

VIRGINIA BANKERS ASSOCIATION

www.vabankers.org

# VIRGINIA BANKING

## 2018 Media Guide

### NEW FOR 2018!

Our 2018 issues will feature a new look and fresh, insightful articles specifically tailored to banking industry leaders.

Reach **100%** of the banking industry leaders in Virginia.



FOR MORE INFORMATION, PLEASE CONTACT:

**Matthew Yates**  
Media Director  
(352) 333-6014  
myates@naylor.com

VIRGINIA BANKERS  
ASSOCIATION

# About VBA & Our Members

In 2018, the Virginia Bankers Association celebrates 125 years as the voice of unity for 100% of Virginia's banking industry. VBA aims to unite and enhance Virginia's banking industry for the benefit of banks, their customers and their communities. VBA uses *Virginia Banking* to reach a large audience of banking professionals.



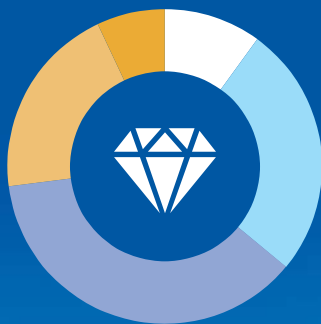
VBA is the voice of Virginia's **\$527 billion** banking industry\*



VBA has a strong alliance with bankers in **100 banks** throughout Virginia



VBA directly represents 100 banks holding a total of **\$711 billion** in assets\*\*



## VBA Member Institutions by Asset Size\*\*:

- Less than \$100 Million **10%**
- \$100 - \$250 Million **26.3%**
- \$250 Million - \$1 Billion **37.5%**
- \$1 Billion - \$10 Billion **20%**
- More than \$10 Billion **6.3%**

## VIRGINIA BANKERS ASSOCIATION

Banks in Virginia spend more than **\$8 billion** on products and services each year, and are heavy users of third-party vendors for services, including\*:

- Accounting & Auditing
- Advertising & Marketing
- Asset Management/Capital
- ATM Solutions & Interchange Expenses
- Compliance
- Consulting & Advisory
- Cybersecurity/Fraud/Risk/Audit Tools
- Data Processing
- Digital Banking
- FDIC Deposit Insurance Assessments
- Insurance
- Janitorial Services
- Legal Fees and Expenses
- Mortgage Technology
- Payments
- Postage
- Printing, Stationary and Supplies
- Security
- Telecommunications Expenses
- Third-Party Risk Management
- Wealth Management

\*IBIS World Report 52211

\*\*FDIC Data

\*\*Member number is approximate and subject to change

# About Virginia Banking

The Virginia Bankers Association’s flagship publication, *Virginia Banking*, serves as the industry resource for Virginia’s banking professionals, informing and educating readers through a broad range of relevant, timely and accurate industry topics. By including your company in *Virginia Banking*, you are putting your products and services in front of a combined readership of more than 10,500 highly qualified industry leaders. **Make sure you reach the leaders in Virginia’s banking industry.**



*Virginia Banking* is distributed to more than 10,500 **highly qualified industry leaders in 100 banks throughout Virginia.**

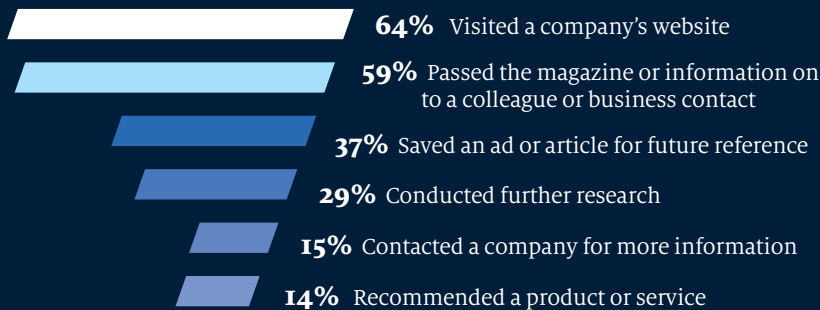


Your message in *Virginia Banking* reaches top level decision-makers, including more than 3,000 CEOs, presidents, directors and executive and senior vice presidents.\*



In addition to C-Suite executives, *Virginia Banking* reaches **more than 1,300 mid-management level readers in departments such as retail, mortgage, lending, marketing and more.\***

## Which of the following actions have you taken after reading your state banking magazine?



Source: Virginia Bankers Association Readership Survey

“I appreciate the commitment to a quality publication that the VBA provides to its member banks. We are the fortunate to have the VBA, its editors, and all of its contributing bodies provide bankers with a ‘read’ that bears all of the hallmarks consistent with the VBA modus operandi ... a commitment to excellence and a sense of pride on every level.”

— **Patricia Gallagher, SVP, Sonabank**



“I appreciate the way Virginia Banking magazine keeps community bankers informed about the critical issues impacting banks today. The magazine reminds us that we are part of a larger community of banks with similar needs and challenges. The articles are timely, interesting, and an excellent resource for us.”

— **Barry P. Almond**  
Senior Vice President,  
Chief Retail Officer  
Virginia Commonwealth Bank

## VBA Readers by Positions:

- **Top-Level and Senior Management 34%**
- **Legislators 3%**
- **Associate members, Financial Services Members and Endorsed Providers 2%**
- **Mid-Management 18%**
- **Other Bank Personnel 37%**
- **Compliance, Loan and Other Officers 6%**



\*Virginia Banking Readership Breakdown

# Virginia Banking

VIRGINIA BANKERS ASSOCIATION

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Full-Color Rates	1X	2X-3X	4X
Double Page Spread	\$3,669.50	\$3,299.50	\$3,119.50
Outside Back Cover	\$3,149.50	\$2,939.50	\$2,829.50
Inside Front or Inside Back Cover	\$2,829.50	\$2,619.50	\$2,509.50
Full Page	\$2,099.50	\$1,889.50	\$1,779.50
2/3 Page	\$1,809.50	\$1,629.50	\$1,539.50
1/2-Page Island	\$1,559.50	\$1,399.50	\$1,329.50
1/2 Page	\$1,329.50	\$1,199.50	\$1,129.50
1/3 Page	\$1,009.50	\$909.50	\$859.50

## Production Schedule

Issue	Materials Deadline	Ship Date
Volume 3, 2018	June 21, 2018	August 10, 2018
Volume 4, 2018	September 5, 2018	October 23, 2018
Volume 1, 2019	December 5, 2018	January 25, 2019
Volume 2, 2019	February, 2019	April, 2019



Every issue will include features on **cybersecurity, compliance/regulatory and community banking.**

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. The production schedule is tentative and subject to change.

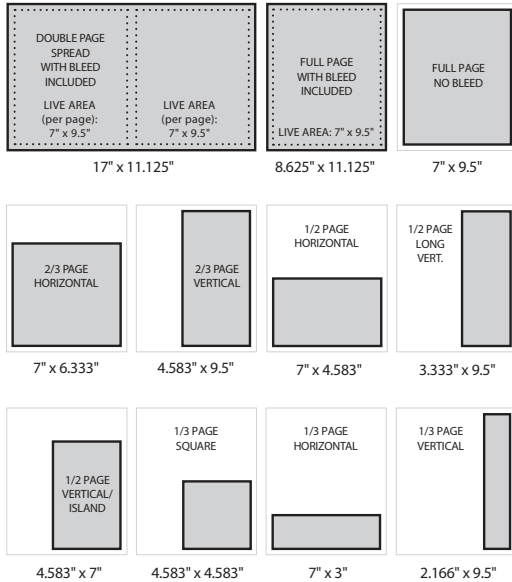
Ask your Naylor Representative about our special rates for Endorsed Providers and Financial Services Members

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

# Print Advertising Specifications

## Virginia Banking

Magazine Trim Size: 8.375" x 10.875"



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com).

### Production Services, Proofs and Revisions

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.

### Specs for Outserts/Inserts

- 1 Page / 1 surface: 8.375" x 10.875"
- 1 Page / 2 surfaces: 8.375" x 10.875"
- 2 Page / 4 surfaces: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"
- Postal Flysheets: 8.5" x 11"

### Digital Edition

For more information, visit:

<http://www.naylor.com/onlinespecs>

Ask your Naylor Representative about our special rates for Endorsed Providers and Financial Services Members

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

# Virginia Banking Digital Edition

## EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

Virginia Banking is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

### FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop Responsive HTML Reading View



### 1 Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

### 2 Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

- 3 Top TOC Mobile Banner
- 4 2<sup>nd</sup> TOC Mobile Banner

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.

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

## Display Ad Package 1 | \$1,390

Includes Leaderboard and Top TOC Mobile Banner.

## Display Ad Package 2 | \$1,190

Includes Rectangle and 2<sup>nd</sup> TOC Mobile Banner.

## In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

### Adaptive Ad (HTML5) | \$1,999

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

### Video (page view) & Video Sponsorship | \$990

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

### Digital Insert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | \$890
- Medium Insert | \$790

# Virginia Banking eNewsletter

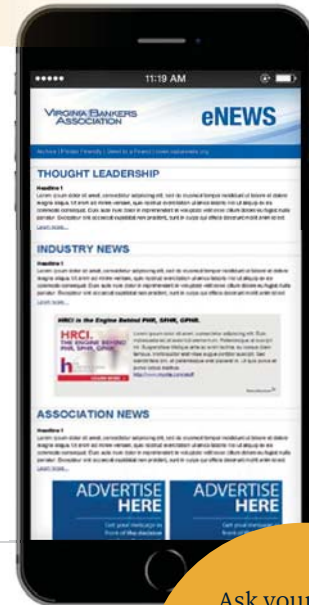
VIRGINIA BANKERS ASSOCIATION

[www.naylornetwork.com/vba-nwl](http://www.naylornetwork.com/vba-nwl)

Now more than ever, professionals consume information on the go. Our monthly Virginia Banking eNewsletter helps VBA members stay informed about timely industry topics and news, whether they are in the office or on the road.

## Enjoy the benefits of a targeted Virginia Banking eNewsletter:

- Delivers your message directly to more than 9,000 decision makers in the Virginia banking industry monthly
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Limited available ad space makes each position exclusive



Sample Mock-up E-Newsletter\*



Sample Mock-up E-Newsletter\*

### Thought Leadership<sup>†</sup>

Value-add reserved for Virginia Banking Magazine thought leadership advertisers.

### 1<sup>st</sup> Sponsored Content

180 x 150 pixels plus text • Display your company in between popular sections of the newsletter along with text.

**\$3,250 – 12 Months      \$1,800 – 6 Months**

### Top Rectangles

300 x 250 pixels • Only two spots available - NO ROTATION.

**\$3,000 – 12 Months      \$1,650 – 6 Months**

### 2<sup>nd</sup> Sponsored Content

180 x 150 pixels plus text • Display your company in between popular sections of the newsletter along with text.

**\$2,750 – 12 Months      \$1,525 – 6 Months**

### Rectangles

300 x 250 pixels • Only two spots available - NO ROTATION.

**\$2,500 – 12 Months      \$1,375 – 6 Months**

<sup>†</sup>Thought Leadership spot is available only with the purchase of the actual thought leadership piece in the magazine

\*eNewsletter mock ups may not properly represent scale.

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.

For more digital specs information, visit: <http://www.naylor.com/onlinespecs>



Ask your Naylor Representative about our **special rates** for **Endorsed Providers and Financial Services Members**

# VIRGINIA BANKING

## SPONSORED VIDEO

[Click Here for Video Example](#)

Place your brand in front of more than 9,000 banking industry leaders!

This exclusive opportunity places your brand in VBA's Sponsored Digital Edition video!

## Digital Edition Video Sponsor

□ Per Issue | \$3,250



### Market plan outline:

- Sent to 9,000+ Virginia banking leaders and in other email bulletins.
- Embedded on VBA's website
- The video will be promoted in VBA social media channels such as Twitter (1,400+ followers), LinkedIn (920+ followers), Instagram (203+ followers) and Facebook (740+ followers).

### Sponsorship opportunities:

- Individual videos include recognition of sponsor and a link to the sponsor's website on each video.
- Within each episode, sponsors will be acknowledged in the video's open and close.



# VIRGINIA BANKING THOUGHT LEADERSHIP OPPORTUNITIES

Position your company as a thought leader and solution provider in the industry! This opportunity is only available to two advertisers per issue, 1 per category!

By including your thought leadership piece in *Virginia Banking*, you can educate VBA members regarding the benefits of using your product or service, while also improving the credibility of your company with banking professionals.

- Included in the monthly *Virginia Banking* eNewsletter that goes out to nearly 9,000 decision makers
- Delivers your message in the print magazine that has a distribution of 1,500 issues delivered to banking leaders who represent 100% of the banking industry in Virginia
- Included in the digital magazine sent directly to the inbox of nearly 9,000, including CEOs, presidents, directors and executive and senior vice presidents.



*Virginia Banking*  
eNewsletter

*Virginia Banking*  
In Print and Online

Delivered to a combined  
readership of 10,500  
banking leaders!

## Thought Leadership Opportunities:

- ❑ 1) **Full page in print and digital magazine** with value add in eNewsletter — prime placement of teaser blurb with link to page in digital edition | **\$3,600**
- ❑ 2) **Double-page spread in print and digital magazine** with value add in eNewsletter — prime placement of teaser blurb with link to page in digital edition | **\$5,900**

### Category selection:

- ❑ Cybersecurity
- ❑ Compliance/regulatory
- ❑ Community banking

### Below are the guiding principles for your thought leadership piece.

- Content should be educational in nature and solution-based, geared to solving a common problem or need a banking professional would experience. The educational content should not promote the company's product or service but rather communicate best practices that would allow professionals to be more effective and efficient in their roles.
- Content should include practical, useful information in which the banking professional would find value, and should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- Separately from the educational content, editorial advertisers are encouraged to also include information about their company, testimonials and other helpful resources, but these mentions should be separate from the main messaging.
- VBA reserves the right to edit or alter content or deny the ad as it deems necessary to meet the above requirements and provide maximum value for its members.
- Content must identify company and state that it's an advertisement.