

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:

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(352) 333-6014
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**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.



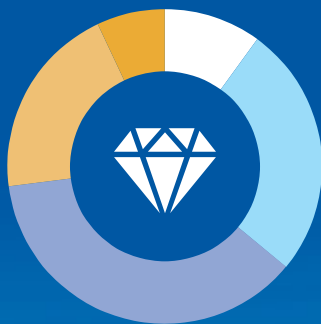
VBA is the voice of Virginia's **\$527 billion** banking industry*



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.**

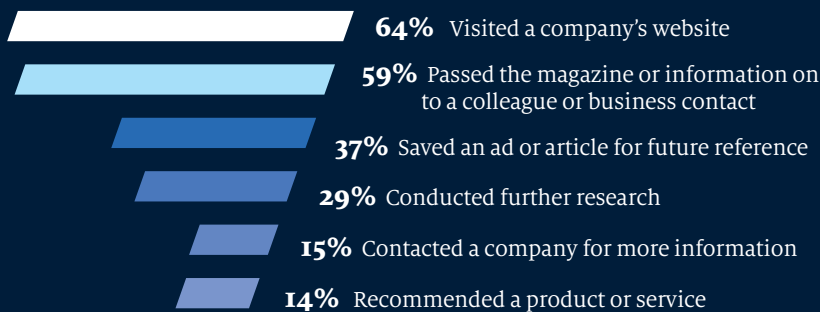


Your message in *Virginia Banking* reaches top level decision-makers, including more than 3,000 CEOs, presidents, directors and executive and senior vice presidents.*



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.”

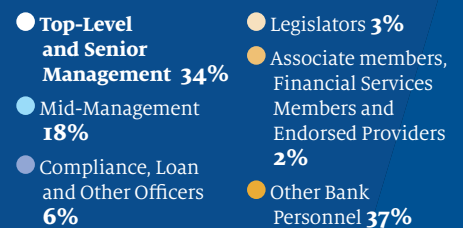
— **Patricia Gallagher, SVP, Sonabank**



“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:



*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 2	March 21, 2018	May 4, 2018
Volume 3	June 21, 2018	August 10, 2018
Volume 4	September 5, 2018	October 23, 2018
Volume 1	December 5, 2018	January 25, 2019



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.

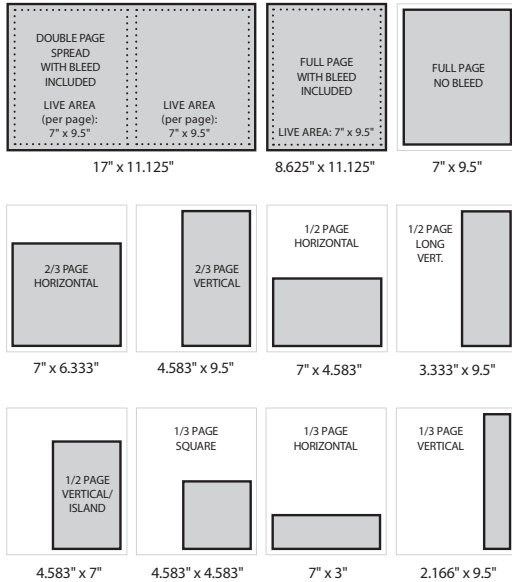
Ask your Naylor Representative about our special rates for Endorsed Providers and Financial Services Members

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.

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>

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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

VIRGINIA BANKERS
ASSOCIATION

In addition to print, *Virginia Banking* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertisers' websites. Each issue is emailed to readers, as well as posted on VBA's website. Links to new issues are also available via social media and other VBA communications channels. An archive of issues is available, ensuring your ad has a lasting online presence.



READERS CAN

- **Bookmark pages and insert notes**
- **Keyword search the entire magazine**
- **Navigate and magnify pages with one click**
- **Share articles on news and social networking sites**
- **Read the issue online or download and print for later**
- **View issues instantly from most smartphones and tablets**
- **View archives and find a list of articles for one-click access**



Large Toolbar | \$590 per issue

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Leaderboard | \$990 per issue

The leaderboard ad is displayed above the digital edition the entire time it is open, giving your message constant exposure every time it is viewed.

Skyscraper | \$990 per issue

The skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Belly Band | \$1,090 per issue

The digital belly band wraps around the cover of the magazine and will be the first page readers will see upon opening the digital magazine.

Sponsorship MAX* | \$1,040 per issue Sponsorship | \$890 per issue

Your message will be prominently displayed directly across from the cover of the magazine.

*Sponsorship MAX features a full-page ad. Video capabilities are not available.

Ad Link | Included in display ad rates

Ad links increase traffic from your ad in the digital edition to your company's website or a corporate email address.

For the latest online specs, please visit: <http://www.naylor.com/onlinespecs>.

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

Virginia Banking eNewsletter

VIRGINIA BANKERS ASSOCIATION

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*

1st 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

2nd 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

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

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*eNewsletter mock ups may not properly represent scale.

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

VIRGINIA BANKING

SPONSORED VIDEO OPPORTUNITY

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. Your video is showcased next to the digital edition of the magazine. It is the first position readers view when opening the digital edition.



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