



CBA Advertising for 2010

The Community Bankers Association of Georgia (CBA) is pleased to announce an effective way to reach key decision makers in Georgia's community banking market. Advertise in the Community Bankers Association of Georgia's bi-monthly newsletter *CBA Today*, on the website, in the Education Catalogs, the *Georgia Financial Institutions Directory* or all of the above.

Distribution for each issue of the newsletter is nearly 1,000 and the estimated readership is close to 3,000 and growing! Starting February 2010, the newsletter will be emailed every two weeks, directly to CEOs, Leadership Division Representative subscribers, and associate member companies.

Starting in January 2010, the *CBA Today* will be printed monthly and mailed to CEOs, Leadership Division Representatives, and Associate Members who do not subscribe to our e-newsletter.

Our website, www.cbaofga.com, receives an average of 45,000 hits per month. The Education Catalog is distributed monthly to over 1,300 CBA members in Georgia. The annual distribution of the *Georgia Financial Institutions Directory* is over 2,200 copies.

Since 1969, the mission of the CBA of GA has been to promote the preservation and continued development of community banking in Georgia. The Association membership includes approximately 300 banks, representing over 95% of the eligible base.

Advertising Pricing

Please note that all fees below require pre-payment.

Newsletter (Print Version)	Dimensions	Member	Non-Member
Full Page Insert (black/white)	7.5w x 10h inches	\$600	\$680
Full Page/Full Color Insert	7.5w x 10h inches	\$750	\$830
Half Page Insert (black/white)	7.5w x 5h inches	\$425	\$500
Half Page/Full Color Insert	7.5w x 5h inches	\$575	\$655
Back Page Ad	2.5w x 2.5h inches	\$350	\$430


To reserve two or more newsletter advertisement spots, the first ad is regular price and additional ads (at time of single booking), will receive 10% discount off the regular price. *This multiple-run offer only applies to ads being reserved at one time and for the same type of advertisement.*

Companies choosing to advertise in the print version of the newsletter, automatically receive an ad in the email version for that week.

Newsletter (Email Version)			
Banner Ad	145 x 200 pixels	\$250	\$330

Three (3) ad spots are available per issue for the e-newsletter and are available on a first-come, first-serve basis. The e-newsletter advertisements will offer full-color ad spots with links to your company's website or alternate landing page.

Website			
Column Ad (1 month)	145 x 200 pixels	\$200/month	N/A
Column Ad (6 Month)	145 x 200 pixels	\$180/month	
Column Ad (12 Month)	145 x 200 pixels	\$160/month	

 3 Spots Available

Education Catalog			
Front Cover Sponsor	3.5w x 1.25h inches	\$1,000	N/A
Full Page Ad (Full Color)	7.5w x 10h inches	\$700	\$780
Half Page Ad (Full Color)	7.5w x 5h inches	\$550	\$630
1/4 Page Ad (Full Color)	2.5w x 2.5h inches	\$400	\$480

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Directory			
Cover	Company Logo in silver foil	\$2,200	N/A
Tab	3.25w x 8h inches	\$600	N/A

2010 Available Dates

<u>Newsletter</u> <u>(Print Version)</u>	<u>Newsletter</u> <u>(Email Version)</u>	<u>Website</u>	<u>Education Catalog</u>	<u>Directory</u>
1/29	1/29 7/16	Ads run from the first day of the first month, to the last day of the last month. Circle the starting month below that you are interested in.	January	Spring 2010
2/26	2/12 7/30		February	Fall 2010
3/26	2/26 8/13		March	
4/23	3/12 8/27		April	
5/21	3/26 9/10		May	
6/18	4/9 9/24		June	
7/30	4/23 10/8		July	
8/27	5/7 10/22		August	
9/24	5/21 11/5		September	
10/22	6/4 11/19		October	
11/19	6/18 12/3		November	
12/17	7/2 12/17		December	

Please check box(es) of desired ad type(s) below and circle the desired date(s) above.

- | | |
|------------------------------------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Newsletter (print) - Full page insert (black/white) | <input type="checkbox"/> Website Column - One Month |
| <input type="checkbox"/> Newsletter (print) - Full page insert (full color) | <input type="checkbox"/> Website Column - 6 Months |
| <input type="checkbox"/> Newsletter (print) - 1/2 page insert (black/white) | <input type="checkbox"/> Website Column - 12 Months |
| <input type="checkbox"/> Newsletter (print) - 1/2 page insert (full color) | <input type="checkbox"/> Directory - Front Cover |
| <input type="checkbox"/> Newsletter (print) - Back page ad | <input type="checkbox"/> Directory - Tab |
| <input type="checkbox"/> Newsletter (email) | |
| <input type="checkbox"/> Education Catalog - Front Cover Sponsor | |
| <input type="checkbox"/> Education Catalog - Full page ad | |
| <input type="checkbox"/> Education Catalog - 1/2 page ad | |
| <input type="checkbox"/> Education Catalog - 1/4 page ad | |

Contact Name: _____

Company: _____

Billing Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

Check Enclosed

Please Invoice

- Ads must be paid in full when order is placed.
- Ads are due to CBA 30 days prior to ad publish date. Please email ready-to-publish ads to ally@cbaofga.com.
- Accepted formats: .indd, .psd, .jpg, .tif, .eps, .doc, .pdf.
- All ads are accepted on a first-come, first serve basis.
- All Newsletter ads must be in black & white only, except if the full color insert option has been chosen. Website & Education Catalog ads are full color.
- Directory Ads must be saved as .eps or .tif, as well as .pdf. Please include any graphic files or fonts used in your ad. A hard copy of your ad is necessary to ensure the file is correct and the ad appears the way it should. Artwork must be camera-ready.
- Ad design available, ask for pricing.
- Cancellation Policy: 10 business days prior to publish date: no credit will be given. 11-20 days prior to publish date: 50% credit will be given. 21+ days prior to publish date: 100% credit will be given.

