



CaliforniaBanker

CaliforniaBanker Magazine (formerly WesternBanker) is the official magazine of California Bankers Association – one of the largest and most dynamic state-banking associations in the US. A publication dedicated to reaching industry professionals with timely, relevant and unique bank industry content.



REACH

California Banker magazine is the official publication of the California Bankers Association. Published six times per year, the 32-page magazine offers a way to connect with more than 1,000 C-suite executives and HR professionals in California.



AD RATES, SPECS & DEADLINES

AD SIZES	DIMENSIONS (W X H)	1X	3X	6X
OUTSIDE BACK COVER	8.375" x 8.6425" *	\$1,875	\$1,745	\$1,595
INSIDE COVERS	8.375" x 11.125" **	\$1,815	\$1,690	\$1,570
OPPOSITE INSIDE FRONT COVER	8.375" x 11.125" **	\$1,815	\$1,690	\$1,570
FULL PAGE	8.375" x 11.125" **	\$1,750	\$1,630	\$1,500
1/2 PAGE	7" x 5"	\$1,100	\$1,025	\$950
1/4 PAGE	4.5" x 3.75"	\$800	\$745	\$650

AD DEADLINE
ISSUE #1 JANUARY/FEBRUARY December 10
ISSUE #2 MARCH/APRIL February 10
ISSUE #3 MAY/JUNE April 10
ISSUE #4 JULY/AUGUST June 10
ISSUE #5 SEPTEMBER/OCTOBER August 10
ISSUE #6 NOVEMBER/DECEMBER October 10

* Trim size 8.125" x 8.5175". Keep live matter 1/2" inside trim.

** Trim size 8.125" x 10.875" - extend no less than 1/8" beyond trim on all sides. Keep live matter 1/2" inside trim.

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Erica Nelson
Advertising Sales Executive

erica@nfrcom.com
763-497-1778