

# THE MISSISSIPPI Banker

*For 98 years,  
the official publication of the Mississippi Bankers Association*

## MEDIA KIT 2012

4-color magazine  
1,900 circulation  
reaching 99% of Mississippi's banks  
and 100% of MBA member branches

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# THE MISSISSIPPI Banker

Date: December 1, 2011

To: Potential Advertisers

From: Brittany Martin, Editor  
*The Mississippi Banker*

Please find enclosed a media kit for *The Mississippi Banker*, the Mississippi Bankers Association's official publication. The media kit contains the following things:

- 2012 Advertising Rates
- Ad Sizes and Submission Deadlines
- 2012 Editorial Calendar
- Space Reservation Contract
- (Sample issue will be provided upon request.)

*The Mississippi Banker* has a circulation of approximately 1,900, and our research shows that on average, three people other than the subscriber read each issue. Our readership includes 99 percent of the 108 banks in Mississippi. Copies are sent to CEOs, bank employees, bank-related firms, libraries and public officials. A copy is also sent to every bank branch in the state.

As you will see from the enclosed editorial calendar, **the MAY/JUNE magazine will serve as our Convention Issue, which is traditionally our biggest advertising issue.** Please consider being a part of it. Our Annual Convention will take place June 9-13, 2012, in Sandestin, Florida, at the Sandestin Resort ([www.sandestin.com](http://www.sandestin.com)).

Please let me know if you are interested in advertising with us. I will be happy to answer any further questions by e-mail at [bmartin@msbankers.com](mailto:bmartin@msbankers.com) or by phone at (601) 948-6366.

UPCOMING DEADLINE (*Please refer to the media kit for other closing deadlines.*)

**January/February 2012 Issue**

- Space Reservation Deadline -- **December 31, 2011**
- Materials Deadline -- **January 18, 2012**

For more information on the MBA, please check out our web site at [www.msbankers.com](http://www.msbankers.com).

# THE MISSISSIPPI Banker

Official Publication of the **Mississippi Bankers Association**

**BRITTANY MARTIN, EDITOR**

## RATE CARD AND MAGAZINE INFORMATION

THE MISSISSIPPI BANKER has been published continuously since July 1914. It is published bimonthly in a 4-color magazine format. It is mailed to all banks in Mississippi, to bank directors and individual bank personnel. In addition, bank service companies, attorneys, accountants, securities and investment firms, mortgage and insurance companies, schools and libraries subscribe to the magazine. Subscription rate is \$25/annually. Individual copies cost \$5 each. Our circulation is approximately 1,900 and the majority who receive it are Mississippi residents.

### 2012 Gross Advertising Rates

(Multiple rates available with contract only.)

	<i>1 time</i>	<i>3 times</i>	<i>6 times</i>
Full Page	\$675	\$635	\$590
2/3 Page	555	500	460
1/2 Page	450	425	395
1/3 Page	375	350	320
1/4 Page	335	315	300

### Special Position Space Charges

**Center Double Spread**, (per page, space only) ..... \$500  
**Back Cover** - space only..... 575  
**Inside Front Cover** - space only..... 550  
**Inside Back Cover** - space only..... 550  
**Facing Inside Front Cover** - space only..... 550

### Color/Bleed Charges

**Standard Colors, Per Color:** ..... \$275  
**4-Color Process:** ..... \$500  
**Metallic Ink:**..... Price Quoted on Request  
**Bleeds:**..... +10% of space and color charges

### Mechanical Requirements

**Printing Process:**.....offset, sheet fed  
**Preferred Material:** .....PDF files with fonts embedded, sent to bmartin@msbankers.com

**Trim Size:**.....8.5" x 11"  
**Bleed Size:** .....8.625" x 11.25"  
**Accepted Material:** .....PDF files, camera-ready art or CD-ROMs

640 North State Street  
 Jackson, Mississippi 39202-3303

Mississippi Bankers Association

P.O. Box 37  
 Jackson, MS 39205-0037

Phone (601) 948-6366 • Fax: (601) 355-6461  
 E-mail: bmartin@msbankers.com • Web Site: www.msbankers.com

# Issuance/Closing Dates/Deadlines

**Published Bimonthly:** Issued on or about the first of the second month of the issue.

## Deadlines:

2012 Issue	Space Deadline	Materials Deadline	2012 Issue	Space Deadline	Materials Deadline
January/February 2012.....	Dec. 31, 2011.....	Jan. 1	July/August 2012 .....	June 1 .....	June 20
March/April 2012.....	Feb. 1 .....	Feb. 14	September/October 2012 .....	Aug. 1 .....	Aug. 15
May/June 2012.....	April 1 .....	April 11	November/December 2012 .....	Oct. 3.....	Oct. 17

In the event that new material to be furnished by a regular advertiser is not received by the materials deadline, the publisher reserves the right to republish the most recent insertion. The advertiser agrees to pay for such insertions.

## General Rate and Payment Policy

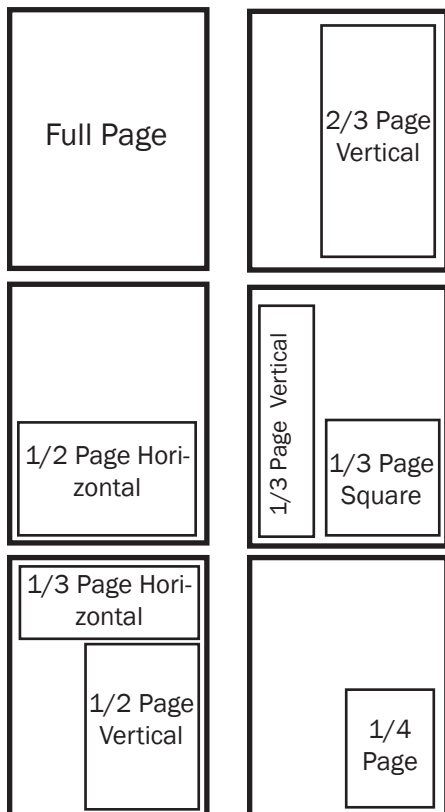
- All advertisement copy and illustrations are subject to the approval of the editor and publisher.
- In the event that multiple-insertion contracts are canceled by the advertiser before the contract expires, publisher reserves the right to bill advertiser for the difference between multiple insertion rates and the one-time rate for all ads already published under the contract.
- Cancellation orders must reach publisher 30 days prior to the publication date.
- Payment is due within 20 days of statement. No third insertion can run unless the first two insertions are paid.

## Ad Design

The MBA staff can design any size advertisement to the satisfaction of the advertiser - using basic art and information provided by the advertiser - for a flat fee of \$100, to be billed at the time of the first insertion.

## Commission/Discount

A 15% agency discount commission on space, color and bleed is allowed to established, recognized agencies provided the agency is the receiver and payer of the invoice. No cash discount is allowed. MBA member banks or Associates not using an agency who provide ready-to-run ads directly to the magazine shall receive a 15% discount. There are no multiple discounts – advertisers may receive a maximum discount of 15%.



## Ad Dimensions

AD SIZE	INCHES WIDE	INCHES DEEP
<b>Full Page.</b> .....	7 1/2 (7.5).....	10
<b>2/3 Page Vertical.</b> .....	4 7/8 (4.875).....	9 3/4 (9.75)
<b>1/2 Page Horizontal.</b> .....	7 1/2 (7.5).....	4 7/8 (4.875)
<b>1/2 Page Vertical.</b> .....	4 7/8 (4.875).....	7
<b>1/3 Page Square.</b> .....	4 7/8 (4.875).....	4 7/8 (4.875)
<b>1/3 Page Vertical.</b> .....	2 3/8 (2.429).....	9 3/4 (9.75)
<b>1/3 Page Horizontal.</b> .....	7 1/2 (7.5).....	3 1/4 (3.25)
<b>1/4 Page (Vertical Only)</b> .....	3 3/4 (3.75) .....	5

# THE MISSISSIPPI Banker

The Mississippi Banker - Phone 601-948-6366 - FAX 601-355-6461 - E-mail: bmartin@msbankers.com

## Magazine Space Contract

Date: \_\_\_\_\_ Company/Agency: \_\_\_\_\_

To: *The Mississippi Banker*  
ATTN: Brittany Martin  
640 North State Street  
Jackson, MS 39202

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

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

P.O. Box 37  
Jackson, MS 39205-0037

E-mail: \_\_\_\_\_

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**PLEASE PUBLISH THE ADVERTISING DESCRIBED BELOW:**

Title or Slug: \_\_\_\_\_

**IN WHAT ISSUE(S) WILL THE AD RUN?** -- Please indicate the issue and, if necessary, the year:

Jan./Feb. \_\_\_\_\_ Mar./Apr. \_\_\_\_\_ May/June \_\_\_\_\_ July/Aug. \_\_\_\_\_ Sept./Oct. \_\_\_\_\_ Nov./Dec. \_\_\_\_\_

**PLEASE ANSWER THE FOUR QUESTIONS BELOW:**

What size is the ad?	What shape (see pg. 4)?	Will it have color?	Eligible for what rate?
_____ Full Page	_____ Horizontal	_____ Black/white only	_____ 1-TIME RATE
_____ 2/3 Page	_____ Vertical	_____ 4-Color Process	_____ 3-TIME RATE
_____ 1/2 Page	_____ Square	_____ Spot Color	_____ 6-TIME RATE
_____ 1/3 Page	_____ Not Applicable		
_____ 1/4 Page			

**BILLING ADDRESS:**

Name: \_\_\_\_\_

Agency: \_\_\_\_\_

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

City/State/ZIP: \_\_\_\_\_

**MAIL MAGAZINE TO (If different from billing):**

*(When a contract is signed for 6 issues, a complimentary subscription will be mailed to either you or your client.)*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

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

City/State/ZIP: \_\_\_\_\_

Advertiser's Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

**Fax to 601-355-6461, attn. Brittany Martin**

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**BRITTANY MARTIN, EDITOR**

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## **EDITORIAL CALENDAR 2012**

### **JANUARY/FEBRUARY 2012**

#### **Legislative Kickoff Issue**

List of MBA Member Banks • Upcoming Mississippi Legislature and Congressional sessions • MBA Educational Events Planned for 2012 • MBA Educational Tools • Preview of Mississippi Young Bankers Convention – March 14-18, 2012

### **MARCH/APRIL 2012**

#### **Products and Services Issue**

Products and Services Endorsed by the MBA

### **MAY/JUNE 2012**

#### **Convention Preview Issue**

MBA Convention Issue – June 9-13, 2012 • Featuring the convention agenda; listing of sponsors, exhibitors, past MBA presidents, photos of MBA officers, speakers and entertainers • Teach Children to Save Day • Feature on MYB Convention, spotlighting college and high school students who were honored with MYB scholarships

### **JULY/AUGUST 2012**

#### **Presidential & School of Banking Issue**

Featuring new MBA president on magazine cover • Photo feature inside on new president and officers • Photographs of MBA Convention • Photos of MBA Board of Directors • Story and photo feature of the Mississippi School of Banking, conducted by the Association • Promotion of MYB Leadership Conference

### **SEPTEMBER/OCTOBER 2012**

#### **MBA Committee Issue**

List of bankers serving on MBA standing committees for 2012-2013 • Story on MYB Leadership Conference & Golf Tournament

### **NOVEMBER/DECEMBER 2012**

#### **Washington Visit & Associates Issue**

Feature and photographs of the 2012 MBA Washington Visit. • Listing of members involved in ABA committees • List of MBA Associates • Preview of 2012 session of the Mississippi Legislature

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