

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

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.



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



Community Bankers of Iowa | Krissy Lee, Communications Director

521 E. Locust St, Suite 202 | Des Moines, IA 50309

515.453.1495 | Fx: 515.453.1498 | klee@cbiaonline.org | www.cbiaonline.org

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

| 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
CBI 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

NOTE:

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