

T H E M I S S I S S I P P I
BANKER

*For 92 years,
the official publication of the Mississippi Bankers Association*

MEDIA KIT
2008

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: September 13, 2007

To: Potential Advertisers

From: Kristen Kern, 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:

- 2008 Advertising Rates
- Ad Sizes and Submission Deadlines
- 2008 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 104 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 May 14-18, 2008, in Sandestin, Florida, at the Sandestin Resort (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 kkern@msbankers.com or by phone at (601) 948-6366.

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

January/February 2008 Issue

- Space Reservation Deadline -- **October 15, 2007**
- Materials Deadline -- **November 1, 2007**

For more information on the MBA, please check out our web site at www.msbankers.com.

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Official Publication of the **Mississippi Bankers Association**

KRISTEN KERN, 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.

2008 Gross Advertising Rates

(Multiple rates available with contract only.)

| | <i>1 time</i> | <i>3 times</i> | <i>6 times</i> |
|-----------|---------------|----------------|----------------|
| Full Page | \$540 | \$510 | \$470 |
| 2/3 Page | 445 | 395 | 365 |
| 1/2 Page | 360 | 340 | 315 |
| 1/3 Page | 300 | 280 | 255 |
| 1/6 Page | 250 | 225 | 200 |

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 by e-mail to kkern@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

Mississippi Bankers Association
 640 North State Street
 Jackson, Mississippi 39202-3303

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

Phone (601) 948-6366 • Fax: (601) 355-6461
 E-mail: kkern@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: Generally, space must be reserved 45 days prior to publication, and materials must be received 30 days prior to publication. **See deadlines below.**

| 2008 Issue | Space Deadline | Materials Deadline | 2008 Issue | Space Deadline | Materials Deadline |
|-----------------------------|-----------------------|---------------------------|------------------------------|-----------------------|---------------------------|
| January/February 2008 | Oct. 15, 2007 | Nov. 1, 2007 | July/August 2008 | May 15 | June 1 |
| March/April 2008 | Jan. 15 | Feb. 1 | September/October 2008 | July 15 | Aug. 1 |
| May/June 2008 | March 15 | April 1 | November/December 2008 | Sept. 15 | Oct. 1 |

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

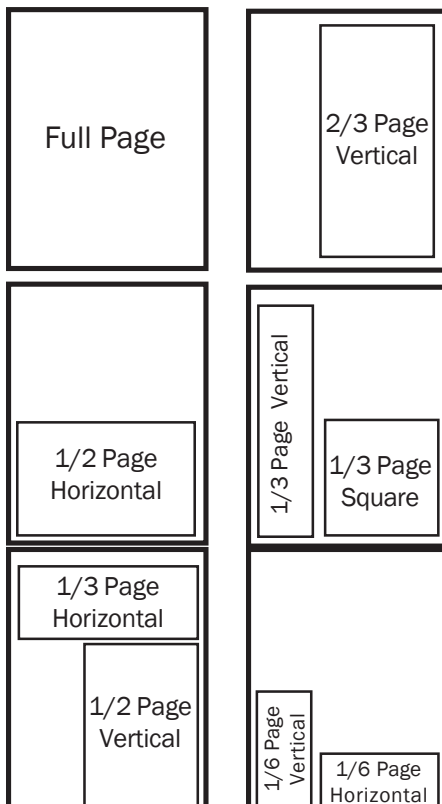
- All advertisement copy and illustrations are subject to the approval of the editor and publisher.
- In the event that multiple-insertion contracts are canceled by the advertiser before the contract expires, publisher reserves the right to bill advertiser for the difference between multiple insertion 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 |
|-----------------------------------|---------------------|--------------------|
| Full Page. | 7 1/2 (7.5) | 10 |
| 2/3 Page Vertical. | 4 7/8 (4.875) | 9 3/4 (9.75) |
| 1/2 Page Horizontal. | 7 1/2 (7.5) | 4 7/8 (4.875) |
| 1/2 Page Vertical. | 4 7/8 (4.875) | 7 |
| 1/3 Page Square. | 4 7/8 (4.875) | 4 7/8 (4.875) |
| 1/3 Page Vertical. | 2 3/8 (2.429) | 9 3/4 (9.75) |
| 1/3 Page Horizontal. | 7 1/2 (7.5) | 3 1/4 (3.25) |
| 1/6 Page Vertical. | 2 3/8 (2.375) | 5 |
| 1/6 Page Horizontal. | 4 7/8 (4.875) | 2 1/2 (2.5) |

THE MISSISSIPPI
BANKER

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

Magazine Space Contract

Date: _____ Company/Agency: _____

To: *The Mississippi Banker*
ATTN: Kristen Kern
640 North State Street
Jackson, MS 39202

Address: _____

City/State/ZIP: _____

Phone: _____

Fax: _____

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

E-mail: _____

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:

| <u>What size is the ad?</u> | <u>What shape (see pg. 4)?</u> | <u>Will it have color?</u> | <u>Eligible for what rate?</u> |
|-----------------------------|--------------------------------|----------------------------|--------------------------------|
| _____ 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 | | |
| _____ 1/6 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. Kristen Kern

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KRISTEN KERN, EDITOR

EDITORIAL CALENDAR 2008

JANUARY/FEBRUARY 2008

Legislative Kickoff Issue

List of MBA Member Banks. • Upcoming Mississippi Legislature and Congressional sessions. • MBA Educational Events Planned for 2008 • MBA Educational Tools • Preview of Mississippi Young Bankers Convention – March 12-16, 2008

MARCH/APRIL 2008

Products and Services Issue

Products and Services Endorsed by the MBA. • Consolidated Statement of Mississippi banks and thrifts (as of 12/31/07).

MAY/JUNE 2008

Convention Preview Issue

MBA Convention Issue – May 14-18, 2008 • 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, featuring college and high school students who were honored with MYB scholarships.

JULY/AUGUST 2008

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 2008

MBA Committee Issue

List of bankers serving on MBA standing committees for 2008-2009 • Promotion of MBA area meetings. • Story on MYB Leadership Conference. • Consolidated statement of Mississippi banks and thrifts (as of 6/30/08).

NOVEMBER/DECEMBER 2008

Washington Visit & Associates Issue

Feature and photographs of the 2008 MBA Washington Visit. • Listing of members involved in ABA committees. • List of MBA Associates. • Preview of 2009 session of the Mississippi Legislature.

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Jackson, MS 39205-0037

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