



# COLORADO Banker

OVER A CENTURY: BUILDING BETTER BANKS - HELPING COLORADANS REALIZE DREAMS



## Advertisement Opportunity!

*Colorado Banker* is the premier professional trade journal for bankers and other related professionals in Colorado. As the official trade journal of the Colorado Bankers Association, *Colorado Banker* reflects the industry's highest standards and reinforces the organization's sterling professional image.

## Cutting-edge editorial content:

*Colorado Banker* offers clear, comprehensive, sophisticated and up-to-date information that readers can apply immediately within their own organizations.

Contributed to by the association's Board of Directors, as well as the financial services most authoritative practitioners and consultants, *Colorado Banker* offers a wealth of insight. Subjects include:

- Growth Management
- Marketing and Branding
- Compliance and Regulatory Issues
- Adding Value and Relevancy to Client Services
- Organizational Performance and Operations Planning
- Finance Management
- Tax Considerations
- Legislative and Legal Updates
- Technology
- Communication Concerns
- Leadership
- Risk Concerns & Assessments
- Cash-flow & Investment-portfolio Management
- Colorado Bankers Association Events & Training Opportunities

## 2016-2017 Publication & Advertising Schedule

Issue	Editorial/Artwork Due	Mail Date
July/Aug 2016	June 2, 2016	June 30, 2016
Sept/Oct 2016	July 24, 2016	August 29, 2016
Nov/Dec 2016	September 26, 2016	October 28, 2016
Jan/Feb 2017	November 22, 2016	December 22, 2016
Mar/Apr 2017	January 28, 2017	February 25, 2017
May/June 2017	April 4, 2017	May 3, 2017

## Ad Specifications (Width X Height)

* Full Page Ads:	8.5" x 11"
1/2 Page Ads:	7.5" x 4.625"
1/4 Page Ads:	3.625" x 4.625"
* Inside Front / Back Cover	8.5" x 11"
* Outside Back Cover	8.5" x 8.5"
*for bleed, add .125" on all sides	

## Design Information:

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

**\*Ad Design Available, \$250.**

## Readers want competitive advantage:

Published bimonthly with a circulation of more than 2,150 each issue, *Colorado Banker* serves the membership and prospective members of the Colorado Bankers Association. *Colorado Banker* readers are among the most successful banking professionals within the state of Colorado. They strive to continuously learn about new laws and regulations, methodologies, software, training opportunities, academic research, office technology and other resources. Our readers look to *Colorado Banker* as a tool that can improve their performance—as well as increase membership for the association—by helping them provide relevant and professional leadership and compete in the marketplace.

*Colorado Banker* readers represent businesses of all sizes in the banking industry, and our research shows that the magazine is read cover-to-cover and stored in members' libraries for future reference. This is your opportunity to reach the niche market the banking industry provides.

- Editorial opportunities available, guidelines apply.



## 2016-2017 Advertising Rates - Full Color

Size	Price Per Term (6 issues)
Full Page	\$3,501.00
1/2 Page	\$2,625.00
1/4 Page	\$1,969.00
Page 3	\$3,951.00
Inside Front/Back Covers	\$3,751.00
Outside Back Cover	\$3,951.00

- Ad rates are net.
- All color is process color.
- Centerfold Space available, call for rates.

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## QUESTIONS?

Contact Dani at:  
(Direct) 801-676-9722  
(tf) 855-747-4003

dani@thenewslinkgroup.com



**Company Information:**

Name \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 City \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Website \_\_\_\_\_  
 Phone \_\_\_\_\_

Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 State \_\_\_\_\_ Zip Code \_\_\_\_\_ Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Production Contact Name \_\_\_\_\_  
 E-mail \_\_\_\_\_

**Advertising Requirements:**

Ad size	Cost per ad	# of insertions	Total cost
Full page			
1/2 page			
1/4 page			
Page 3			
Inside front cover			
Inside back cover			
Back cover			

We will provide ad       We will pay you to design our ad

**Payment Method:**       Please invoice me      Credit Card:  VISA       MasterCard       American Express

**Credit Card Authorization:**

Name as it appears on credit card \_\_\_\_\_  
 Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_ CVC Code \_\_\_\_\_  
 Billing address of credit card \_\_\_\_\_  
 Cardholder's signature \_\_\_\_\_ Date: \_\_\_\_\_

Or call Dani at 801-676-9722 to process payment over the phone.

I hereby authorize and agree to pay the rate and contract as shown above. Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Terms and Conditions:**

- Account balance is due in full prior to publication. Ads not paid in full prior to publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Order is non-cancelable. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

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# Magazines Work - Still

The 64 million dollar question for any business has always been how to get the most out of their marketing investments by bringing in new customers and maintaining the loyalty of their existing clientele. That's the beginning, the middle and the end-game of good marketing.

Well, it seems that this past year was a good year for answers. Official answers. Consensus answers. Simply put, it was the year that print proved it wasn't dead. Interestingly, more print publications were launched this past year than in the past several years combined. So for those of you that bought into the "electronic is the only way to go" mantra, think again. And fast. Print, it turns out, still works, and these days, print has the credibility punch to maintain its staying power.

*“In today's digital age, the synergy generated from a multi-touch, cross channel campaign positions an organization for creating maximum impact. Utilizing direct mail as one of the contact strategy elements is a proven tool for building and nurturing relationships.”*

Jason Butler, Goldleaf Data Corporation

## Print is Precise

The message you send, is the message your readers actually receive. According to research with the Centre for Experimental Consumer Psychology at Bangor University, it turns out that tangible materials leave a deeper footprint in the brain. Interestingly, this is not just because the physical materials stimulate both sight and touch, but also because of the actual subtraction of brain signals from the scrambled materials of outside stimuli often present with electronic distribution.

The research strongly suggests that greater emotional processing is facilitated by the physical material rather than by the virtual. That emotional processing is important for memory and brand associations. And finally, physical materials produced more brain responses connected with internal feelings, suggesting greater "internalization."

## Print Creates Relevance

According to a poll conducted by Doremus and the Financial Times, 60% of the senior executives they surveyed across North America, Europe and Asia said that when they want in-depth analysis, they turn to print. Ironically, the rate was even higher (70%), with employees of technology companies. The Doremus/Financial Times study revealed that nearly two thirds (64%) of the executives they polled said they pay more attention to print ads than online ads. Direct mail also remains a highly effective marketing strategy, with 80% of people reading or scanning promotional material they received in their mailbox. In a USA Strategies survey, new product introductions, print ads and editorial coverage were viewed as the most important advertising options by B2B.

Google, one of the world's most respected and valuable brands, doesn't rely solely on email, Internet ads and services. In fact, for its pay-per-click ad product offerings, it pours millions of dollars into traditional marketing, including direct mail.

## Print is Cost Effective... After All

An Ipsos US study revealed that 67% of the online populations were driven by offline messages to perform online searches for more information on a company, service or product. 30% of those respondents then made a purchase. What's more, another USPS study from the same year determined that those who received a printed catalog from a retailer were twice as likely to buy online from that retailer as consumers who did not receive the catalog. According to the United States Postal Service, people spend an average of 25 minutes with direct mail pieces such as magazines, catalogs, "magalogs," etc. The same study showed that receiving direct

mail, personalized and targeted to their interests/needs, inspires many people to go out to the store or buy online. In fact, in a survey conducted on behalf of Pitney Bowes, nearly 94% of consumers questioned said they had taken action on promotional offers and coupons received via direct mail over the past year.

*“As a lot of other marketers cut back on print marketing, there's an opportunity to stand out more. It's not perceived as clutter—nobody has a bad impression of magazines—and it can be a very useful way to drive traffic to your core property.”*

Sucharita Mulpuru-Kodali, Analyst, Forrester Research

## Print Plays Well with Others

Paper remains an indispensable part of business in the Web age. However, while computers are firmly entrenched as the main work tool in most offices, people continue to print out key documents for important meetings, and turn to printed sources for reliable information. In addition, many organizations will tell you that their customers respond better to print advertising than online messages. In business, paper and electronic media are not incompatible. They are the perfect complement for one another. People often like having both. Electronic media is great for skimming information; paper media is better for studying that information in depth.

Magazines are more relevant today than ever. They are getting stronger as content providers, they can have a mutually beneficial relationship with Internet websites, and they continue to be one of the most effective places to put an advertisement. Why? Because people still like paper. Which means even in today's digital world, paper makes sense.



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