



ABA BANKING JOURNAL SPONSORED PODCAST



American Bankers Association®

<https://bankingjournal.aba.com/aba-banking-journal-podcast/>

Place your brand in front of **more than 70,000** banking industry leaders!

DRAFT SCHEDULE AND GUESTS

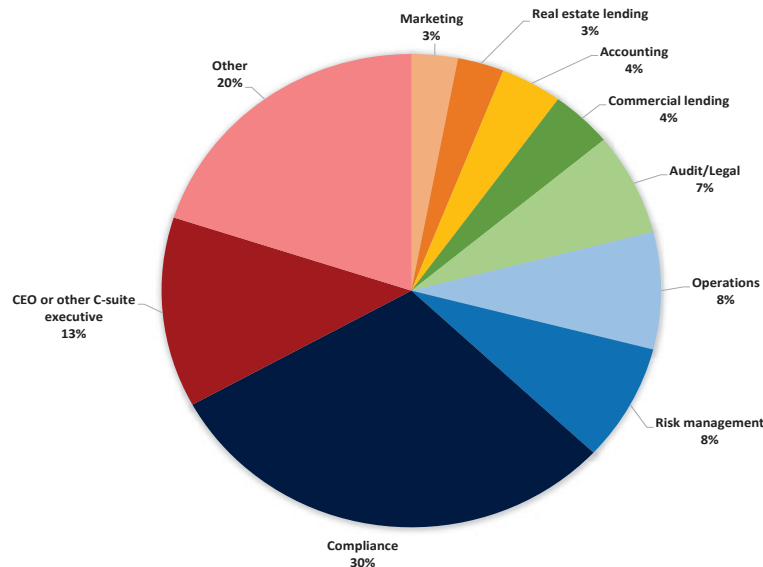
Taped Wednesdays, released Thursdays. Guest segments may be taped at a different time.

Downloaded
43,000+ times!
As of September 2018

DATE	TOPIC	GUESTS
Thursday, January 17, 2019	Libor transition	David Bowman (Federal Reserve), Hu Benton (ABA)
Thursday, January 24, 2019	Leadership, career development in banking	Greg Smith (adjunct professor, U Wisconsin School of Business)
Thursday, January 31, 2019	How banks help stop human trafficking	Jim Dinkins, Phillip DeLuca (US Bank)
Thursday, February 7, 2019	The next generation of core processing	Christopher McClinton (ABA), banker TBD (Live Oak bank)
Tuesday, February 12, 2019	Bonus: Lincoln and the banks	Evan Sparks
Thursday, February 14, 2019	Marriage and fertility trends -- Valentine's Day Special	Lyman Stone (Demographic NTEL)
Thursday, February 21, 2019	Fintech partnerships, innovation, marketplace lending	Gilles Gade (CEO, Cross River Bank)
Thursday, February 28, 2019	Bank City USA (Part 1)	BancorpSouth and Renasant Bank
Thursday, March 7, 2019	Bank City USA (Part 2)	BancorpSouth and Renasant Bank
Thursday, March 14, 2019	Starting a new bank, branding	Aaron Dorn (CEO, Studio Bank)*
Thursday, March 21, 2019	Bankers banks/correspondent banking	Chris Hill (SVP, Bankers Bank of the West)

As of 01/14/19. All guests and topics and subject to change.

*Indicates tentative





ABA Banking Journal Sponsored Podcast

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The *ABA Banking Journal Podcast* is a 20-minute podcast that showcases weekly conversational updates on top banking news items, plus interviews with bankers, ABA staff experts and thought leaders.

Episode outline:

- A weekly, 20-minute long recording hosted by Evan Sparks, Shaun Kern and Joan Gregory Saenz
- In-depth interview with top bank executives, industry thought leaders and ABA experts on banking strategy and top issues in the news.

Promoted on ABA social media platforms:



Facebook
(7,000+ followers)



Twitter
(20,000+ followers)



LinkedIn
(18,000+ followers)

Promoted on ABA eNewsletters:

ABA Daily Newsbytes (**70,000+ readers**), and on other relevant ABA email bulletins.

Podcasts are embedded on ABA.com and on the ABA Banking Journal website

Sponsorship opportunity includes:

Sponsored Banner (468 x 60 pixels) ¹

- Featuring the sponsored company. Placed in the podcast's page for increased exposure.

Sponsor Read (70 words/30 seconds)

- Sponsorship of individual episodes includes notice of sponsorship and a link on each podcast page. Text to read as follows: "This episode is presented by ____."
- Within each episode, sponsors will be acknowledged in the shows' open and close ("presented by ____"). There will be a sponsor read about 10 minutes into each episode, using pre-determined text that describes the sponsor, any featured product or service and, if desired, a sponsor website for listeners to visit.
- Sponsored read is of approximately 70 words for a total of approximately 30 seconds.
- Sponsorship should be written in third person.

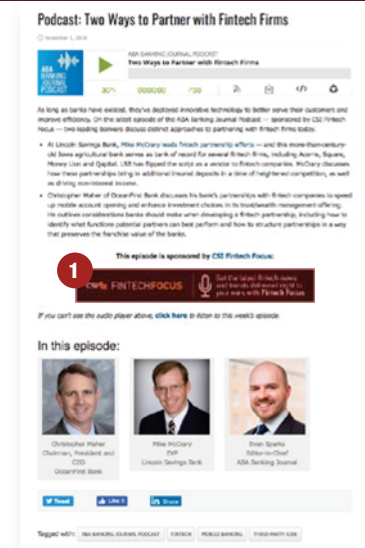
Hyperlink on all promotions

- The sponsored company's name will be hyperlinked to on all promotions of the podcast in the text that will read "This episode is presented by ____"

Categories on the ABA Banking Journal website

- Podcasts are filed on the *ABA Banking Journal* site under multiple categories. Podcasts — and sponsors — are filed under 6 categories, ensuring added exposure.

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American Bankers Association®

Don't miss this exclusive opportunity. Showcase your brand to 65,000+ industry leaders. Please select from the following options and return the completed form to your account executive today. All positions are exclusive and will be awarded on a first-come, first-served basis.

1. ABA Banking Journal Podcast Sponsorship | \$4,050 per podcast

2. Choose the podcast(s) in which you would like your ad to run:

- January 17** (Libor transition)
- January 24** (Leadership, career development in banking)
- January 31** (How banks help stop human trafficking)
- February 7** (The next generation of core processing)
- February 12** (BONUS: Lincoln and the banks)
- February 14** (Marriage and fertility trends -- Valentine's Day Special)
- February 21** (Fintech partnerships, innovation, marketplace lending)
- February 28** (Bank City USA (Part 1))
- March 7** (Bank City USA (Part 2))
- March 14** (Starting a new bank, branding)
- March 21** (Bankers banks/correspondent banking)

3. Total your order:

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All advertisers will receive an invoice for the total amount, due upon activation. When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

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Media Director
(352) 333-3385
sgreyling@naylor.com





ABA BANKING JOURNAL SPONSORED PODCAST CHECKLIST



Below is a checklist of all elements required in order to process your ABA Banking Journal Podcast Sponsorship.

- Sponsored Banner** (468 x 60 pixels)
Located in the podcast's page, hosted in ABA Banking Journal site.
- Sponsor read** (70 words/30 seconds)
All text should be provided in a .doc or .txt format. Sponsor read is of approximately 70 words for a total of approximately 30 seconds. Sponsor read must be written in third person.
- Sponsored company name** "This episode is presented by ____"
Will be showcased under the article title such as "This episode is presented by ____." Also placed at the top of the article.
- Hyperlink** to a landing page of your choice in all promotions of the podcast.

Our podcast sponsorships are sold on a first-come, first-served basis. Feel free to contact your Naylor account executive if you have any questions or concerns.

Thank you.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ABA reserves the right to edit or alter content as it deems necessary to meet the above requirements and provide maximum value for its members. No third party tags allowed.