



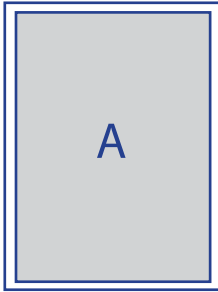
# Carolina Banker

The Voice for North Carolina Banking

## Carolina Banker Media Kit

The Official Publication of Community Bank Services

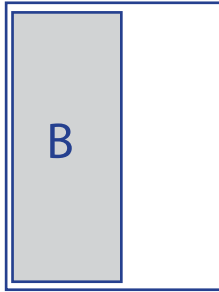
### PAGE LAYOUT



#### A. FULL PAGE

Non Bleed: 7-1/2" x 10"

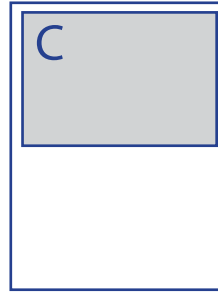
Bleed: 8 1/2" x 11"



#### B. HALF PAGE

(VERTICAL)

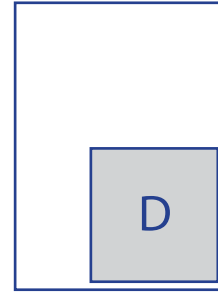
4-1/2" x 10-1/2"



#### C. HALF PAGE

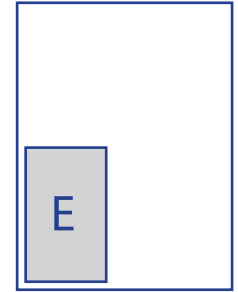
(HORIZONTAL)

8" x 5-1/2"



#### D. ONE-THIRD PAGE

4-9/16" x 4-3/4"



#### E. QUARTER PAGE

3-3/8" x 4-3/4"

Book trim size: 8-1/2" x 11." Keep all live copy 1/4" inside the trim all the way around the ad.

### MATERIAL SPECIFICATIONS

Advertisers not meeting the material requirements will be charged for production costs incurred, including ad modifications, color proofs and camera-ready. Ads may be emailed to the editor. Call for specifications.

#### The following guidelines are for submitting digital files:

##### Preferred File Formats:

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe PDF

##### Acceptable File Formats:

- Microsoft Publisher
- Microsoft Word

All fonts and graphics need to be included. Create your images at 300 dpi or higher. Please call the editor at (919) 781-7979 for additional specs or with questions.

#### Submitting PDF ads

All PDF files (whether B&W or 4-Color) need to be created using Acrobat Distiller, not Acrobat PDFWriter. Select 2400 dpi to produce a press-optimized PDF file. If 2400 dpi is not chosen, the quality of the printed piece will be compromised. It is very important to embed all the fonts used in the file.

### GENERAL INFORMATION

Advertiser assumes full and complete responsibility and liability for all advertising submitted, printed or published. Publisher reserves the right to reject at any time any advertising which does not reflect the standards of the publication. Publisher shall not be liable for any costs or damages if it fails to publish the advertisement for any reason. In the event of an error, the publisher may be held liable only for the amount of the space in which the error occurred.

Please send ad materials to:

Carolina Banker Magazine  
Attn: Kathleen Rollinson, Director of Communications  
3601 Haworth Drive  
Raleigh, NC 27609  
kathleen@ncbankers.org

# Carolina Banker 2016 Rate Card

## The Official Publication of Community Bank Services

### Member Rates

#### Black and White

Ad Size	1x	4x
Full Page	\$805	\$720/issue = \$2,880
1/2 Page	\$625	\$560/issue = \$2,240
1/3 Page	\$580	\$515/issue = \$2,060
1/4 Page	\$410	\$365/issue = \$1,460

#### 4-Color Process

Ad Size	1x	4x
Full page	\$1,605	\$1,375/issue = \$5,500
1/2 page	\$1,245	\$1,120/issue = \$4,480

#### Special Placement - Full Page - 4 Color Only

Ad Size	1x	4x
Outside Back	\$2,465	\$2,210/issue = \$8,840
Inside Back	\$2,310	\$2,075/issue = \$8,300
Inside Front	\$2,235	\$2,010/issue = \$8,040

### Non-Member Rates

#### Black and White

Ad Size	1x	4x
Full Page	\$895	\$805/issue = \$3,220
1/2 Page	\$695	\$620/issue = \$2,480
1/3 Page	\$640	\$575/issue = \$2,300
1/4 Page	\$450	\$405/issue = \$1,620

#### 4-Color Process

Ad Size	1x	4x
Full page	\$1,795	\$1,610/issue = \$6,440
1/2 page	\$1,385	\$1,245/issue = \$4,980

#### Special Placement - Full Page - 4 Color Only

Ad Size	1x	4x
Outside Back	\$2,740	\$2,465/issue = \$9,860
Inside Back	\$2,575	\$2,310/issue = \$9,240
Inside Front	\$2,480	\$2,235/issue = \$8,940

### Submission Deadlines

#### Spring 2016

Ad Contract Signed:  
01/29/2016  
Artwork Due:  
02/05/2016  
Note: This issue will be distributed at the Bank Director's Assembly

#### Summer 2016

Ad Contract Signed:  
05/06/2016  
Artwork Due:  
05/13/2016  
Note: This issue will be distributed at our Annual Convention and North Carolina School of Banking.

#### Fall 2016

Ad Contract Signed:  
07/29/2016  
Artwork Due:  
08/05/2016  
Note: This issue will be distributed at our North Carolina Young Bankers Conference.

#### Winter 2016

Ad Contract Signed:  
10/28/2016  
Artwork Due:  
11/04/2016

### Additional Information

#### Terms:

Rates apply to advertising positioned at the editor's discretion unless preferred positioning is agreed upon at time of contract. Payment must be received by the payment deadline on the invoice. If payment is not received by the payment deadline, the next scheduled advertisement will not appear in the corresponding issue of *Carolina Banker*. *Carolina Banker* is published in March, June, September and December. Should the advertiser fail to deliver any approved copy in a timely manner, publisher shall continue to print in each new issue the latest advertisement until other copy is supplied within the time required. Advertiser shall be entitled to no damages for advertisements placed incorrectly within the magazine, but shall be entitled to reimbursement of any payments in excess of that required for placement of the advertisement as printed. Publisher makes no guarantee of any minimum circulation of *Carolina Banker*. Advertisers agree that publication of any scheduled issue of *Carolina Banker* is exclusively at the option of the publisher; that publisher shall be liable only for refunds of advertising, fees paid by advertiser for any issue or issues not published; and that publisher shall not be liable for any costs incurred by advertiser in preparing advertisements for issues not published. Rates are non-commissionable and subject to change without notice.

Questions on any of the above opportunities?

Contact *Carolina Banker's* Editor at (800) 662-7044 or [kathleen@ncbankers.org](mailto:kathleen@ncbankers.org)

# Carolina Banker

## 2016 Advertising Insertion Order Form



Advertiser: \_\_\_\_\_

Contact Person (List Agency): \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

NCBA Affiliate Member:  Yes  No

### ADVERTISING INFORMATION

Please check the boxes of the issue(s) you wish to advertise in (some may carry over into the next year). Also, please check the size of the ad you are placing and the color requirements of placements.

Issue Dates	<input type="checkbox"/> Spring	<input type="checkbox"/> Fall	Ad Sizes	<input type="checkbox"/> Full Page	<input type="checkbox"/> 1/3 Page - Vertical
	<input type="checkbox"/> Summer	<input type="checkbox"/> Winter		<input type="checkbox"/> with bleed	<input type="checkbox"/> 1/3 Page - Horizontal
Special Placement	<input type="checkbox"/> Inside Front	<input type="checkbox"/> Outside Back	Color	<input type="checkbox"/> 1/2 Page - Vertical	<input type="checkbox"/> 1/4 Page
	<input type="checkbox"/> Inside Back	<input type="checkbox"/> Other		<input type="checkbox"/> 1/2 Page - Horizontal	<input type="checkbox"/> Black & White <input type="checkbox"/> 4-Color Process

*\*Color is only applicable for Full and 1/2*

Rate: \_\_\_\_\_ Additional Instructions: \_\_\_\_\_

### TERMS & CONDITIONS

All advertising accepted is subject to rates, terms and conditions as determined by Community Bank Services, Inc. This signed contract is binding to the terms above. If for any reason the advertiser cannot adhere to the terms (i.e. decides not to advertise in a particular issue), payment for that issue (s) is still due Community Bank Services. The publisher reserves the right to reject undesirable advertisements. Payment is due by the date noted on the invoice. If payment is not received by this date, any subsequent advertisements may not appear in their corresponding issues until payment is received. All advertising orders accepted by Community Bank Services for *Carolina Banker* are subject to the terms and provision of the current rate card.

### INSTRUCTIONS

**Please send contract, payment, and artwork to:**

Kathleen Rollinson, Magazine Editor

P.O. Box 19999 • Raleigh, NC 27619

Tel.: (919) 781-7979 Fax: (919) 881-9909 Email: [kathleen@ncbankers.org](mailto:kathleen@ncbankers.org)

I understand and agree to the terms listed above:

Authorized By \_\_\_\_\_

Date \_\_\_\_\_