

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

2018-19 Publication & Advertising Schedule		
Issue	Editorial/ Artwork Due	Mail Date
July/Aug 2018	June 1, 2018	June 29, 2018
Sept/Oct 2018	July 24, 2018	August 2, 2018
Nov/Dec 2018	September 26, 2018	October 25, 2018
Jan/Feb 2019	November 21, 2018	December 21, 2018
Mar/Apr 2019	January 25, 2019	February 25, 2019
May/June 2019	April 4, 2019	May 3, 2019

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.

- Ad rates are net.
- All color is process color.
- Centerfold space available, call for rates.
- Per issue rates are available upon request.
- You must be a member in good standing to advertise in the annual directory.

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.

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"

2018-19 Advertising Rates - Full Color	
Size Price	Per Term (6 issues)
Full Page	\$3,501
1/2 Page	\$2,625
1/4 Page	\$1,969
Page #3 Right-Hand Read	\$3,951
Inside Front/Back Covers	\$3,751
Outside Back Cover	\$3,951

