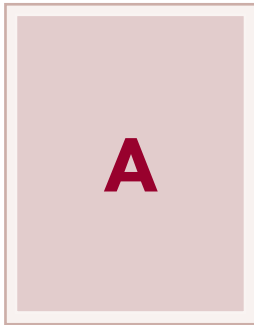




Carolina Banker Media Kit

The Official Publication of Community Bank Services

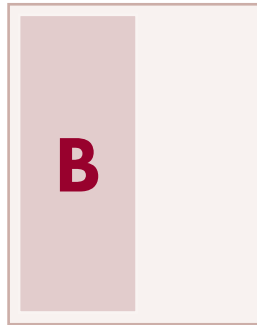
PAGE LAYOUT



A. FULL PAGE

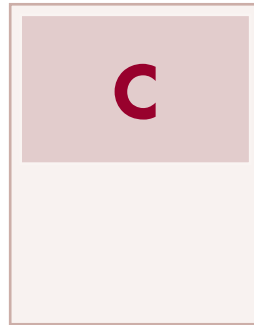
Non-Bleed: 7.5" x 10"

Bleed: 8.625" x 11.125"



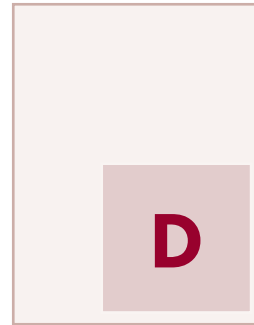
B. HALF PAGE (VERTICAL)

Non-Bleed: 4.5" x 10.5"



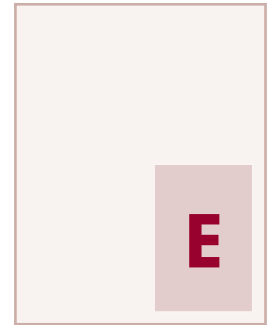
C. HALF PAGE (HORIZONTAL)

Non-Bleed: 8" x 5.5"



D. THIRD PAGE

Non-Bleed: 4.5625" x 4.75"



E. QUARTER PAGE

Non-Bleed: 3.375" x 4.75"

Book trim size: 8-1/2" x 11." Keep all live copy 1/4" inside the trim all the way around the ad.

MATERIAL SPECIFICATIONS

Advertisers not meeting the material requirements will be charged for production costs incurred, including ad modifications, color proofs and camera-ready. Ads should be emailed to the editor with the subject line "**Carolina Banker Advertisement**". Call for specifications.

Preferred File Formats:

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe PDF

Acceptable File Formats:

- Microsoft Publisher
- Microsoft Word

All fonts and graphic files need to be included. Create your images at 300 dpi or higher. Please call the editor at (919) 781-7979 for additional specs or with questions.

Submitting PDF ads

All PDF files (whether B&W or 4-Color) need to be created using Acrobat Distiller, not Acrobat PDFWriter. Select 2400 dpi to produce a press-optimized PDF file. If 2400 dpi is not chosen, the quality of the printed piece will be compromised. It is very important to embed all the fonts used in the file.

GENERAL INFORMATION

Advertiser assumes full and complete responsibility and liability for all advertising submitted, printed or published. Publisher reserves the right to reject at any time any advertising which does not reflect the standards of the publication. Publisher shall not be liable for any costs or damages if it fails to publish the advertisement for any reason. In the event of an error, the publisher may be held liable only for the amount of the space in which the error occurred.

Please send ad materials to:

Carolina Banker Magazine
Attn: Blair Kennedy
3601 Haworth Drive
Raleigh, NC 27609
bkennedy@ncbankers.org

Carolina Banker 2023 Rate Card

The Official Publication of Community Bank Services

Member Rates

Black and White

Ad Size	Price
Full Page	\$2,000
1/2 Page	\$1,500
1/3 Page	\$1,250
1/4 Page	\$1,000

4-Color Process

Ad Size	Price
Full page	\$2,100
1/2 page	\$1,600

Special Placement (Full Page + 4-Color)

Ad Size	Price
Outside Back	\$2,500
Inside Back	\$2,300
Inside Front	\$2,200

Non-Member Rates

Black and White

Ad Size	Price
Full Page	\$2,300
1/2 Page	\$1,800
1/3 Page	\$1,550
1/4 Page	\$1,300

4-Color Process

Ad Size	Price
Full page	\$2,400
1/2 page	\$1,900

Special Placement (Full Page + 4-Color)

Ad Size	Price
Outside Back	\$3,000
Inside Back	\$2,800
Inside Front	\$2,700

Additional Information

Terms & Conditions:

Rates apply to advertising positioned at the editor's discretion unless preferred positioning is agreed upon at time of contract. Payment must be received by the payment deadline on the invoice. If payment is not received by the payment deadline, the next scheduled advertisement will not appear in the corresponding issue of Carolina Banker. Carolina Banker is published annually in the summer. Should the advertiser fail to deliver any approved copy in a timely manner, publisher shall continue to print in each new issue the latest advertisement until other copy is supplied within the time required. Advertiser shall be entitled to no damages for advertisements placed incorrectly within the magazine, but shall be entitled to reimbursement of any payments in excess of that required for placement of the advertisement as printed. Publisher makes no guarantee of any minimum circulation of Carolina Banker. Advertisers agree that publication of any scheduled issue of Carolina Banker is exclusively at the option of the publisher; that publisher shall be liable only for refunds of advertising, fees paid by advertiser for any issue not published; and that publisher shall not be liable for any costs incurred by advertiser in preparing advertisements for the issue not published. Rates are non-commissionable and subject to change without notice.

Questions on any of the above opportunities?

Contact Blair Kennedy at (919) 781-7979 or bkennedy@ncbankers.org

Carolina Banker

2023 Advertising Insertion Order Form



Advertiser: _____

Contact Person (List Agency): _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Tel.: _____ Fax: _____ Email: _____

NCBA Affiliate Member: Yes No

ADVERTISING INFORMATION

Please check the size of the ad you are placing and the color requirements of placements.

- Ad Sizes { Full Page 1/3 Page - Vertical
 with bleed 1/3 Page - Horizontal
 1/2 Page - Vertical 1/4 Page
 1/2 Page - Horizontal

- Special Placement { Inside Front Outside Back
 Inside Back Other

- Color { Black & White 4-Color Process
**Color is only applicable for Full and 1/2*

Rate: _____ Additional Instructions: _____

TERMS & CONDITIONS

All advertising accepted is subject to rates, terms and conditions as determined by Community Bank Services, Inc. This signed contract is binding to the terms above. If for any reason the advertiser cannot adhere to the terms (i.e. decides not to advertise in a particular issue), payment for that issue (s) is still due Community Bank Services. The publisher reserves the right to reject undesirable advertisements. Payment is due by the date noted on the invoice. If payment is not received by this date, any subsequent advertisements may not appear in their corresponding issue until payment is received. All advertising orders accepted by Community Bank Services for Carolina Banker are subject to the terms and provision of the current rate card.

INSTRUCTIONS

Please send contract, payment, and artwork to:

Blair Kennedy, Director of Communication & Community Outreach
P.O. Box 19999 • Raleigh, NC 27619
Email: bkennedy@ncbankers.org

I understand and agree to the terms listed above:

Authorized By

Date