



# SDBANKERS ASSOCIATION

Educate. Advocate. Grow.

# 2023

## Advertising & Sponsorship PLANNING GUIDE

CONNECT • COMMUNICATE • COLLABORATE



## ||||| 2023 ADVERTISING PLANNING GUIDE |||||

SDBANKER Magazine, the official publication of the South Dakota Bankers Association (SDBA), is dedicated to enhancing the state's banking profession by providing useful and timely information on important events and trends in the banking industry. Published monthly, the magazine provides information on SDBA news and events, education opportunities, state and national legislation, state and national banking news, products and services, and feature stories on South Dakota bankers.

With a monthly print circulation of 600 and a digital subscription of more than 2,400, SDBANKER Magazine reaches all member banks and branches in the state and is read by bankers at all levels in the industry. Others who read the magazine include business partners who work with the banking industry, government officials, attorneys, accountants, securities and investment firms, mortgage and insurance companies.

SDBANKER Magazine can also be accessed directly from the SDBA's website. All advertisements appear in the print and electronic version of the magazine, with hyperlinked websites and email addresses connected to each ad.

## CONTACT INFORMATION

Haley Juhnke, Editor  
605.224.1653  
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South Dakota Bankers Association  
PO Box 1081, Pierre, SD 57501  
605.224.1653  
www.sdba.com

*\*The South Dakota Bankers Association reserves the right to reject any advertisement on the basis of form, content or unavailability of space.*

## CONTENT

Magazine Ad Sizes/Rates/  
Calendar—page 3

Magazine Advertising  
Agreement—page 4

Other Advertising  
Opportunities—page 5

New Advertising  
Opportunities—page 6

Sponsorship Guide—page 7

## Advertising Discount

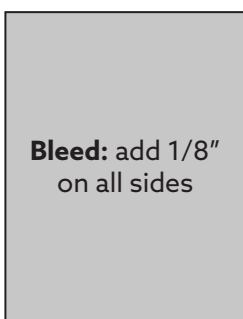
SDBA member banks and  
associate members receive  
a 10% discount off magazine  
advertising rates.



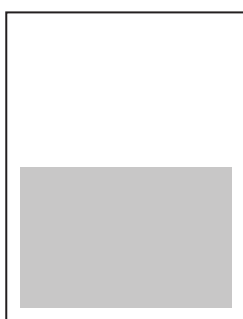
# MAGAZINE AD SIZES/RATES/CALENDAR

All advertisements are printed in full color and appear in the print and electronic version of SDBANKER Magazine. The advertising placement deadline is the 15th day of the month preceding publication. (Example: Ad must be placed by Jan. 15 for the February issue.) Files must be at least 300 dpi and sent as a pdf or eps file to Haley Juhnke at [hjuhnke@sdba.com](mailto:hjuhnke@sdba.com).

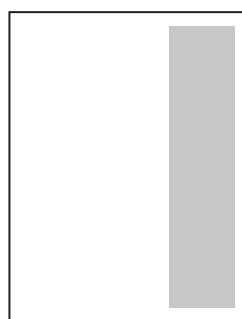
SIZE	1X	3X	6X	12X
Outside Back Cover	\$1,060	\$1,035	\$1,010	\$960
Inside Front/Back Cover	\$960	\$935	\$910	\$860
Full Page	\$860	\$835	\$810	\$760
1/2 Page	\$660	\$635	\$610	\$560
1/3 Page	\$560	\$535	\$510	\$460
1/4 Page	\$460	\$435	\$410	\$360



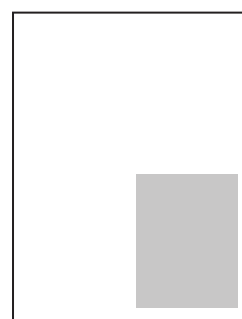
**Full Page**  
8.5 " x 11"



**Half Page**  
7.5 " x 5"



**Third Page**  
2.33 " x 10"



**Fourth Page**  
3.625 " x 4.75"

## 2023 Editorial Calendar

**January:** State Legislative Session Preview  
**February:** Feature Stories  
**March:** SDBA State Legislative Day/  
Banks Make a Difference Survey  
**April:** Associate Members Special Section  
**May:** New Board Members  
**June:** Annual Report Issue

**July:** Annual Convention, New Officers  
**August:** Agricultural Credit Conference  
**September:** Fall Education & Training  
**October:** Women In Banking Conference  
**November:** Emerging Leaders Summit  
**December:** Feature Stories

\*Featured content is subject to change without notice

**Each Month:** Message from the Chair, Message from the Executive Office, SD Bankers Insurance & Services (SDBIS) Update, SDBA News, Emerging Leader Profile, Bankers in Action Profile, Washington Update, Industry News, Bank Notes, Classifieds, Education Calendar

# MAGAZINE ADVERTISING AGREEMENT

**Advertiser** \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Contact Email \_\_\_\_\_

**Agency** (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Contact Email \_\_\_\_\_

Send billing invoice to: ☐ Advertiser ☐ Agency ☐ Other \_\_\_\_\_

Tear Sheet: ☐ Hard Copy Via Mail ☐ Electronic Via Email

## Issues

☐ January 20\_\_\_\_

☐ May 20\_\_\_\_

☐ September 20\_\_\_\_

☐ February 20\_\_\_\_

☐ June 20\_\_\_\_

☐ October 20\_\_\_\_

☐ March 20\_\_\_\_

☐ July 20\_\_\_\_

☐ November 20\_\_\_\_

☐ April 20\_\_\_\_

☐ August 20\_\_\_\_

☐ December 20\_\_\_\_

## Size

☐ Outside Back Cover

☐ Full Page

☐ Third Page

☐ Inside Front Cover

☐ Half Page

☐ Quarter Page

☐ Inside Back Cover

*\* Frequency discounts cover number of inserts within 12 months of contract date.*

Any verbal instructions regarding advertising placement will be treated as a tentative space reservation until written orders are received. A signed advertising agreement must be received by the 15th day of the month preceding publication or tentative space reservation will be canceled.

Camera-ready artwork is due by the 20th day of the month preceding publication. Files must be at least 300 dpi and sent as a pdf or eps file to Haley Juhnke at [hjuhnke@sdba.com](mailto:hjuhnke@sdba.com).

Cancellations must be received in writing before the advertising deadline, otherwise advertisers must pay the published rate.

All advertising copy is subject to the Editor's approval. The South Dakota Bankers Association reserves the right to reject any advertisement on the basis of form, content or unavailability of space.

Advertisers and their agencies are responsible for payment for all advertisements. Billing is issued following publication. Payment must be received within 30 days of the invoice date.

**I understand and agree to the terms outlined above** \_\_\_\_\_

Signature

Title \_\_\_\_\_ Date \_\_\_\_\_



## OTHER ADVERTISING OPPORTUNITIES

### ||||| **SDBA eNews Sponsorship** |||||

The SDBA offers limited monthly sponsorships of the SDBA eNews, which is a weekly electronic newsletter distributed on Thursdays to more than 2,500 subscribers and others accessing it directly from the SDBA's website. The eNews contains brief articles on the SDBA, state and national industry news, industry training and events.

The cost for members and associate members to sponsor the SDBA eNews is \$410 per month, \$510 per month for nonmembers. The ad is prominently placed in the SDBA eNews and eNews email message with a link to the company's website. The ad size is 220 pixels wide x 295 pixels tall. For more information or to reserve a month of sponsorship of the eNews, contact SDBA Communications Coordinator Haley Juhnke at [hjuhnke@sdba.com](mailto:hjuhnke@sdba.com) or 605.224.1653.

### ||||| **Bank Directory Advertising** |||||

The SDBA sells advertising for its annual South Dakota Bank Directory in August/September. A limited number of full-color ads are available on the directory's tabbed divider pages. Full-page and half-page black-and-white ads are also available in the front section of the directory.

Advertising in the South Dakota Bank Directory is a cost-effective advertising strategy to reach financial industry leaders who utilize this valuable tool on a daily basis. Bank directories are distributed to all SDBA member banks, branches and associate members in January. For more information, contact SDBA Communications Coordinator Haley Juhnke at 605.224.1653 or [hjuhnke@sdba.com](mailto:hjuhnke@sdba.com).

### ||||| **Classified Advertising** |||||

The SDBA provides an in-house classified job posting service. The cost is \$55 per ad (200 word limit) for members, \$105 for nonmembers. This includes a listing in one issue of SDBANKER Magazine and a posting on the SDBA's website. For online only, the cost is \$30 per ad for members, \$55 for nonmembers.

To view the classified section or place an ad, visit [www.sdba.com/classifieds](http://www.sdba.com/classifieds). Or email SDBA Communications Coordinator Haley Juhnke at [hjuhnke@sdba.com](mailto:hjuhnke@sdba.com).

# NEW ADVERTISING OPPORTUNITIES

## Emerging Leaders e-News Sponsorship

Beginning in 2022, the SDBA started producing a monthly e-News aimed exclusively at the emerging leaders in the South Dakota banking industry. The newsletter promotes upcoming training and networking opportunities, helpful tips for honing leadership practices, and useful and timely information on current banking trends. With more than 200 subscribers, advertisers have a unique opportunity to reach a diverse and dynamic audience.

The recommended ad size is 220 pixels wide x 295 pixels tall. The cost for SDBA members is \$100, and for nonmembers it is \$200. Please contact Member Services Coordinator Natalie Likness at [nlikness@sdba.com](mailto:nlikness@sdba.com) or 605.224.1653 for more information.

## SDBA Podcasts

The SDBA has begun hosting regular podcasts touching on topics like legislative issues, state and national industry news, cybersecurity, guest spots and more. SDBA members interested in sponsoring or advertising during a podcast may submit language for a 15 to 20 second spot for \$100. Nonmembers may submit language for \$200. To submit or for more information, please contact SDBA Member Services Coordinator Natalie Likness at [nlikness@sdba.com](mailto:nlikness@sdba.com) or 605.224.1653.



## ||||| 2023 SPONSORSHIP PLANNING GUIDE |||||

The South Dakota Bankers Association (SDBA) is the state's largest professional and trade association representing the financial services industry. Established in 1884, the SDBA's mission is to enhance the ability of its members to compete effectively and profitably in the financial services industry.

The SDBA provides a number of professional development programs throughout the year, which offer a great opportunity for sponsorship. Sponsoring an SDBA event increases the visibility of your company and provides you with the opportunity to network with South Dakota bankers and colleagues.

The SDBA recognizes sponsors through signage at the event, recognition in the on-site program, from the podium, online and more. Please review the list of sponsorship opportunities in this planning guide and let us know if you are interested in getting involved. The SDBA will also work directly with companies on customized sponsorships.

### CONTACT INFORMATION

Halley Lee, SDBA Education Director  
605.224.1653  
hlee@sdba.com

South Dakota Bankers Association  
PO Box 1081  
Pierre, SD 57501  
605.224.1653  
www.sdba.com

*\*All information in this packet, including attendance figures, is intended for planning purposes only and is not guaranteed.*

### 2023 EVENTS AT-A-GLANCE

#### February

SDBA State Legislative Day—  
page 8

#### March

Washington Summit—page 9

#### June

SDBA/NDBA Annual  
Convention—page 10

National School for Ag Bankers—  
page 11

#### July

Agricultural Credit Conference—  
page 12

#### August

Digital Innovations in Today's  
Banking Environment  
Conference—page 13

#### September

LEAD STRONG: Women in  
Banking Conference—page 14

#### October

NEXT STEP: Emerging Leaders  
Summit—page 15

# SDBA STATE LEGISLATIVE DAY

**Date:** February 15, 2023

**Location:** Ramkota Hotel & Conference Center, Pierre, S.D.

**Audience:** Bank Management, Emerging Bank Leaders

**Attendance:** 100

The SDBA State Legislative Day is an opportunity to stay up-to-date on both state and federal legislation which could affect the banking industry, visit with state legislators and constitutional officers, and make sure our industry is heard. The day includes an SDBA Legislative Committee meeting, lunch and featured speakers including the Governor. The day also includes special sessions specifically designed for emerging bank leaders.

## SPONSORSHIP OPPORTUNITIES

### Platinum | \$2,500

- Two complimentary registrations
- Opportunity to provide welcome video
- Podium time
- Logo on SDBA event web page
- Solo logo on event signage
- Recognition in on-site program
- Podium recognition
- Sponsor ribbons
- Thank you in SDBANKER Magazine

### Silver | \$1,000

- One complimentary registration
- Logo on SDBA event web page
- Logo on event signage
- Recognition in on-site program
- Podium recognition
- Sponsor ribbons
- Thank you in SDBANKER Magazine

### Gold | \$1,500

- One complimentary registration
- Podium time
- Logo on SDBA event web page
- Logo on event signage
- Recognition in on-site program
- Podium recognition
- Sponsor ribbons
- Thank you in SDBANKER Magazine

### Bronze | \$500

- Logo on event signage
- Recognition in on-site program
- Podium recognition
- Sponsor ribbons
- Thank you in SDBANKER Magazine



# WASHINGTON SUMMIT

**Date:** March 20-23, 2023

**Location:** Marriott Marquis, Washington, D.C.

**Audience:** Management-Level Bankers

**Attendance:** 50 (*South Dakota/North Dakota*)

The American Bankers Association (ABA) is focused on ensuring that policies crucial to the banking industry remain front and center. At the ABA Washington Summit, bankers can speak directly to Congress and regulators on the need for commonsense policies and smart reform that will help America's banks better serve their communities and grow the economy. The SDBA also coordinates visits with South Dakota's congressional delegation. Following the Hill visits, SDBA and NDBA attendees gather for a joint reception and dinner.

## SPONSORSHIP OPPORTUNITIES

### Reception | \$2,500

- Reception/dinner invitation
- Networking opportunity with attendees
- Logo on event signage
- Thank you in SDBANKER Magazine

### Bus | \$750

- Logo on event signage
- Thank you in SDBANKER Magazine

### Dinner | \$2,500

- Reception/dinner invitation
- Networking opportunity with attendees
- Logo on event signage
- Thank you in SDBANKER Magazine

# SDBA/NDBA ANNUAL CONVENTION

**Date:** June 4-6, 2023

**Location:** Sioux Falls, S.D.

**Audience:** Top-Level Bank Executives, Emerging Bank Leaders, Business Partners

**Attendance:** 300 (*South Dakota/North Dakota*)

The Annual Convention is held by the South Dakota Bankers Association and North Dakota Bankers Association each June and rotated between the two states. The Quad States Convention is held every four years in Rapid City and includes Montana and Wyoming. There are opportunities for business partners to sponsor and advertise to promote their products and services, position their solutions with top-level bank executives, show their support for the banking industry, interact with association members and celebrate their achievements.

## SPONSORSHIP OPPORTUNITIES

For information on taking part in the 2023 SDBA/NDBA Annual Convention, contact Haley Juhnke at [hjuhnke@sdba.com](mailto:hjuhnke@sdba.com) or call the South Dakota Bankers Association at 605.224.1653.

# NATIONAL SCHOOL FOR AG BANKERS

**Date:** June 26-29, 2023

**Location:** Black Hills State University, Spearfish, S.D.

**Audience:** Experienced Ag Bankers

**Attendance:** 72

The National School for Experienced Ag Bankers is a seminar for experienced ag bankers who want to further develop their ag lending skills, learn new skills, confirm existing methodology and meet fellow bankers who share the same career path. Taught by a nationally-recognized faculty of bankers, academics and other real-world ag banking practitioners, this program is focused on lending opportunities and challenges that are relevant to ag bankers from across the United States.

## SPONSORSHIP OPPORTUNITIES

### Platinum | \$1,500 (Dinner)

- Podium time
- Logo on SDBA event web page
- Logo on signage at tables
- Recognition in on-site program
- Podium recognition
- Sponsor ribbons
- Thank you in SDBANKER Magazine

### Silver | \$750 (Receptions)

- Logo on reception signage
- Recognition in on-site program
- Podium recognition
- Sponsor ribbons
- Thank you in SDBANKER Magazine

### Gold | \$1,000 (Lunch)

- Logo on SDBA event web page
- Logo on signage at tables
- Recognition in on-site program
- Podium recognition
- Sponsor ribbons
- Thank you in SDBANKER Magazine

### Bronze | \$500 (Breaks)

- Recognition in on-site program
- Podium recognition
- Sponsor ribbons
- Thank you in SDBANKER Magazine

# AGRICULTURAL CREDIT CONFERENCE

**Date:** July 19-20, 2023

**Location:** Ramkota Hotel & Conference Center, Pierre, S.D.

**Audience:** Ag Bankers, Bank Management

**Attendance:** 150

The SDBA Agricultural Credit Conference focuses on the unique needs of ag bankers and the need for quality information and training to better serve their customers. The SDBA lines up speakers on a variety of timely topics to help ag bankers navigate through challenging times. Experienced and new ag lenders, as well as CEOs, will all benefit from this conference.

## SPONSORSHIP OPPORTUNITIES

### Platinum | \$2,500

- Two complimentary registrations
- Opportunity to provide welcome video
- Podium time
- Logo on SDBA event web page
- Solo logo on event signage
- Recognition in on-site program
- Podium recognition
- Sponsor ribbons
- Thank you in SDBANKER Magazine

### Silver | \$1,000

- One complimentary registration
- Podium time
- Logo on SDBA event web page
- Logo on event signage
- Recognition in on-site program
- Podium recognition
- Sponsor ribbons
- Thank you in SDBANKER Magazine

### Gold | \$1,500

- One complimentary registration
- Opportunity to provide welcome video
- Podium time
- Logo on SDBA event web page
- Logo on event signage
- Recognition in on-site program
- Podium recognition
- Sponsor ribbons
- Thank you in SDBANKER Magazine

### Bronze | \$500

- Logo on event signage
- Recognition in on-site program
- Podium recognition
- Sponsor ribbons
- Thank you in SDBANKER Magazine

 The Agricultural Credit Conference provides the opportunity to exhibit. For details, contact SDBA Education Director Halley Lee at 605.224.1653 or [hlee@sdba.com](mailto:hlee@sdba.com). Or visit the event web page at [www.sdba.com/events](http://www.sdba.com/events).

# DIGITAL INNOVATIONS IN TODAY'S BANKING ENVIRONMENT

**Date:** August 30, 2023

**Location:** Sioux Falls, S.D.

**Audience:** Bank IT Personnel

**Attendance:** 35-50

The role of the IT professional is ever-changing, especially in today's environment. The Digital Innovations in Today's Banking Environment Conference is designed to provide support as banks keep on top of technology trends and scams, navigate the business of banking, and build and sustain the bank's technology. This conference provides the opportunity to learn from industry experts, network with other IT colleagues, and visit with exhibitors to see and experience the latest in products and services.

## SPONSORSHIP OPPORTUNITIES

### Platinum | \$2,500

- Two complimentary registrations
- Opportunity to provide welcome video
- Podium time
- Logo on SDBA event web page
- Solo logo on event signage
- Recognition in on-site program
- Podium recognition
- Sponsor ribbons
- Thank you in SDBANKER Magazine

### Silver | \$1,000

- One complimentary registration
- Podium time
- Logo on SDBA event web page
- Logo on event signage
- Recognition in on-site program
- Podium recognition
- Sponsor ribbons
- Thank you in SDBANKER Magazine

### Gold | \$1,500

- One complimentary registration
- Opportunity to provide welcome video
- Podium time
- Logo on SDBA event web page
- Logo on event signage
- Recognition in on-site program
- Podium recognition
- Sponsor ribbons
- Thank you in SDBANKER Magazine

### Bronze | \$500

- Logo on event signage
- Recognition in on-site program
- Podium recognition
- Sponsor ribbons
- Thank you in SDBANKER Magazine

 The Digital Innovations in Today's Banking Environment Conference provides the opportunity to exhibit. For details, contact SDBA Education Director Halley Lee at 605.224.1653 or [hlee@sdba.com](mailto:hlee@sdba.com). Or visit the event web page at [www.sdba.com/events](http://www.sdba.com/events).

# LEAD STRONG: Women in Banking Conference

**Date:** September 26-27, 2023

**Location:** Sioux Falls Convention Center, Sioux Falls, S.D.

**Audience:** All Levels of Bank Staff

**Attendance:** 250

LEAD STRONG: Women in Banking is designed to encourage, support and inspire women to succeed in the workplace. This event will benefit all levels of staff interested in the enhancement and career growth of women in South Dakota banking.

## SPONSORSHIP OPPORTUNITIES

### Platinum | \$2,500

- Two complimentary registrations
- Opportunity to provide welcome video
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### Silver | \$1,000

- One complimentary registration
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### Gold | \$1,500

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- Sponsor ribbons
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### Bronze | \$500

- Logo on event signage
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- Podium recognition
- Sponsor ribbons
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# NEXT STEP: Emerging Leaders Summit

**Date:** October 2023

**Location:** TBD

**Audience:** Emerging Bank Leaders

**Attendance:** 75-100

NEXT STEP: Emerging Leaders is designed to help cultivate, connect, engage and empower South Dakota's future bank leaders. This event encourages emerging bank leaders to find and express their voices within their organizations, communities and the banking industry and provides opportunities to network and exchange ideas with other industry professionals. It also increases emerging bank leaders' knowledge of topics of interest to the banking industry and promotes involvement and advocacy.

## SPONSORSHIP OPPORTUNITIES

### Platinum | \$2,500

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### Silver | \$1,000

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