

Digital Ad Materials

**Provide 1/8" bleed for full page bleed ads.
Keep live matter 1/2" from trim.**

Acceptable Platform/Software

Print-ready, high-resolution PDF files are preferred. Adobe Illustrator EPS files or EPS files exported from a page-layout application also are acceptable. All fonts and graphics must be outlined or embedded. Flattened files from Photoshop or other image-editing software are also accepted. These files should be 300 dpi and saved in TIFF or EPS format as CMYK (not RGB or Lab color). B&W files should be saved as Grayscale, not RGB. Line art should be saved as 1200 dpi Bitmap TIFF.

Ad Proof

Proofs are requested. **If we do not have a proof to match against, we cannot guarantee content or color accuracy.**

Change of Copy

When change of copy is not received by the publisher by the material due date for a scheduled insertion, copy and/or material from a previous issue will run.

Material Submission

Send all artwork, disks, CD- or DVD-ROMs, color proofs, and other ad materials to:

Tara Bowman

Advertising Material Coordinator
BankNews Publications
5115 Roe Blvd., Ste. 200
Shawnee Mission, KS 66205-2368
800-336-1120
tbowman@banknews.com

Editorial Contact

Elizabeth Freeman

California Banker

California Bankers Association
1303 J Street, Suite 600
Sacramento, CA 95814
Phone: 916-438-4413
Fax: 916-438-4313
www.calbankers.com

BNP
BankNews Publications

Advertising Contacts

Robb Bertels

National Sales Director
rbertels@banknews.com

Scott Englert

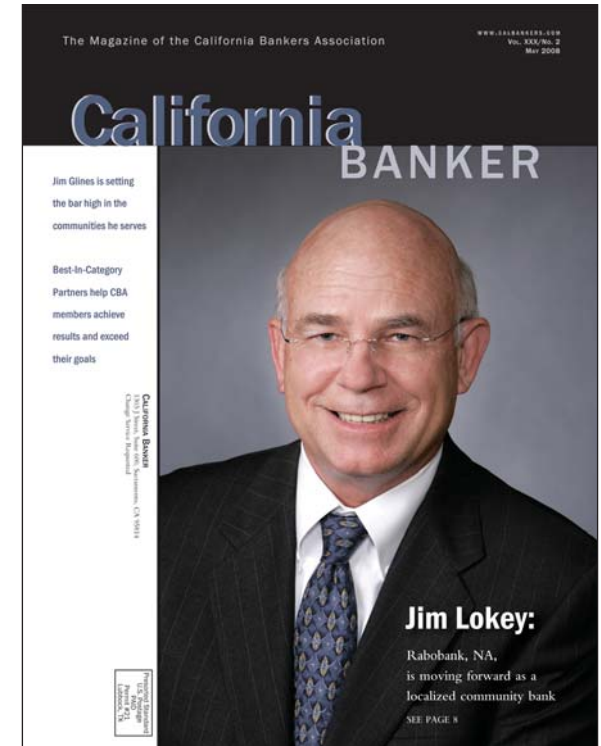
Advertising Account Executive
senglert@banknews.com

5115 Roe Blvd., Ste. 200
Shawnee Mission, KS
66205-2368

P.O. Box 29156
Shawnee Mission, KS
66201-9156

Phone: 800-336-1120
913-261-7000
Fax: 913-261-7010

www.BankNews.com



The official publication of the
California Bankers Association

Circulation: 3,700

Frequency: Six issues (February, May, June, August, October and December)

Ad closing date: 5th of the month preceding issue date.

Ad material deadline: Please refer to the 2009 editorial calendar.

California Banker, now in its 31st year, is the leading publication serving the nation's second-largest bank market, with more than 300 banks and savings institutions and 6,400 branches.

California Banker serves as the official publication of the California Bankers Association. CBA, founded in 1891, is the voice of California bankers, representing 85 percent of the banks and saving institutions, and 92 percent of the community banks in California.

Each issue of *California Banker* provides the latest association news and educational opportunities, updates on legislative and regulatory actions affecting the state's banking community, and special reports and features designed to help bankers and their banks succeed.

California Banker is the most cost-effective advertising vehicle targeting the massive California bank market and its decision makers.

Ad Sizes	Dimensions in Inches		Rates/Frequency		
	Width	Depth	1x	3x	6x
Full page	7	× 10	\$1,680	\$1,515	\$1,345
2/3 vertical	4-1/2	× 10	\$1,345	\$1,215	\$1,075
1/2 vertical	4-1/2	× 7-1/2	\$1,095	\$990	\$875
1/2 horizontal	7	× 5	\$1,095	\$990	\$875
1/3 square	4-1/2	× 5	\$840	\$760	\$675
1/3 vertical	2-1/8	× 10	\$840	\$760	\$675
1/4 square	4-1/2	× 3-3/4	\$670	\$610	\$540
1/4 horizontal	7	× 2-1/8	\$670	\$610	\$540
1/6 vertical	2-1/8	× 5	\$505	\$450	\$405
1/6 horizontal	4-1/2	× 2-1/2	\$505	\$450	\$405
Color Rates					
Black plus one color — \$250 • Four-color process — \$700					
Market Resources	3-1/2	× 2	\$350	\$300	\$250
Color Rates (Market Resources)					
Black plus one color — \$100 • Four-color process — \$250					

Trim Size: 8-1/8" × 10-7/8"

Bleed Size: 8-3/8" × 11-1/8"

Discounts:

- Advertising agency: 15 percent of gross advertising rate.
- 10 percent discount to all associate members of the California Bankers Association in good standing.
- Frequency discounts cover number of insertions within 12 months of contract date.

Ad Sizes

