

## 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

## 2017-2018 Publication & Advertising Schedule

Issue	Editorial/Artwork Due	Mail Date
July/Aug 2017	June 2, 2017	June 30, 2017
Sept/Oct 2017	July 24, 2017	August 29, 2017
Nov/Dec 2017	September 26, 2017	October 27, 2017
Jan/Feb 2018	November 21, 2018	December 22, 2018
Mar/Apr 2018	January 26, 2018	February 26, 2018
May/June 2018	April 4, 2018	May 3, 2018

## 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.



## 2017-2018 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.

**news/LINK**  
GROUP

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## QUESTIONS?

Contact Dani at:  
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