



SDBANKERS
ASSOCIATION

**CONNECT
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2024
**ADVERTISING &
SPONSORSHIP
PLANNING GUIDE**



2024 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

SDBANKER Magazine Editor
605.224.1653
info@sdba.com

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

Other Advertising
Opportunities Cont.—page 6

Sponsorship Guide—page 7

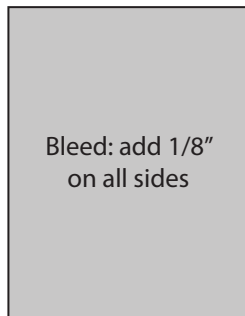
Advertising Discount
SDBA member banks and associate members receive a 10% discount off magazine advertising rates.



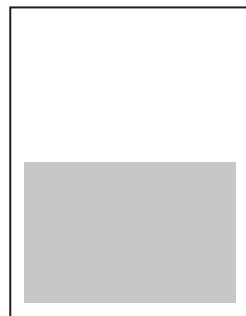
MAGAZINE AD SIZES/RATES/CALENDAR

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 info@sdba.com.

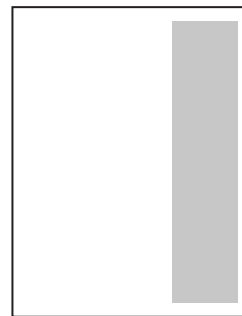
SIZE	1X	3X	6X	12X
Outside Back Cover	\$1,065	\$1,040	\$1,015	\$965
Inside Front/Back Cover	\$965	\$940	\$915	\$865
Full Page	\$865	\$840	\$815	\$765
1/2 Page	\$665	\$640	\$615	\$565
1/3 Page	\$565	\$540	\$515	\$465
1/4 Page	\$465	\$440	\$415	\$365



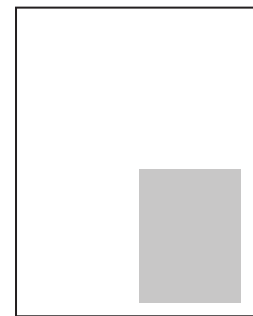
Full Page
8.5" x 11"



Half Page
7.5" x 5"



Third Page
2.33" x 10"



Fourth Page
3.625" x 4.75"

2024 Editorial Calendar

January:	State Legislative Session Preview	July:	Annual Convention, New Officers
February:	Feature Stories	August:	Agricultural Credit Conference
March:	SDBA State Legislative Day/ Banks Make a Difference Survey	September:	Fall Education & Training
April:	Associate Members Special Section	October:	Women In Banking Conference
May:	New Board Members	November:	Emerging Leaders Summit
June:	Annual Report Issue	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 Feature, Washington Update, Industry News, From the Archives, Bank Notes, Classifieds, Education Calendar

MAGAZINE ADVERTISING AGREEMENT

Advertiser _____

Address _____

Contact _____ Phone _____

ContactEmail _____

Agency(ifapplicable) _____

Address _____

Contact _____ Phone _____

ContactEmail _____

Send billing invoice to: Advertiser Agency Other _____

Tear Sheet: Hard Copy Via Mail Electronic Via Email

Issues	<input type="checkbox"/> January 20____	<input type="checkbox"/> May 20____	<input type="checkbox"/> September 20____
	<input type="checkbox"/> February 20____	<input type="checkbox"/> June 20____	<input type="checkbox"/> October 20____
	<input type="checkbox"/> March 20____	<input type="checkbox"/> July 20____	<input type="checkbox"/> November 20____
	<input type="checkbox"/> April 20____	<input type="checkbox"/> August 20____	<input type="checkbox"/> December 20____
Size	<input type="checkbox"/> Outside Back Cover	<input type="checkbox"/> Full Page	<input type="checkbox"/> Third Page
	<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> Half Page	<input type="checkbox"/> Quarter Page
	<input type="checkbox"/> 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 info@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 _____

Title _____ Signature _____ 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 \$415 per month, \$515 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 the SDBA at info@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 the SDBA at 605.224.1653 or info@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. Or email the SDBA at info@sdba.com.

OTHER ADVERTISING OPPORTUNITIES CONT.

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 or 605.224.1653 for more information.

Women in Banking e-News Sponsorship

At the end of 2023, the SDBA started producing a quarterly e-News bulletin aimed exclusively at women in the South Dakota banking industry. The quarterly newsletter is dedicated to sharing timely updates and pertinent insights pertaining to women. Besides information it is also packed with inspiration, tips, and encouragement.

The recommended ad size is 8" wide and 3.5" tall. The cost for SDBA members is \$150, and for nonmembers it is \$250. Please contact Member Services Coordinator Natalie Likness at 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 or 605.224.1653.



2024 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
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*All information in this packet, including attendance figures, is intended for planning purposes only and is not guaranteed.

2024 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 14, 2024

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 if scheduling allows. The day also includes 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 18-20, 2024

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 3-5, 2024

Location: Fargo, N.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 2024 NDBA/SDBA Annual Convention visit www.ndba.com, contact Dorothy Lick at dorothy@ndba.com or Ann Reich at ann@ndba.com or call the North Dakota Bankers Association at 701.223.5303.

NATIONAL SCHOOL FOR AG BANKERS

Date: June 24-27, 2024

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

Audience: Beginning Ag Bankers

Attendance: 72

The National School for Beginning Ag Lenders is an intensive school designed to train in all facets of agricultural lending with emphasis on credit analysis, credit scoring, risk rating, problem loans and group case study. 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 17-18, 2024

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

Audience: Ag Bankers, Bank Management

Attendance: 130

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
- Opportunity to provide welcome video
- 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. Or visit the event web page at www.sdba.com/events.

DIGITAL INNOVATIONS IN TODAY'S BANKING ENVIRONMENT

Date: August 27, 2024

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. Or visit the event web page at www.sdba.com/events.

LEAD STRONG: Women in Banking Conference

Date: September 26, 2024

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 30-second video
- Podium time
- Complimentary 1/4-page ad in SDBANKER Magazine
- 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

NEXT STEP: Emerging Leaders Summit

Date: October 29-30, 2024

Location: Sioux Falls, S.D.

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

- 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
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- Sponsor ribbons
- Thank you in SDBANKER Magazine

Gold | \$1,500

- One complimentary registration
- Podium time
- Logo on SDBA event web page
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- 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