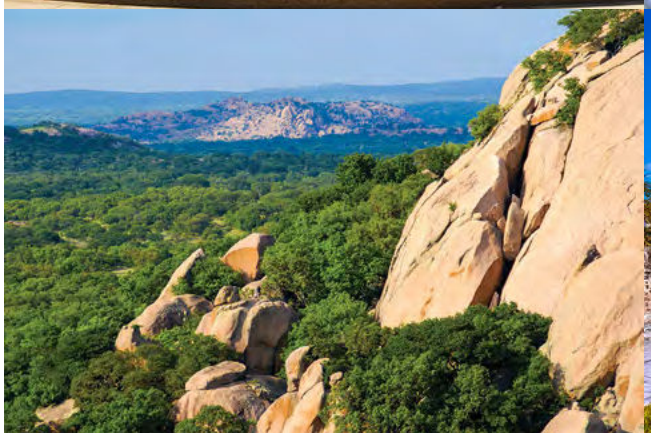
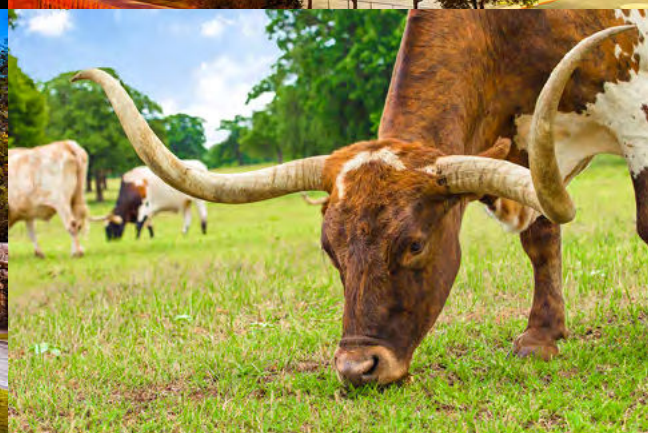
2027 MEDIA GUIDE

TEXAS BANKING

ESTABLISHED 1911

TEXAS BANKERS ASSOCIATION





100% of banks in Texas receive Texas Banking magazine.

Audience Profile

TEXAS BANK ASSETS

$785 Billion Total Texas Bank Assets

91
Banks with assets over a billion

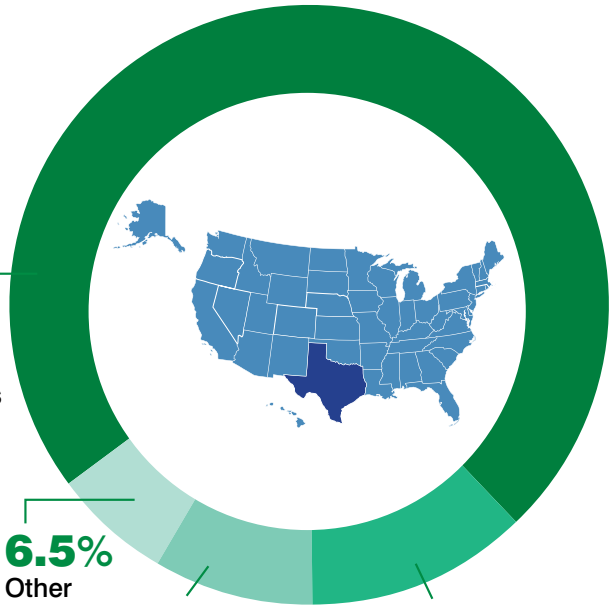
137
Banks with assets $250 million–1 billion

121
Banks with assets under $250 million

Source: FDIC, March 2026

DECISION MAKERS

Our print circulation extends to 49 states.



73%
Branch Managers

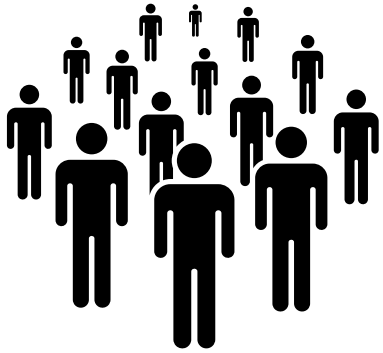
6.5%
Other

8.5%
Chairman, Vice Chairman, President & CEOs

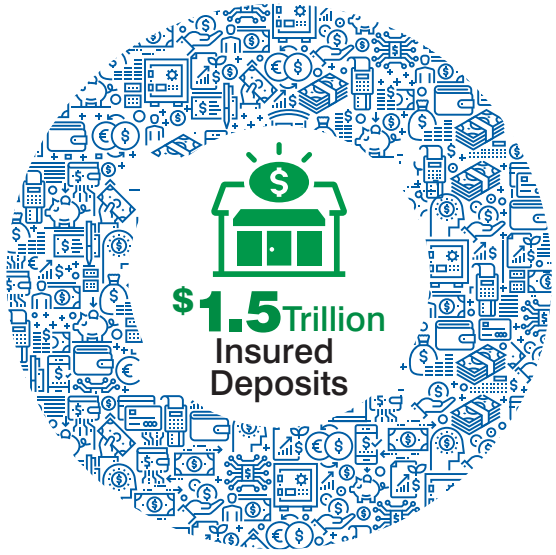
12.2%
Executive, Senior and Assistant Vice Presidents, plus Other Officers

- 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



424M
Loans Made

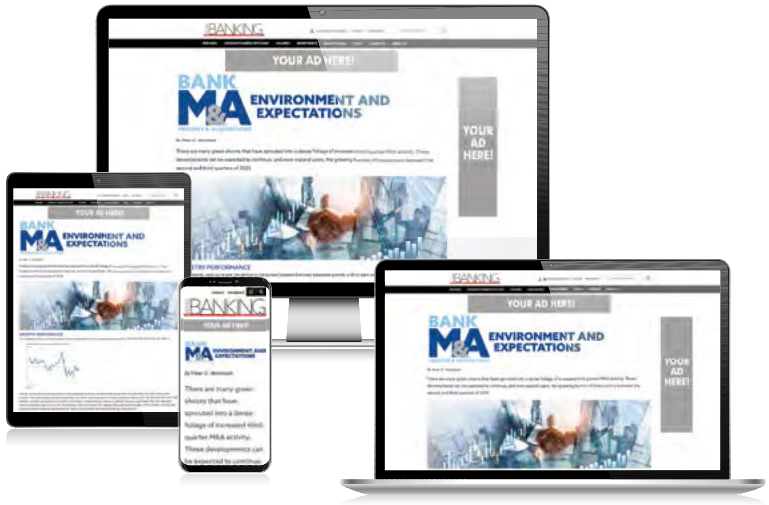


Source: https://americasbanks.aba.com/state-national-data/texas

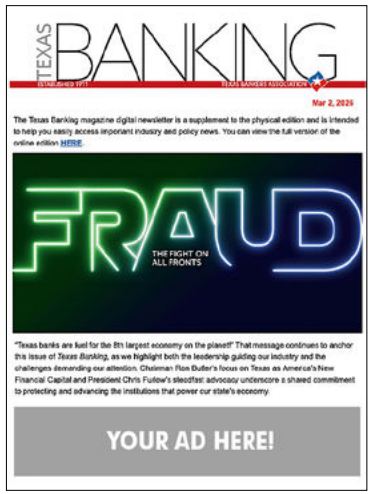
Texas Banking Magazine's Reach

Print Circulation:
nearly 6,300 subscribers

Online Version:
more than 79,000 pageviews year over year



Monthly E-Newsletter:
more than 20,500 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

- More than 79,000 pageviews year over year.
- Averages more than 7,100 pageviews each issue.
- Covers each issue's features, columns and departments.

* *Print ads and advitorial 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 20,000 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.

YOUR SOLUTIONS DESERVE THE SPOTLIGHT.

Introducing the TBA Associate Member Spotlight

Put your company in front of Texas bankers … in print and online.
Showcase your product or service in Texas Banking magazine's print and online editions. The new TBA Associate Member Spotlight combines your company logo, a concise description, website and QR code in a coordinated section organized by service category, making it easy for bankers to discover your solution and take the next step.

PRINT + ONLINE EXPOSURE

- **Showcase your solution.**
  Highlight a product or service and the banking need it addresses.
- **Build brand recognition.**
  Put your company logo in front of Texas banking professionals.
- **Create a direct connection.**
  Include your website and a trackable QR code to help readers learn more and measure response.
- **Extend your visibility.**
  Reach readers through both the printed magazine and its online edition.

ASSOCIATE MEMBER SPOTLIGHT AD RATES

Advertising Opportunity	Availability	Rate
Associate Member Spotlight (Print + Online)	20 spots available (4 per years)	$500 per issue

AD SPECS

ADVERTISERS MUST PROVIDE:

- **Product or service description:** 50–70 characters.
- **Website address:** Please shorten long URLs using a service such as Bitly.
- **QR code:** Vector EPS file. Supply a trackable code to help measure response.
- **Company logo:** Vector EPS file, CMYK with fonts outlined.
- **Optional:** Suggested icon to represent your service category.

RESERVE YOUR 2027 SPOTLIGHT

Contact Kathleen Loyd, Director of Industry Relations, to secure your placement.
kathleen@texasbankers.com • 512-334-0919

Magazine Editorial Calendar

JANUARY / FEBRUARY

Advocacy & Communications

MARCH / APRIL

HR / Women in Banking / Marketing / WM&T / Convention Preview

MAY / JUNE

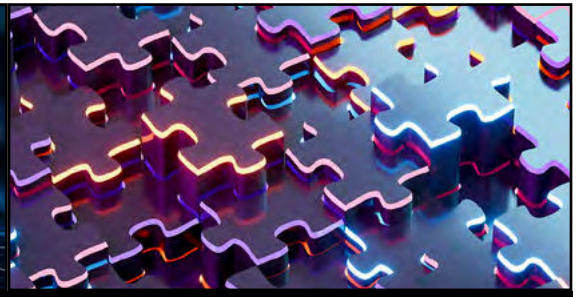
Innovation / Financial Literacy / Foundation Award Winners / (Convention onsite issue)

JULY / AUGUST

New Chair and Board Issue / Foundation Award Winners / Convention Recap

SEPTEMBER / OCTOBER

Cybersecurity / Risk Management / Texas Bankers ISAO



NOVEMBER / DECEMBER

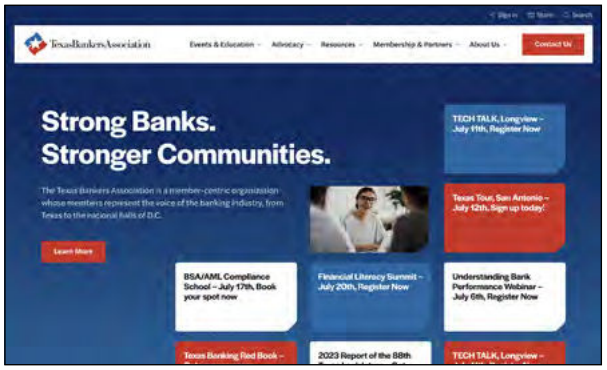
M&A / 2028 Economic Outlook

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

TBA Website/Email Advertising Opportunities

2026 saw a high level of engagement on our website and continues 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.

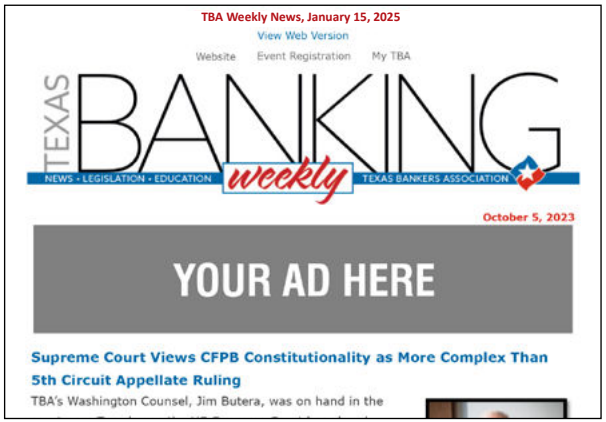
WEBSITE



TBA HOME PAGE

Prominent, embedded placement gives you maximum exposure with key banking demographics. Homepage engagement resulted in more than 1.3 Million views by more than 321k users in 2026.

EMAIL



TEXAS BANKING WEEKLY EMAIL NEWSLETTER

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

CEO REPORT WEEKLY EMAIL NEWSLETTER

- CEO Report: More than 20k subscribers per weekly send.

WEBSITE/EMAIL ADVERTISING AD RATES		
Website/Email	Available per ad run period	Price
Website Home Page + CEO Report Email	(4 months; i.e., Jan.-April; May-Aug.; Sept.-Dec.) 3	$6,000
Texas Banking Weekly Email	(4-week run) 2	$2,000

AD SPECS	
Website	Size
Website Home Page	292px X 166px
Email	Size
CEO Report or Weekly	625px X 125px

Direct Event Advertising Opportunities

We also offer direct event marketing campaigns through combined email and social media.
Each event will have at least three (3) rounds 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).

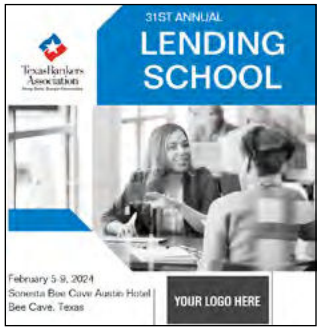
EMAIL

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		
Advertising Package	**Available per ad run period**	**Price**
Direct Event Email + Social Media	1	$1,500

SOCIAL MEDIA



DIRECT EVENT SOCIAL MEDIA MARKETING

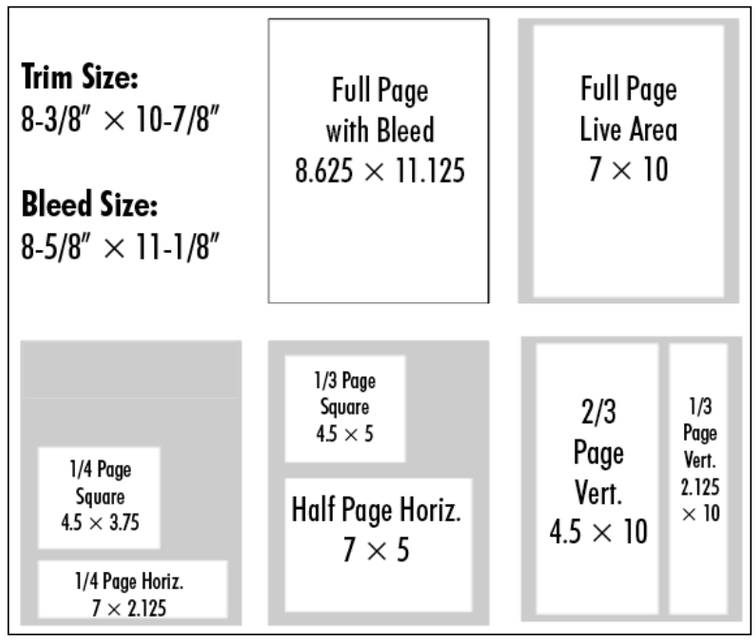
- Advertiser's logo placed on the social media promotional card.
- Minimum of three (3) opportunities to be included in our event social media run.
- Limited to one advertiser per email/social media campaign.
- Company logo required one week prior to the insertion date.

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

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*		



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: 3/22/27; materials deadline: 3/27/27.

1. **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.
2. **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

1. JPG, PNG or GIF files are accepted and must be exact actual size of ad saved at 72DPI.
2. PDF, TIF, Microsoft Word and Publisher ads will not be accepted.

TEXAS BANKING

ESTABLISHED 1911 — TEXAS BANKERS ASSOCIATION

ADVERTISING CONTRACT

Kat Loyd • Director of Industry Relations • 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:

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

Other Advertising Opportunities (printed magazine)	
Advertorial (1X)	☐ $2,500
Associate Member Spotlight	☐ $500

Magazine Website	1x	3x	6x
Leaderboard (728x90)	◯ $2,000	◯ $1,900	◯ $1,800
Wide Skyscraper (160x600)	◯ $1,200	◯ $1,175	◯ $1,150
Horizontal Banner (468x60)	◯ $850	◯ $825	◯ $800

Magazine Email	1x	3x	6x
E-Newsletter Banner (625x125 + 429x75)	◯ $1,500	◯ $1,350	◯ $1,200

TBA Website/Email	1x
Website Home Page + CEO Report Email	☐ $6,000
Texas Banking Weekly Email	☐ $2,000

DIRECT EVENT EMAIL/SOCIAL MEDIA	1x
Direct Event Email + Social Media	◯ $1,500

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.

Percent Discount: 0% Discount Applied: $ 0.00

Subtotal: $ 0.00 **TOTAL DUE: $ 0.00**

Contract terms understood and accepted by advertiser or authorized agent:

Signature Print Name Date

TBA Signature Print Name Date

SUBMIT CLEAR FORM