

# 2022 ADVERTISING DEADLINES & SPECIFICATIONS

*Here is an overview of the advertising deadlines for CBA's various publications, as well as specifications and requirements for ad artwork.*

*If you have questions, please contact Lindsay Greene at [lindsay@cbaofga.com](mailto:lindsay@cbaofga.com) or (770) 541-0376.*

## Georgia Communities First Magazine

Issue	Materials Deadline	Publication Date
January/February <i>Advocacy</i>	December 30, 2021	January 10, 2022
March/April <i>Women in Banking/Advocacy</i>	February 1, 2022	March 5, 2022
May/June <i>Specialized Lending — SBA, Ag, Mortgage</i>	April 1, 2022	May 5, 2022
July/August <i>Meet the Techies — Fintech Bankers &amp; Fintechs; Convention Preview</i>	June 1, 2022	July 5, 2022
September/October <i>Cybersecurity/Professional Development</i>	August 1, 2022	September 5, 2022
November/December <i>Convention Coverage/2023 Programs</i>	October 1, 2022	November 5, 2022

### Ad Specifications and Requirements

	Trim Size (Width x Height)
Full page:	8 ½" x 11"
Back cover:	8 ½" x 11"
Half page:	7 ⅞" x 4 ¾"

## 2022 Georgia Financial Directory

Materials Deadline	Publication Date
March 15 2022	May 2022

### Ad Specifications and Requirements

4 ½" x 8 ¾" (vertical orientation)

Acceptable formats include PDF/x1a, EPS or TIFF. All fonts must be outlined or embedded. Color space must be CMYK or Grayscale. Image resolution of at least 300 dpi is required. Line art should be saved as 1200 dpi TIFF.

## CBA's Website

**Deadlines for CBA Home Page advertising, CBA Today eNewsletter, and CBA's Online Member Directory**

Materials Deadline	Publication Date
December 18, 2021	January 2022
January 15, 2022	February 2022
February 15, 2022	March 2022
March 15, 2022	April 2022
April 15, 2022	May 2022
May 15, 2022	June 2022
June 15, 2022	July 2022
July 15, 2022	August 2022
August 15, 2022	September 2022
September 15, 2022	October 2022
October 15, 2022	November 2022
November 15, 2022	December 2022

### Ad Specs for CBA Website

860w x 80h pixels

### Ad Specs for CBA Today eNewsletter

145w x 230h pixels