

# 2025 MEDIA GUIDE

# TEXAS BANKING

ESTABLISHED 1911

TEXAS BANKERS ASSOCIATION



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

# Audience Profile

## TEXAS BANK ASSETS

**\$1.03** Trillion Total Texas Bank Assets



**95**

Banks with assets over a billion

**138**

Banks with assets \$250 million–billion

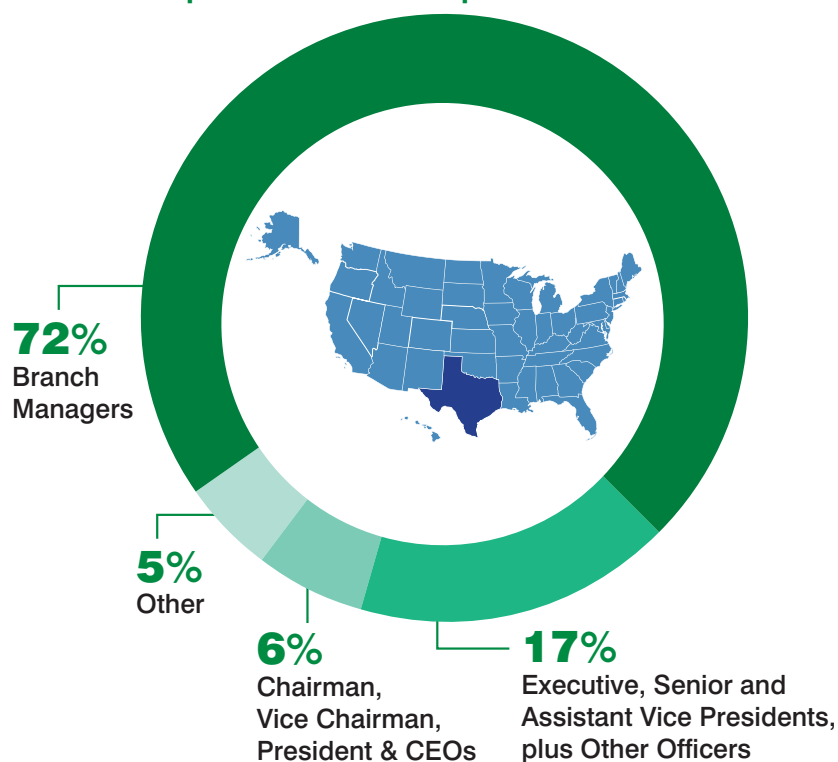
**157**

Banks with assets under 250 million

SOURCE: FDIC, JUNE 2022

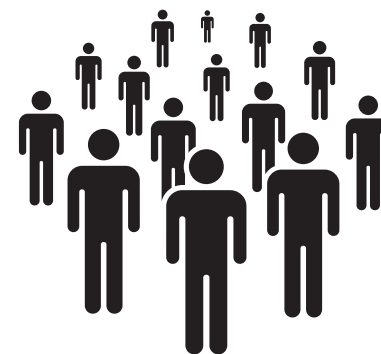
## DECISION MAKERS

Our print circulation expands to 49 states.

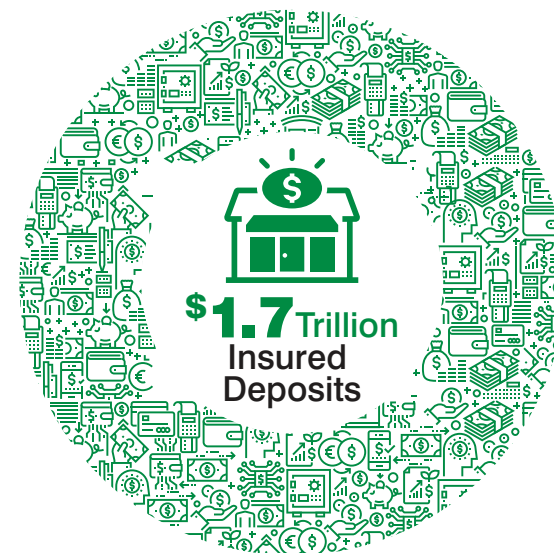


- The Texas Bankers Association represents banking institutions of all asset and deposit sizes and 96% of all community banks in Texas.
- Members include small and large institutions holding state and national charters, thrift charters and non-Texas charters.

## TEXAS CUSTOMERS SERVED & DEPOSITS



**2.7M**  
Loans Made



SOURCE: [HTTPS://AMERICASBANKS.ABA.COM/STATE-NATIONAL-DATA/TEXAS](https://americasbanks.aba.com/state-national-data/texas)

# Texas Banking Magazine's Reach

**Print Circulation:**  
nearly 6,500 subscribers



**Online Version:**  
more than 43,000 pageviews in 2024



**Monthly E-Newsletter:**  
more than 16,000 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](http://www.texasbankers.com/magazine)

- 2024 saw more than 43,000 pageviews.
- Averages more than 7,100 pageviews each issue.
- 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 16,000 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.



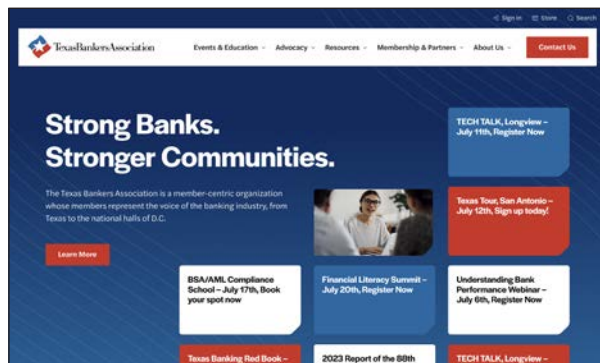
# TBA Website/Email Advertising Opportunities

2024 saw a new level of engagement due to the website redesign that will continue to usher in a new era of possibilities.

Our enhanced advertising provides advertisers with unprecedented insight into their campaign performance.

*Note: Data and analytics are provided the following each month's ads run.*

## WEBSITE



### TBA HOME PAGE

Prominent, embedded placement gives you maximum exposure with key banking demographics. Homepage engagement resulted in more than 465k views by more than 85k users in 2023.

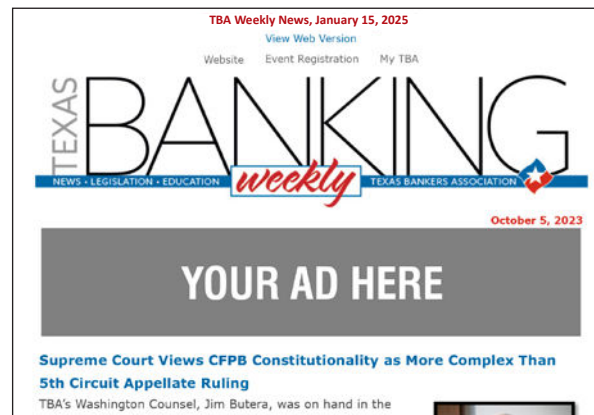
### TBA RESOURCES WEB PAGE

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.  
~16,000 bankers per email  
~99% delivery rate
- Weekly News: ~20% Engagement Rate

### CEO REPORT WEEKLY EMAIL NEWSLETTER

- CEO Report: More than 3k subscribers per weekly send.

## 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
CEO Report or Weekly	625px X 125px

# 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



## 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 EMAIL/SOCIAL MEDIA AD RATES

Online Website Rates	Available per ad run period	Price
Direct Event Email + Social Media	1	\$1,500

## SOCIAL MEDIA



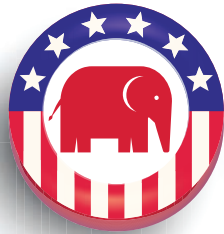
## DIRECT EVENT SOCIAL MEDIA MARKETING

- 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.

### AD SPECS

Direct Event Social Media	Size
Advertiser Logo	300px X 300px
Email	Size
Banner Ad	625px X 125px

# Editorial Calendar



**JANUARY / FEBRUARY**

Election Results /Convention  
Preview/ Marketing & Communications



**MARCH / APRIL**

HR / Member Services / Foundation Award  
Winners / Convention Onsite Issue



**MAY / JUNE**

New TBA Chair and Board / Women in  
Banking / Foundation Award Winners



**JULY / AUGUST**

Wealth Management & Trust /  
Financial Literacy / Convention Recap



**SEPTEMBER / OCTOBER**

CyberSecurity / Risk Management /  
MAGNET / Texas Bankers ISAO



**NOVEMBER / DECEMBER**

M&A / 2026 Economic Outlook

**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
<b>SPECIAL ADVERTISING OPPORTUNITY</b>			
Advertorial 7" x 10" (*One page, subject to approval)	\$2,500*		

<b>Trim Size:</b> 8-3/8" × 10-7/8"	<b>Full Page with Bleed</b> 8.625 × 11.125	<b>Full Page Live Area</b> 7 × 10
<b>Bleed Size:</b> 8-5/8" × 11-1/8"		
<b>1/4 Page Square</b> 4.5 × 3.75	<b>1/3 Page Square</b> 4.5 × 5	<b>2/3 Page Vert.</b> 4.5 × 10
<b>1/4 Page Horiz.</b> 7 × 2.125	<b>Half Page Horiz.</b> 7 × 5	<b>1/3 Page Vert.</b> 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: 3/22/25; materials deadline: 3/27/25.

- 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.
- 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**





ADVERTISING CONTRACT

Kat Loyd • Partner Relations Specialist • [ads@texasbankers.com](mailto:ads@texasbankers.com)  
203 W. 10th St. • Austin, TX 78701 • 512-472-8388 • [www.texasbankers.com/magazine](http://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
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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)	<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: 

0%

Discount Applied: 

\$ 0.00

Subtotal: 

\$ 0.00

TOTAL DUE: 

\$ 0.00

Contract terms understood and accepted by advertiser or authorized agent:

SignaturePrint NameDate

TBA SignaturePrint NameDate

CLEAR FORM