Advertisement Opportunity!

*Colorado Banker* is the premier professional trade journal for bankers and other related professionals in Colorado. As the official trade journal of the Colorado Bankers Association, *Colorado Banker* reflects the industry’s highest standards and reinforces the organization’s sterling professional image.
Cutting-edge editorial content:

*Colorado Banker* offers clear, comprehensive, sophisticated and up-to-date information that readers can apply immediately within their own organizations.

Contributed to by the association’s Board of Directors, as well as the financial services most authoritative practitioners and consultants, *Colorado Banker* offers a wealth of insight. Subjects include:

- Growth Management
- Marketing and Branding
- Compliance and Regulatory Issues
- Adding Value and Relevancy to Client Services
- Organizational Performance and Operations Planning
- Finance Management
- Tax Considerations
- Legislative and Legal Updates
- Technology
- Communication Concerns
- Leadership
- Risk Concerns & Assessments
- Cash-flow & Investment-portfolio Management
- Colorado Bankers Association Events & Training Opportunities

Readers want competitive advantage:

Published bimonthly with a circulation of more than 2,150 each issue, *Colorado Banker* serves the membership and prospective members of the Colorado Bankers Association. *Colorado Banker* readers are among the most successful banking professionals within the state of Colorado. They strive to continuously learn about new laws and regulations, methodologies, software, training opportunities, academic research, office technology and other resources. Our readers look to *Colorado Banker* as a tool that can improve their performance—as well as increase membership for the association—by helping them provide relevant and professional leadership and compete in the marketplace.

*Colorado Banker* readers represent businesses of all sizes in the banking industry, and our research shows that the magazine is read cover-to-cover and stored in members’ libraries for future reference. This is your opportunity to reach the niche market the banking industry provides.

- Editorial opportunities available, guidelines apply.

### 2016-2017 Publication & Advertising Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial/Artwork Due</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb 2017</td>
<td>November 22, 2016</td>
<td>December 22, 2016</td>
</tr>
<tr>
<td>Mar/Apr 2017</td>
<td>January 28, 2017</td>
<td>February 25, 2017</td>
</tr>
<tr>
<td>May/Jun 2017</td>
<td>April 4, 2017</td>
<td>May 3, 2017</td>
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</tbody>
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### Ad Specifications (Width X Height)

| * Full Page Ads: 8.5” x 11“ |
| 1/2 Page Ads: 7.5” x 4.625“ |
| 1/4 Page Ads: 3.625” x 4.625“ |
| * Inside Front / Back Cover 8.5” x 11“ |
| * Outside Back Cover 8.5” x 8.5“ |

*for bleed, add .125” on all sides

### Design Information:

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

*Ad Design Available, $250.

### 2016-2017 Advertising Rates - Full Color

<table>
<thead>
<tr>
<th>Size</th>
<th>Price Per Term (6 issues)</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$3,501.00</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,625.00</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,969.00</td>
</tr>
<tr>
<td>Page 3</td>
<td>$3,951.00</td>
</tr>
<tr>
<td>Inside Front/Back Covers</td>
<td>$3,751.00</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,951.00</td>
</tr>
</tbody>
</table>

- Ad rates are net.
- All color is process color.
- Centerfold Space available, call for rates.

QUESTIONS?
Contact Dani at:
(Direct) 801-676-9722
(tf) 855-747-4003
dani@thenewslinkgroup.com
Company Information:

Name ____________________________________________

Company Name ____________________________________

City _____________________________ State ______ Zip Code ______ Country ______

Phone ___________________________ E-mail __________

Website ________________________________________

Phone ___________________________ Production Contact Name ______

E-mail ___________________________

Advertising Requirements:

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Cost per ad</th>
<th># of insertions</th>
<th>Total cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
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<td>Page 3</td>
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<tr>
<td>Inside front cover</td>
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<tr>
<td>Inside back cover</td>
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<tr>
<td>Back cover</td>
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</tbody>
</table>

☐ We will provide ad ☐ We will pay you to design our ad

Payment Method: ☐ Please invoice me Credit Card: ☐ VISA ☐ MasterCard ☐ American Express

Credit Card Authorization:

Name as it appears on credit card _______________________________________

Credit card number ___________________________ Expiration date ____________ CVC Code ___________

Billing address of credit card __________________________________________

Cardholder’s signature _____________________________________________ Date: _____________

Or call Dani at 801-676-9722 to process payment over the phone.

I hereby authorize and agree to pay the rate and contract as shown above. Signature: _____________________________ Date: _____________

Terms and Conditions:

• Account balance is due in full prior to publication. Ads not paid in full prior to publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% 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.

• All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.

• 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.

• Order is non-cancelable. 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.
The 64 million dollar question for any business has always been how to get the most out of their marketing investments by bringing in new customers and maintaining the loyalty of their existing clientele. That’s the beginning, the middle and the end-game of good marketing.

Well, it seems that this past year was a good year for answers. Official answers. Consensus answers. Simply put, it was the year that print proved it wasn’t dead. Interestingly, more print publications were launched this past year than in the past several years combined. So for those of you that bought into the “electronic is the only way to go” mantra, think again. And fast. Print, it turns out, still works, and these days, print has the credibility punch to maintain its staying power.

The research strongly suggests that greater emotional processing is facilitated by the physical material rather than by the virtual. That emotional processing is important for memory and brand associations. And finally, physical materials produced more brain responses connected with internal feelings, suggesting greater “internalization.”

Print Creates Relevance
According to a poll conducted by Doremus and the Financial Times, 60% of the senior executives they surveyed across North America, Europe and Asia said that when they want in-depth analysis, they turn to print. Ironically, the rate was even higher (70%), with employees of technology companies. The Doremus/Financial Times study revealed that nearly two thirds (64%) of the executives they polled said they pay more attention to print ads than online ads. Direct mail also remains a highly effective marketing strategy, with 80% of people reading or scanning promotional material they received in their mailbox. In a USA Strategies survey, new product introductions, print ads and editorial coverage were viewed as the most important advertising options by B2B.

Google, one of the world’s most respected and valuable brands, doesn’t rely solely on email, Internet ads and services. In fact, for its pay-per-click ad product offerings, it pours millions of dollars into traditional marketing, including direct mail.

Print Plays Well with Others
Paper remains an indispensable part of business in the Web age. However, while computers are firmly entrenched as the main work tool in most offices, people continue to print out key documents for important meetings, and turn to printed sources for reliable information. In addition, many organizations will tell you that their customers respond better to print advertising than online messages. In business, paper and electronic media are not incompatible. They are the perfect complement for one another. People often like having both. Electronic media is great for skimming information; paper remains an indispensable part of business. The Doremus/Financial Times study from the same year determined that nearly two thirds (64%) of the executives they polled said they pay more attention to print ads than online ads.

Mores are more relevant today than ever. They are getting stronger as content providers, they can have a mutually beneficial relationship with Internet websites, and they continue to be one of the most effective places to put an advertisement. Why? Because people still like paper. Which means even in today’s digital world, paper makes sense.