



COMMUNITY BANKERS
ASSOCIATION OF GEORGIA

2022 ADVERTISING OVERVIEW

Reserve Your Ad Space Today!

If you want to target top decision makers in Georgia's community banking industry, you will find the CBA offers numerous ways to help you accomplish your goals and stretch your marketing dollars. Show your support for CBA and promote your business at the same time. If you have questions, please contact Lindsay Greene at lindsay@cbaofga.com or (770) 541-0376.

Georgia Communities First Magazine

Published six times a year, *Georgia Communities First* provides coverage of community banking industry trends and developments both on a state and national level. The magazine also features upcoming professional development programs, legislative efforts as well as features on CBA members. All issues are published digitally. On average, each issue receives a minimum of 2,000 digital impressions and reaches CEOs, LEAD representatives, regulatory agency officers, and Associate Members. All ads will link directly to your company's website or a link of your choice.



| CBA Members | 1x | 2x | 3x | 4x | 5x | 6x |
|--------------------|--------|--------|--------|--------|--------|--------|
| Back Cover | \$1250 | \$1225 | \$1200 | \$1175 | \$1150 | \$1125 |
| Inside Front Cover | \$1150 | \$1125 | \$1100 | \$1075 | \$1050 | \$1025 |
| Inside Back Cover | \$1050 | \$1025 | \$1000 | \$975 | \$950 | \$925 |
| Full Page | \$850 | \$825 | \$800 | \$775 | \$750 | \$725 |
| Half Page | \$650 | \$625 | \$600 | \$575 | \$550 | \$525 |
| Non-Members | 1x | 2x | 3x | 4x | 5x | 6x |
| Inside Back Cover | \$1250 | \$1225 | \$1200 | \$1175 | \$1150 | \$1125 |
| Full Page | \$950 | \$925 | \$900 | \$875 | \$850 | \$825 |
| Half Page | \$750 | \$725 | \$700 | \$675 | \$650 | \$625 |

CBA Today eNewsletter Advertising

Published weekly, CBA Today has a distribution of over 5,000. This digital newsletter includes information on upcoming association events, educational opportunities, associate members, as well as state and national industry news. Ads will link directly to the URL of your choice.



| | Members | Non-Members |
|-----------|---------|-------------|
| 1 month | \$350 | \$410 |
| 6 months | \$1800 | \$2160 |
| 12 months | \$2600 | \$3120 |

CBA Home Page Advertising

CBA's website, www.cbaofga.com, is the source of information on educational programs, events, industry articles, legislative updates, convention information and much more. Ad space is available on a monthly basis and can link to your home page or the destination of your choice.



| | Members | Non-Members |
|-----------|---------|-------------|
| 1 month | \$400 | \$600 |
| 6 months | \$2000 | \$2400 |
| 12 months | \$3500 | \$4000 |

Ad & Payment Deadlines

| Issue | Materials Deadline | Publication Date |
|-------------------|--------------------|-------------------|
| January/February | December 1, 2021 | January 5, 2022 |
| March/April | February 1, 2022 | March 5, 2022 |
| May/June | April 1, 2022 | May 5, 2022 |
| July/August | June 1, 2022 | July 5, 2022 |
| September/October | August 1, 2022 | September 5, 2022 |
| November/December | October 1, 2022 | November 5, 2022 |

2022 Georgia Financial Directory

Published annually, the 2022 Georgia Financial Directory is your complete resource within the Georgia financial industry and contains information on banks, holding companies, banking products and services, and more. The 2021 version is digital only and located in the Members Only section of CBA's website. All CBA members can access the pdf and online which means exposure to a greater number of positions within the bank. Ads are spread throughout the book.

| | |
|---|-------|
| Full Page ad (4 color) | \$500 |
| Full Page ad (1 color) | \$400 |
| Save on purchase of 2 Full Page ads (4 color) | \$950 |

Learn More About the CBA Preferred Service Provider Program

The 2022 Preferred Service Provider packages include advertising, sponsorships, registrations and more – choose the level that fits your goals and budget. Contact CBA for details!

AD SPECIFICATIONS AND ARTWORK REQUIREMENTS

- Georgia Communities First Magazine**

Trim Size
(Width x Height)
Full page: 8 ½" x 11"
Back cover: 8 ½" x 11"
Half page: 8" x 5"

- 2022 Georgia Financial Directory**

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 Today eNewsletter**

145w x 230h pixels

- CBA Homepage**

860w x 80h pixels

ORDER FORM

Georgia Communities First Magazine

| CBA Members | 1x | 2x | 3x | 4x | 5x | 6x |
|---|--------|--------|--------|--------|--------|--------|
| <input type="checkbox"/> Back Cover | \$1250 | \$1225 | \$1200 | \$1175 | \$1150 | \$1125 |
| <input type="checkbox"/> Inside Front Cover | \$1150 | \$1125 | \$1100 | \$1075 | \$1050 | \$1025 |
| <input type="checkbox"/> Inside Back Cover | \$1050 | \$1025 | \$1000 | \$975 | \$950 | \$925 |
| <input type="checkbox"/> Full Page | \$850 | \$825 | \$800 | \$775 | \$750 | \$725 |
| <input type="checkbox"/> Half Page | \$650 | \$625 | \$600 | \$575 | \$550 | \$525 |

| CBA Non-Members | 1x | 2x | 3x | 4x | 5x | 6x |
|--|--------|--------|--------|--------|--------|--------|
| <input type="checkbox"/> Inside Back Cover | \$1150 | \$1125 | \$1100 | \$1075 | \$1150 | \$1125 |
| <input type="checkbox"/> Full Page | \$950 | \$925 | \$900 | \$875 | \$850 | \$825 |
| <input type="checkbox"/> Half Page | \$750 | \$725 | \$700 | \$675 | \$650 | \$625 |

Ad Placement

- | | |
|---|---|
| <input type="checkbox"/> Jan./Feb. (published Jan. 5) | <input type="checkbox"/> July/August (published July 5) |
| <input type="checkbox"/> March/April (published Mar. 5) | <input type="checkbox"/> Sept./Oct. (published Oct. 5) |
| <input type="checkbox"/> May/June (published May 5) | <input type="checkbox"/> Nov./Dec. (published Nov. 5) |

CBA Today eNewsletter

| | Members | Non-Members |
|------------------------------------|---------|-------------|
| <input type="checkbox"/> 1 month | \$350 | \$410 |
| <input type="checkbox"/> 6 months | \$1800 | \$2160 |
| <input type="checkbox"/> 12 months | \$2600 | \$3120 |

CBA Homepage Advertising

| | Members | Non-Members |
|------------------------------------|---------|-------------|
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| <input type="checkbox"/> 6 months | \$2000 | \$2400 |
| <input type="checkbox"/> 12 months | \$3500 | \$4000 |

2021 Georgia Financial Directory

- | | |
|--|-------|
| <input type="checkbox"/> 1 full page ad (4 color) | \$500 |
| <input type="checkbox"/> 1 full page ad (1 color) | \$400 |
| <input type="checkbox"/> 2 full page ads (4 color) | \$950 |

Name _____ Title _____
 Company _____
 Address _____
 City / State / ZIP _____
 Phone _____ Email _____

Please mark above the type of advertisement you would like to place. (Ad space available on a first-come, first-served basis.)

PAYMENT METHOD:

- Please invoice me for my total of \$ _____
 I have enclosed a check in the amount of \$ _____
 Please charge \$ _____ to the following credit card: Visa MasterCard Discover American Express
 Credit Card Number _____ Exp. Date _____ Security code _____

Is billing address the same as address above? Y/N If not, please provide: _____

Signature _____ Date _____



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