

CBI NEWSLETTER CONTENT

Submission Guidelines

Email all content submissions to:

Krissy Lee, Communications Director • klee@cbiaonline.org

Acceptable content formats: Word, PDF, text file, or URL of website page containing article text

Acceptable art formats: All Adobe app files, PDF, JPG/PNG (high resolution, 250+ dpi at finished image size)

Community Banker Update Quarterly Newsletter

Community Banker Update is offered in print & digital format, and is published 4 times a year. (See page 4 for a tentative Editorial Calendar).

ARTICLE CONTENT & ART SUBMISSION DEADLINES:

SPRING: February 16 | SUMMER: May 10 | FALL: August 20 | WINTER: November 8

Acceptable content formats: Word, PDF, text file, URL of webpage containing article text

CONTENT TYPES - Include desired hyperlinks or multimedia files with submitted content:

General Industry Article - roughly 800 words for per full page; 300-500 words for half page

Featured Endorsed Member Article - Half page or Full page

Exclusively for CBI Endorsed Service Providers and Hall of Fame Supporters. Note: This article may specifically discuss a service or product in an educational capacity, however articles containing sales pitch content will be returned for revision before publication. Contact klee@cbiaonline.org for further details.

Member News Article - roughly 150 words

Content will appear in the **CBI Member News** section.

Multimedia - audio/video/social media linkbacks

Provide your audio/video files (files above 100MB please provide hosted URL link instead), or link to your company's social media profiles and posts. *NOTE: some banks do not allow access to YouTube on their internal networks.*



DISPLAY ADVERTISING SPECS (clickable image linked to your URL)

Full Page: 8.5" wide x 11" tall
(edge to edge, 1/8" bleed)

Half Page Horizontal: 8" wide x 5" tall

Half Page Vertical: 3.875" wide x 10.125" tall

Quarter Page: 3.875" wide x 5" tall

CommonCENTS Weekly e-newsletter

SUBMISSION GUIDELINES: Art and/or article content is due by 5:00 pm Wednesday for Friday publication, each week.

CONTENT TYPES:

General News Article - Longer articles will end with a "Keep Reading..." link. News must relate directly to community banking, your relationship with CBI or news about your organization and/or events, and **may not** be a general sales item. *Please provide URLs for web links you wish to include.*

New Hires/Promotions/Retirements - includes employee name, job title/retirement date, company name and location.

DISPLAY ADVERTISING SPECS (clickable image linked to your URL)

Top Banner: 1200 x 200 pixels, 150+ dpi resolution

Sidebar: 275 x 650 pixels, 150+ dpi resolution

Content Banner: 600 x 115 pixels, 150+ dpi resolution



NOTE:
All submissions are subject to approval. Articles may be edited due to space and content issues. You will be notified of any substantial necessary editing, and possibly asked to re-submit your content before inclusion in CBI publications.

2024 CBI Advertising Rates

We offer a variety of opportunities to meet your advertising needs and help you achieve your marketing goals.

CBI Website

Why advertise on the CBI website?

- Display advertising on a trusted, credible community banking industry website.
- CBI website averages 5,000 visits per month.
- Global visibility at a great deal.
- Link ads to your website or any URL you request.
- Display support for both CBI and your organization.
- Art deadline: one-week before ad is scheduled/ requested to run.

Rotating Banner Ad

Large Ad

Medium Ad

Small Ad

The screenshot shows the CBI website layout with various sections: Home, Contact Us, Members Only, Join Us, Site Map, ABOUT US, MEMBERSHIP, NEWS, EVENTS, CONVENTION, PROGRAMS, LATEST EVENTS, LATEST NEWS, COMMUNITY BANK LOCATOR, and NEWSLETTER SIGNUP. The Rotating Banner Ad is at the top, the Large Ad is on the right, the Medium Ad is in the center, and the Small Ad is at the bottom right.

| AD OPTIONS | 6 Months | 1 Year |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----------------|
| 1. Rotating Banner Ad <ul style="list-style-type: none">• Location: Home Page, Top Middle Rotating Banner with picture and text• One of up to 8 rotations at 8-10 seconds per rotation• 497 pixels wide, 205 tall | \$1,100 | \$1,750 |
| 2. Large Web Ad <ul style="list-style-type: none">• Location: Top ad, right side on all site pages• One of 3 rotations at 8-10 seconds per rotation• Located site-wide except Community Bank Locator pages• 320 pixels wide, 250 tall | \$900 | \$1,500 |
| 3. Medium Web Ad <ul style="list-style-type: none">• Location: Middle ad, right side on all site pages• One of 3 possible rotations at 8-10 seconds per rotation• Located site-wide except Community Bank Locator pages• 320 pixels wide, 200 tall | \$800 | \$1,200 |
| 4. Small Web Ad <ul style="list-style-type: none">• Location: Bottom ad, right side on all site pages• One of 3 possible rotations at 8-10 seconds per rotation• Located site-wide except Community Bank Locator pages• 320 pixels wide, 150 tall | \$700 | \$1,000 |

Contact Ross Dickinson at 515-453-1495 or rdickinson@cbiaonline.org for more information on advertising and availability.

CommonCENTS News Weekly E-Newsletter

Why advertise in CommonCENTS?

- CommonCENTS is emailed to over 6,000 banking industry contacts every Friday.
- Direct link to your website or requested URL.
- Display support for both CBI and your organization.
- **Submission deadline: Wednesday by 5:00 pm** for that Friday's publication.



| AD OPTIONS | 1 Month (4 issues) | 6 Months (24 issues) |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------------|
| 1. Top Banner Ad <ul style="list-style-type: none"> • Located top center of newsletter • 1200 pixels wide, 200 tall at 150 dpi resolution • 2 sponsorship slots available | \$800 | \$3,800 |
| 2. Sidebar Ad <ul style="list-style-type: none"> • Located left or right of articles • 275 pixels wide, 650 tall at 150 dpi resolution | \$600 | \$2,800 |
| 3. Content Banner Ad <ul style="list-style-type: none"> • Located between articles in body of newsletter • 600 pixels wide, 115 tall at 150 dpi resolution | \$400 | \$2,200 |

Community Banker Update Quarterly Newsletter

Why advertise in Community Banker Update?

- No competing member will appear on the same or facing pages.
- Quarterly print and digital format newsletter is also posted on the CBI website and emailed to over 5,500 contacts.
- Greater visibility for your brand and product/services.
- Display support for both CBI and your organization.
- Social media partnership opportunities.



| AD OPTIONS | Per Issue (Quarterly) | One Year (4 Issues) |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|------------------------|
| 1. Email Banner Ad <ul style="list-style-type: none"> • Appears in the email blast announcing the latest issue • Only 1 ad available per issue • 1200 wide x 200 pixels tall at 150 dpi resolution | \$750 | \$2,900 |
| 2. Full Page Ad <ul style="list-style-type: none"> • Size – 8" wide x 11" tall • Color included in pricing | \$1,200 | \$4,500 |
| 3. Half Page Ad <ul style="list-style-type: none"> • Horizontal: 8" wide x 5" tall • Vertical: 4" wide x 10.125" tall • Color included in pricing | \$800 | \$3,000 |
| 4. Quarter Page Ad <ul style="list-style-type: none"> • Size – 4" wide x 5" tall • Color included in pricing | \$600 | \$2,250 |

COMMUNITY BANKER UPDATE 2024 Editorial Calendar

Email all content submissions to:

Krissy Lee, Communications Director • klee@cbiaonline.org

SCHEDULE AND TOPICS SUBJECT TO CHANGE AT ANY TIME

For the most recent editorial updates, contact Krissy Lee at klee@cbiaonline.org

ARTICLE CONTENT & ART SUBMISSION DEADLINES:

SPRING: February 16

SUMMER: May 10

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SPRING

2024 CBI Events List
MSW Poster Contest
Upcoming - Legislative Reception
Upcoming - LOT Conference
CBI Education Foundation/
Scholarship programs
Community Banking Month

Suggested Industry Article Topics:

Banking Conditions in Iowa
M&A/Risk Management
Lending Outlook
Ag Finance
Compliance Issues
Marketing/HR/Operations

SUMMER

53rd Annual Convention Preview
MSW Poster Contest Winners
Legislative Reception Recap
LOT Conference Recap
Upcoming - Golf Classic
Upcoming - Pheasant Hunt
Upcoming - 2024 Ag Conference

Suggested Industry Article Topics::

Payments
Branch & Vendor Management
Succession & Strategic Planning
Ag Finance
Cybersecurity & Technology

FALL

53rd Annual Convention Recap
2024 Award Winners
Golf Classic Recap
Upcoming - Pheasant Hunt
Upcoming - 2024 Ag Conference

Suggested Industry Article Topics:

Lending/Loan Analysis/Credit Risk
Portfolio Management
Marketing/HR
Compliance Issues
Ag Finance

WINTER

Golf Classic Recap
Pheasant Hunt Recap
Legislative Reception teaser
2025 CBI Events List
Upcoming - MSW Poster Contest
Upcoming - Legislative Reception

Suggested Industry Article Topics:

2025 Look-Ahead
2025 Marketing Planning
Payments
Succession & Strategic Planning
Cybersecurity & Technology

Community Bankers of Iowa | Krissy Lee - Communications Director

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NOTE:

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See page 1 of this document for submission specifications and deadlines.