



2024

# MEDIA KIT

THE  
KANSAS BANKER

The Official Publication of the Kansas Bankers Association

## Your Brand, Promoted.

Make sure your company is top of mind. The Kansas Banker magazine is the perfect place to be seen by all the decision makers in the industry. Advertise in this publication and watch your revenue grow.

# Advertise in this publication and get your brand in the hands of KBA members, AKA your target market.

## CUTTING-EDGE EDITORIAL CONTENT

The Kansas Banker magazine offers clear, comprehensive, sophisticated and up to date information that readers can apply immediately in their own organizations. Contributed to by the association's Board of Directors, as well as the financial service industry's most authoritative practitioners and consultants. The magazine delivers a wealth of insight and covers a broad range of subjects, including the following:

- Growth management
- Marketing & branding
- Compliance & regulatory issues
- Adding value & relevancy to client services
- Organizational performance & operations planning
- Finance management
- Tax considerations
- Legislative advocacy & legal updates
- Technology
- Communication concerns
- Leadership
- Risk concerns & assessments
- Cash flow & investment portfolio management
- KBA events & training opportunities

## VALUE ADDED SERVICES TO HELP KEEP YOU IN THE FOREFRONT

- A magazine website that includes your logo linked back to your website
- A built-out digital version of each issue that includes options for social sharing, a downloadable PDF and a flipping book for those who prefer swiping
- An additional email distribution of the publication, so KBA members and magazine readers will enjoy the benefits of both print and digital experiences
- Options to purchase digital advertising space on the magazine website (see pricing on the next page)



KANSAS BANKERS  
ASSOCIATION

The Kansas Banker magazine is the official publication of the Kansas Bankers Association

### 2024 Production Schedule\*

Issue	Editorial   Artwork Due	Estimated Mail Date
Issue 1	January 26, 2024	February 21, 2024
Issue 2	March 22, 2024	April 17, 2024
Issue 3	May 24, 2024	June 19, 2024
Issue 4	July 26, 2024	August 21, 2024
Issue 5	September 20, 2024	October 16, 2024
Issue 6	November 22, 2024	December 18, 2024

\* The Editorial | Artwork Due date is the projected production start date and the date we need the content for the issue noted.

\* Based on the needs of the Association, these dates may be pushed back to accommodate events, legislative concerns or last minute news, which makes the publication current and relevant and increases the value to members and advertisers. However, all publications are published as close to these dates as possible.

\* Digital ads are published on the same schedule as the print magazine. In other words, one supports the other, which has proven ROI.



TO VIEW THE MAGAZINE ONLINE  
SCAN THE QR CODE



[the-kansas-banker.thenewslinkgroup.org](http://the-kansas-banker.thenewslinkgroup.org)

**Are you ready for growth? Go crazy. Be seen.**  
Contact us today to advertise in this publication.

 **THE newsLINK group**  
[thenewslinkgroup.org](http://thenewslinkgroup.org) use your words. tell your story.

**801.676.9722 | 855.747.4003**  
[sales@thenewslinkgroup.org](mailto:sales@thenewslinkgroup.org)

## Print Ad Specifications and Pricing

2024 Advertising Rates		
Size	Single Insertion or Directory	Per Term (6 Issues)
Full Page	\$1,534	\$4,230
Half Page	\$1,363	\$3,175
Quarter Page	\$1,022	\$2,380
Page 3, 5, or Premium	\$2,198	\$4,594
Inside Front/Back Covers	\$1,914	\$4,412
Outside Back Cover	\$2,198	\$4,594
Print + Digital Premium Pkg.	\$2,198	\$4,594

Centerfold space available; call for rates.



**Full Page Ad**  
8.5" x 11"  
with .125" Bleed

**Final with Bleeds:**  
8.75" x 11.25"

**Full Page Specifications:**

- Artwork Trim Size: 8.5" x 11"
- Bleed: 0.125"
- Text Safe Area: 0.25" from all edges  
(All text must be within this area to avoid being trimmed off.)

**Final Size with bleeds:** 8.75" x 11.25"



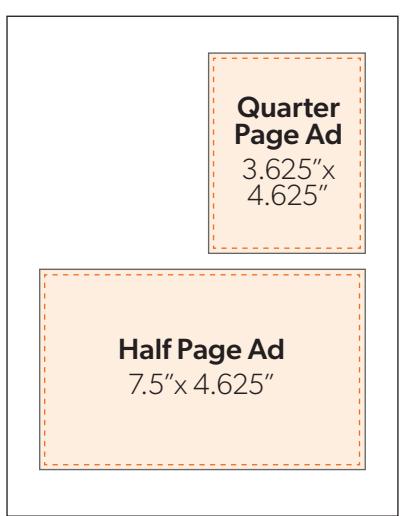
**Outside Back Cover Ad**  
8.5" x 8.5"  
with .125" Bleed

**Final with Bleeds:**  
8.75" x 8.75"

**Outside Back Cover Specifications:**

- Artwork Trim Size: 8.5" x 8.5"
- Bleed: 0.125"
- Text Safe Area: 0.25" from all edges  
(All text must be within this area to avoid being trimmed off.)

**Final Size with bleeds:** 8.75" x 8.75"



**Quarter Page Ad**  
3.625" x 4.625"  
with .125" Bleed

**Final with Bleeds:**  
7.5" x 4.625"

**Quarter Page Specifications:**

- Artwork Size: 3.625" x 4.625"
- Text Safety Area: 0.125" from edges

**Half Page Ad**  
7.5" x 4.625"  
with .125" Bleed

**Final with Bleeds:**  
7.5" x 4.625"

**Half Page Specifications:**

- Artwork Size: 7.5" x 4.625"
- Text Safety Area: 0.125" from edges

## Digital Ad Specifications and Pricing

2024 Digital Advertising Rates	
Size	Per Issue
Issue Homepage Skyscraper	\$475
Top Leaderboard (exclusive to entire publication)	\$800
Article Leaderboard (exclusive to one article)	\$375

### EVERY AD SHOULD CONTAIN FOUR MAIN COMPONENTS:

1. Your logo or company name
2. A value proposition
3. An image or visual representation of your service
4. A clear call to action with contact information

#### Acceptable Digital Ad File Formats:

.jpeg, .jpg, .png, .gif

#### File Size:

50KB or smaller

#### Skyscraper:

300px X 500px

#### Skyscraper (mobile):

600px X 120px

#### Leaderboard:

970px X 90px

#### Leaderboard (mobile):

600px X 120px

#### 125 characters of text or less.

Images that consist of more than 20% text may experience reduced delivery.

• LEADERBOARD (DESKTOP & TABLET)  
970px x 90px

• SKYSCRAPER (MOBILE)  
• LEADERBOARD (MOBILE)  
600px x 120px



• SKYSCRAPER (DESKTOP & TABLET)  
300px x 500px

# Purchase an ad in the Kansas Banker Magazine.

## Company Information

Name/Title		Company	
Phone	Email		
Address			
City	State	Zip Code	
Website			
Contact Name	Email		

Print Ad Size	# of Insertions	Ad Placement	Total Cost
Full Page			
Half Page			
Quarter Page			
Page 3, 5, or Premium			
Inside Front/Back Covers			
Outside Back Cover			
Print + Digital Premium Pkg.			

**Ad Design:** We will provide an ad in CMYK at 300dpi, .jpg or PDF format with bleed if needed.  
We will pay you to design our ad for \$250.

## PAYMENT METHOD:

Please invoice me  
Credit Card

CC Number	Signature		
Exp. Date	CVV Code	Date	

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders cannot be canceled. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

Purchaser: \_\_\_\_\_

Date: \_\_\_\_\_

newsLINK Group: \_\_\_\_\_

Date: \_\_\_\_\_

