2/3 Vertical 4.5" x 10"	\$2,130	\$2,055	\$1,934
1/2 Horizontal 7" x 5"	\$1,883	\$1,827	\$1,725
1/3 Square/Vertical 4.5" x 5" / 2.125" x 10"	\$1,628	\$1,590	\$1,516
1/4 Square/Horizontal 4.5" x 3.75" / 7" x 2.125"	\$1,465	\$1,432	\$1,376
SPECIAL ADVERTISING OPPORTUNITY			
Advertorial 7" x 10" (*One page, subject to approval)	\$2,500*		
Product Spotlight Section (included in the online version)			
Approximately 70 words + logo OR product image (space is limited)			6X: \$2,400

Trim Size: 8-3/8" × 10-7/8"	Full Page with Bleed 8.625 × 11.125	Full Page Live Area 7 × 10
Bleed Size: 8-5/8" × 11-1/8"		
1/4 Page Square 4.5 × 3.75	1/3 Page Square 4.5 × 5	2/3 Page Vert. 4.5 × 10
1/4 Page Horiz. 7 × 2.125	Half Page Horiz. 7 × 5	1/3 Page Vert. 2.125 × 10

Closing Date: 1st of the month prior to the issue date, i.e., Jan./Feb. ad closing is Dec. 1.

Material Deadline: 7th of the month prior to the issue date, i.e., Jan./Feb. ad material is due Dec. 7.

*NOTE: May/June issue closing date: 3/22/24; materials deadline: 3/27/24.

- Preferred:** Press quality high resolution PDF with crop marks and bleeds included. Must have all fonts embedded. File must be saved as 300DPI, CMYK and must be exact actual size of ad specification. All images must be placed at 100% in file when creating PDF.
- Accepted:** JPG or TIF files with crop marks and bleeds, 300DPI, CMYK and must be exact actual size.

Note: Microsoft Word and Publisher ads will not be accepted.

AD DISCOUNTS

(Up to 25% in combined savings*)

- 10% off all rates for Associate Members
- 5% off Convention Sponsors
- 5% off Convention Exhibitors
- 5% off Conference Sponsors

*Combined savings are only applicable to multiple insertions 3x or higher.

MAGAZINE ONLINE/EMAIL

ONLINE/EMAIL AD SIZES	1×	3×	6×
Leaderboard (728x90px)	\$2,000	\$1,900	\$1,800
Wide Skyscraper (160x600px)	\$1,200	\$1,175	\$1,150
Horizontal Banner (468x60px)	\$850	\$825	\$800
Magazine Email Banner (625x125px) — 4 available per issue	\$1,500	\$1,350	\$1,200

- JPG, PNG or GIF files are accepted and must be exact actual size of ad saved at 72DPI.
- Two sizes of ad must be supplied for E-Newsletter: 625x125px (web) • 429x75px (mobile)

Note: PDF, TIF, Microsoft Word and Publisher ads will not be accepted.

TEXAS BANKING
 LEADERBOARD — 728x90px

Wide Skyscraper: 160x600px

Horizontal Banner: 468x60px

TEXAS BANKING
 E-Newsletter Banner
 625x125px (web) • 429x75px (mobile)

TEXAS BANKING

ESTABLISHED 1911

TEXAS BANKERS ASSOCIATION



ADVERTISING CONTRACT

Kat Loyd • Partner Relations Specialist • ads@texasbankers.com
 203 W. 10th St. • Austin, TX 78701 • 512-472-8388 • www.texasbankers.com/magazine

ADVERTISER INFORMATION

Advertiser _____

Address _____

Contact person _____

Title _____

Phone _____

Email _____

AGENCY INFORMATION

Agency _____

Address _____

Contact person _____

Title _____

Phone _____

Email _____

Send billing invoice to: Advertiser Agency

INSERTION SCHEDULE

- January/February 20__
- March/April 20__
- May/June 20__
- July/August 20__
- September/October 20__
- November/December 20__

AD DISCOUNTS (Up to 25% in combined savings)

Combined savings are only applicable to multiple insertions of 6x.

- 10% off — Associate Members
- 5% off — Convention Sponsors
- 5% off — Convention Exhibitors
- 5% off — Conference Sponsors

Special instructions:

TERMS & CONDITIONS

Invoices are mailed the month prior to the magazine issue date. Net 30 days. Delinquent balances are subject to a service charge of 1.5 percent per month (18 percent per annum). One-time insertions require pre-payment. New contracts must be prepaid by one issue. Prepayment for entire contract is preferred.

Written confirmation is required for all ad placements. Contracts are for a one-year period from the date first ad is placed. Cancellations will not be accepted after the space reservation deadline. Rates for advertising space are subject to change without prior written notice. Advertisers on contract prior to rate changes are protected against rate increases until the expiration of the current contract.

This agreement shall be binding upon the parties hereto and shall be governed by laws of the state of Texas. In witness hereof, intending to be legally bound hereby, the parties hereto now execute this agreement the day and the year first written below.

Printed Magazine	1x	3x	6x
Full Page – Outside Back Cover	<input type="radio"/> \$3,112	<input type="radio"/> \$3,000	<input type="radio"/> \$2,802
Full Page – Inside Front/Back Cover	<input type="radio"/> \$2,660	<input type="radio"/> \$2,565	<input type="radio"/> \$2,395
Full Page	<input type="radio"/> \$2,465	<input type="radio"/> \$2,376	<input type="radio"/> \$2,218
2/3 Vertical	<input type="radio"/> \$2,130	<input type="radio"/> \$2,055	<input type="radio"/> \$1,934
1/2 Horizontal	<input type="radio"/> \$1,883	<input type="radio"/> \$1,827	<input type="radio"/> \$1,725
1/3 Square/Vertical	<input type="radio"/> \$1,628	<input type="radio"/> \$1,590	<input type="radio"/> \$1,516
1/4 Square/Horizontal	<input type="radio"/> \$1,465	<input type="radio"/> \$1,432	<input type="radio"/> \$1,376

Other Advertising Opportunities (printed magazine)	
Advertorial (1X)	<input type="checkbox"/> \$2,500
Product Spotlight (6x)	<input type="checkbox"/> \$2,400

Magazine Website	1x	3x	6x
Leaderboard (728x90)	<input type="radio"/> \$2,000	<input type="radio"/> \$1,900	<input type="radio"/> \$1,800
Wide Skyscraper (160x600)	<input type="radio"/> \$1,200	<input type="radio"/> \$1,175	<input type="radio"/> \$1,150
Horizontal Banner (468x60)	<input type="radio"/> \$850	<input type="radio"/> \$825	<input type="radio"/> \$800

Magazine Email	1x	3x	6x
E-Newsletter Banner (625x125 + 429x75)	<input type="radio"/> \$1,500	<input type="radio"/> \$1,350	<input type="radio"/> \$1,200

TBA Website/Email	1x
Website Home Page + CEO Report Email	<input type="checkbox"/> \$6,000
Website Events Page + Texas Banking Weekly Email	<input type="checkbox"/> \$4,000
Website Resources Page + Texas Banking Weekly Email	<input type="checkbox"/> \$4,000

DIRECT EVENT EMAIL/SOCIAL MEDIA	1x
Direct Event Email + Social Media	<input type="radio"/> \$1,500

Percent Discount: Discount Applied:
 Subtotal: **TOTAL DUE:**

Contract terms understood and accepted by advertiser or authorized agent:

Signature _____ Print Name _____ Date _____

TBA Signature _____ Print Name _____ Date _____

CLEAR FORM