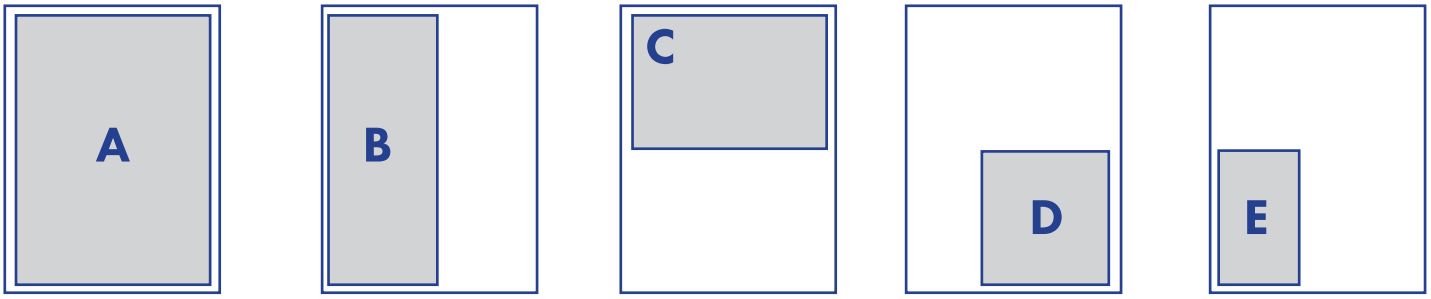
CAROLINA BANKER

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: Scott Brownlow, Director of Communications
3601 Haworth Drive
Raleigh, NC 27609
scott@ncbankers.org

Carolina Banker 2017 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 2017

Ad Contract Signed:
01/29/2017
Artwork Due:
02/05/2017
Note: *This issue will be distributed at the Bank Director's Assembly*

Summer 2017

Ad Contract Signed:
05/06/2017
Artwork Due:
05/13/2017
Note: *This issue will be distributed at our Annual Convention and North Carolina School of Banking.*

Fall 2017

Ad Contract Signed:
07/29/2017
Artwork Due:
08/05/2017
Note: *This issue will be distributed at one of our many fall conferences.*

Winter 2017

Ad Contract Signed:
10/28/2017
Artwork Due:
11/04/2017

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 **scott@ncbankers.org**

Carolina Banker

2017 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
- ☐ Spring
- ☐ Fall
- ☐ Summer
- ☐ Winter

Ad Sizes
- ☐ Full Page
  - ☐ with bleed
- ☐ 1/2 Page - Vertical
- ☐ 1/2 Page - Horizontal
- ☐ 1/3 Page - Vertical
- ☐ 1/3 Page - Horizontal
- ☐ 1/4 Page

Special Placement
- ☐ Inside Front
- ☐ Outside Back
- ☐ Inside Back
- ☐ Other

Color
- ☐ Black & White
- ☐ 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:

Scott Brownlow, Magazine Editor
P.O. Box 19999 • Raleigh, NC 27619
Tel.: (919) 781-7979 Fax: (919) 881-9909 Email: scott@ncbankers.org

I understand and agree to the terms listed above:

_____ _____

Authorized By Date

Carolina Banker

2017 Magazine Article Contribution Form

Do you want to connect with readers on a deeper level? Consider becoming a contributing author for the next edition of the Carolina Banker. This is your chance to bring your message to bankers all across the state and discuss the financial issues that are important to you. Use the next edition to talk about time-sensitive matters, or plan for an article to coincide with a future conference presentation to generate additional interest.

For more information, contact Director of Communications **Scott Brownlow** at **scott@ncbankers.org** or **919-781-7979.**

SUBMISSION GUIDELINES

Articles submitted for consideration should contain informative or editorial content only - we do not run advertorials! As such, we ask that *all article contributors purchase one half or full page advertisement to accompany their article upon acceptance*. In return, we will run your advertisement as close to the article as possible. Our suggested word count is 1200 words for a two-page article. Articles must come from affiliates of the North Carolina Bankers Association in order to be eligible for consideration.

ARTICLE INFORMATION

Title: _____

Author: _____

Edition: _____

Brief Synopsis: _____

_____

_____

_____

_____

DEADLINES

Spring 2017	Summer 2017	Fall 2017	Winter 2017
Article Submitted: 01/29/2017	Article Submitted: 05/06/2017	Article Submitted: 07/29/2017	Article Submitted: 10/28/2017

INSTRUCTIONS

Please attach this form to your advertising contract and submit it to:

Scott Brownlow, Magazine Editor
P.O. Box 19999 • Raleigh, NC 27619
Tel.: (919) 781-7979 Fax: (919) 881-9909 Email: scott@ncbankers.org