



## WHY ADVERTISE IN THE... CAROLINA BANKER MAGAZINE?



### \$100 BILLION+

Reach CEOs, Presidents, Directors, Purchasing Agents and Senior Management at 2,450+ locations holding \$100B+ in assets.



### 9,000

Print and online versions of *Carolina Banker* reach 9000+ readers annually with multiple ways to be seen.



### TARGETED

*Carolina Banker* magazine is a recognized and targeted industry publication with established readership and trusted content.

### VIEW THE LAST ISSUE



Click here to see the last issue that reached thousands of viewers!

### DEADLINES

#### SPRING

**AD DEADLINE:** January 28  
**EST. DELIVERY:** Early March

#### SUMMER

**AD DEADLINE:** May 9  
**EST. DELIVERY:** Mid-June

#### FALL

**AD DEADLINE:** August 11  
**EST. DELIVERY:** Mid-September

#### WINTER

**AD DEADLINE:** November 1  
**EST. DELIVERY:** Early December

### SPECIFICATIONS

**COLOR SPACE:** Full Color  
**FREQUENCY:** Quarterly  
**BINDING:** Saddle-Stitch  
**TRIM SIZE:** 8.375" x 10.875"

### FOR MORE INFORMATION

**SALES DEPARTMENT**  
p. 919.769.1079  
tf. 800.572.0011 x8005  
advertising@emconsultinginc.com



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### AD RATES ALL RATES LISTED ARE PER ISSUE

### AD SPECS (Width by Height)

COLOR ADS	1 ISSUE	4 ISSUES	WEB LINK	VERTICAL	HORIZONTAL
Back Cover	\$2,099	\$1,999	\$189	8.625" x 8.375"	N/A
Inside Back Cover	\$1,899	\$1,699	\$189	8.625" x 11.125"	N/A
Inside Front Cover	\$1,899	\$1,699	\$189	8.625" x 11.125"	N/A
Full Page	\$1,699	\$1,499	\$189	8.625" x 11.125"	N/A
1/2 Page	\$1,299	\$1,199	\$189	3.625" x 10"	7.5" x 5"
1/3 Page	\$1,099	\$1,049	\$189	2.5" x 10"	7.5" x 3.125"
1/4 Page	\$999	\$899	\$189	3.625" x 5"	N/A
Direct Mail (2-Sided)	\$2,255	\$2,255	N/A	Trim Size: 4" x 6" Bleed Spec: 4.25" x 6.25"	Trim Size: 6" x 4" Bleed Spec: 6.25" x 4.25"

DIGITAL BANNER	1 ISSUE	4 ISSUES	WEB LINK	AD SPECS
Double Side Banner	\$999	\$899	INCLUDED	Two @ 833 x 3583 pixels
Full Side Banner	\$579	\$499	INCLUDED	833 x 3583 pixels
Double Box	\$429	\$399	INCLUDED	833 x 2363 pixels
Single Box	\$299	\$249	INCLUDED	833 x 1146 pixels
GIF Upgrade*	\$400	N/A	N/A	Length: 10 seconds   Frames: 3 max

\*Once you have purchased a print or digital advertisement, the GIF Animation Upgrade will allow your image or text to animate in the Digital Edition of the magazine.