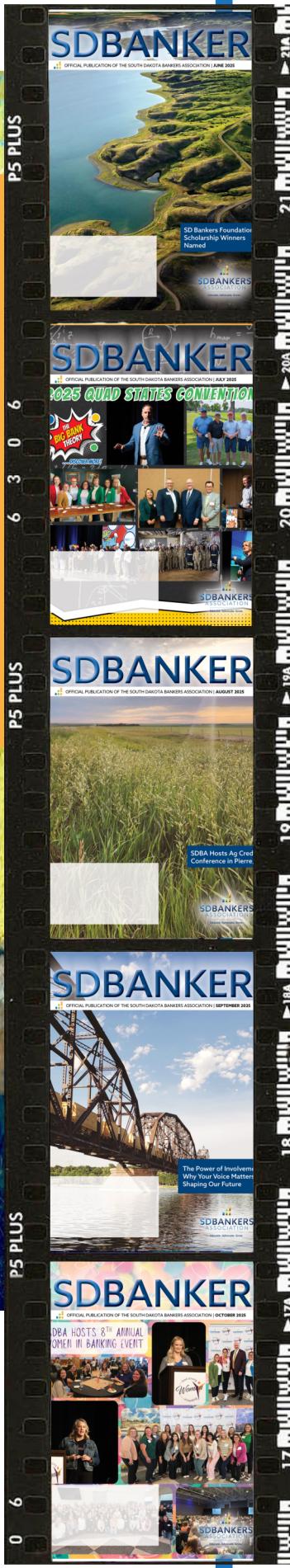


# 2026 ADVERTISING & SPONSORSHIP PLANNING GUIDE



Educate. Advocate. Grow.



# 2026 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

Laura Norton, SDBANKER Magazine Editor  
Communications & Marketing Coordinator  
605.224.1653

[LNorton@sdba.com](mailto:LNorton@sdba.com)

**South Dakota Bankers Association**  
PO Box 1081, Pierre, SD 57501  
605.224.1653  
[www.sdba.com](http://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.*

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## Advertising Discount

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



# MAGAZINE AD SIZES/RATES/CALENDAR

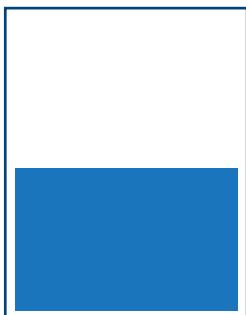
All advertisements are printed in full color and appear in the print and electronic version of SDBANKER Magazine. The advertising placement deadline is the 15th day of the month preceding publication. (Example: Ad must be placed by Jan. 15 for the February issue.) Files must be at least 300 dpi and sent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

SIZE	1X	3X	6X	12X
Outside Back Cover	\$1,075	\$1,050	\$1,025	\$975
Inside Front/Back Cover	\$975	\$950	\$925	\$875
Full Page	\$875	\$850	\$825	\$775
Half Page	\$675	\$650	\$625	\$575
Third Page	\$575	\$550	\$525	\$475
Quarter Page	\$475	\$450	\$425	\$375

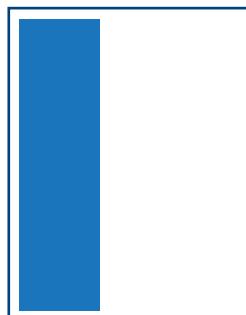


**Bleed:** add 1/8" on all sides

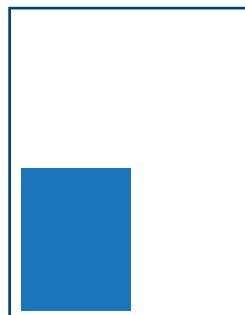
**Full Page**  
8.5 " x 11"



**Half Page**  
7.5 " x 5"



**Third Page**  
2.33 " x 10"



**Quarter Page**  
3.625 " x 4.75"

## 2026 EDITORIAL CALENDAR

<b>JANUARY</b>	State Legislative Session Preview	<b>JULY</b>	Annual Convention, New Officers, Associate Member Directory
<b>FEBRUARY</b>	Feature Stories, South Dakota Banks Make a Difference Brochure, SDBA State Legislative Day	<b>AUGUST</b>	Agricultural Credit Conference
<b>MARCH</b>	Board Election Notices	<b>SEPTEMBER</b>	Fall Education & Training
<b>APRIL</b>	Feature Stories	<b>OCTOBER</b>	Women in Banking Conference SD Bankers Benefit Plan
<b>MAY</b>	New Board Members, ABA Washington Summit	<b>NOVEMBER</b>	Emerging Leaders Summit
<b>JUNE</b>	SD Bankers Foundation Annual Report	<b>DECEMBER</b>	Holiday Spirit in Action

\*Featured content is subject to change.

**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 \_\_\_\_\_

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

**2026 Issues**

<input type="checkbox"/> January	<input type="checkbox"/> May	<input type="checkbox"/> September
<input type="checkbox"/> February	<input type="checkbox"/> June	<input type="checkbox"/> October
<input type="checkbox"/> March	<input type="checkbox"/> July	<input type="checkbox"/> November
<input type="checkbox"/> April	<input type="checkbox"/> August	<input type="checkbox"/> December

**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.	

**Invoices**

Send invoice after each publication  Send invoice for full amount up front

**\* ADVERTISING DISCOUNT: All SDBA member banks and associate members receive a 10% discount on SDBANKER magazine advertising rates.**

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 15th day of the month preceding publication.

Files must be at least 300 dpi and sent as a pdf or png file to [LNorton@sdba.com](mailto:LNorton@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 \$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 500 pixels wide x 700 pixels tall at 300dpi. For more information or to reserve a month of sponsorship of the eNews, contact the SDBA Communications & Marketing Coordinator Laura Norton at [LNorton@sdba.com](mailto:LNorton@sdba.com).

### BANK DIRECTORY ADVERTISING

The SDBA sells advertising for its annual printed 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 is exclusively reserved for associate members.

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 email SDBA Communications & Marketing Coordinator Laura Norton at [LNorton@sdba.com](mailto:LNorton@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 & Marketing Coordinator Laura Norton at [LNorton@sdba.com](mailto:LNorton@sdba.com).



## OTHER ADVERTISING OPPORTUNITIES

### EMERGING LEADERS eNEWS 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 close to 300 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 is \$100 for SDBA members and \$200 for nonmembers. Please contact SDBA Member Services Coordinator Natalie Likness at [nlikness@sdba.com](mailto:nlikness@sdba.com) or 605.224.1653 for more information.

### BANKHER BULLETIN SPONSORSHIP

At the end of 2023, the SDBA began producing "BankHer Bulletin", 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. Aside from information, it is also packed with inspiration, tips, and encouragement.

The recommended ad size is 8" wide x 3.5" tall. SDBA member cost is \$150, and nonmember cost is \$250. Please contact SDBA Communications & Marketing Coordinator Laura Norton at [LNorton@sdba.com](mailto:LNorton@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 Communications & Marketing Coordinator Laura Norton at [LNorton@sdba.com](mailto:LNorton@sdba.com) or 605.224.1653.

# 2026 SPONSORSHIP PLANNING GUIDE

The South Dakota Bankers Association is a professional and trade association representing South Dakota's financial services industry. Established in 1884, the SDBA is dedicated to strengthening and supporting banks of all sizes across the state. Through our mission to *Educate. Advocate. Grow.*, the SDBA provides bankers with professional development and leadership opportunities, represents the industry's voice on key legislative and regulatory issues, and builds a strong network of collaboration and support. By helping our members succeed, we strengthen the communities and economy that South Dakota banks proudly serve.

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.**

## 2026 EVENTS AT-A-GLANCE

### February

- SDBA State Legislative Day—page 8

### March

- Washington Summit—page 9

### June

- NDBA/SDBA Convention—page 10
- National School for Ag Bankers—page 11

### July

- Agricultural Credit Conference—page 12

### September

- LEAD STRONG: Women in Banking Conference—page 13

### October

- NEXT STEP: Emerging Leaders Summit—page 15
- Security Seminar  
\*contact [hlee@sdba.com](mailto:hlee@sdba.com) for details

## CONTACT INFORMATION

**Halley Lee, SDBA Education Director**  
605.224.1653  
[hlee@sdba.com](mailto:hlee@sdba.com)

**South Dakota Bankers Association**  
PO Box 1081  
Pierre, SD 57501  
605.224.1653  
[www.sdba.com](http://www.sdba.com)

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

# SDBA STATE LEGISLATIVE DAY

**Date:** February 11, 2026

**Location:** Ramkota Hotel & Conference Center | Pierre, SD

**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 programming 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

# ABA WASHINGTON SUMMIT

**Date:** March 9-11, 2026

**Location:** Marriott Marquis | Washington, DC

**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

# NDBA/SDBA CONVENTION

**Date:** June 15-17, 2026

**Location:** Bismarck, ND

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

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

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 (2029). 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 2026 NDBA/SDBA Convention, contact SDBA Communications & Marketing Coordinator Laura Norton:  
605.224.1653 | [LNorton@sdba.com](mailto:LNorton@sdba.com) | [www.sdba.com/events](http://www.sdba.com/events)

## OPPORTUNITY TO EXHIBIT

For details, contact SDBA Member Services Coordinator Natalie Likness:  
605.224.1653 | [nlikness@sdba.com](mailto:nlikness@sdba.com) | [www.sdba.com/events](http://www.sdba.com/events)

# NATIONAL SCHOOL FOR AG BANKERS

**Date:** June 22-25, 2026

**Location:** Black Hills State University | Spearfish, SD

**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

### 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

### Silver | \$750 (Receptions)

- Logo on reception signage
- 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

# AGRICULTURE CREDIT CONFERENCE

**Date:** July 15-16, 2026

**Location:** Ramkota Hotel & Conference Center | Pierre, SD

**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

## OPPORTUNITY TO EXHIBIT

For details, contact SDBA Education Director Halley Lee:

605.224.1653 | [hlee@sdba.com](mailto:hlee@sdba.com) | [www.sdba.com/events](http://www.sdba.com/events)

# LEAD STRONG: WOMEN IN BANKING CONFERENCE

**Date:** September 23, 2026

**Location:** Sioux Falls Convention Center | Sioux Falls, SD

**Audience:** All Levels of Bank Staff

**Attendance:** 350

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 welcome 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

### Bronze | \$500

- 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

# NEXT STEP: EMERGING LEADERS SUMMIT

**Date:** October 2026 (dates TBD)

**Location:** Deadwood, SD

**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
- 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

### 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