

South Dakota Banker

2018 Media Kit | Your Premier Source to South Dakota's Financial Services Industry



2018

I D E A S

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Target Top Decision Makers

South Dakota Banker Magazine is the premier avenue to target your marketing message to the top decision makers in South Dakota's financial services industry. There is no better way to get your product or service in front of South Dakota bankers than to advertise in **South Dakota Banker**.

The official publication of the South Dakota Bankers Association (SDBA), **South Dakota Banker** 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 by the SDBA, 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.

Circulation

Serving South Dakota bankers since 1884, the SDBA has 95 percent of the eligible banks in South Dakota as members. **South Dakota Banker** reaches all member banks and branches in the state, as well as associate members and other professionals who interact with the financial services industry.

With a monthly printed circulation of 700, **South Dakota Banker** is read by bankers at all levels in the industry including CEOs, presidents, directors and senior management. Others who read **South Dakota Banker** include government officials, attorneys, accountants, securities and investment firms, mortgage and insurance companies, and other business leaders.

All advertisements appear in the print **and** electronic version of **South Dakota Banker**, with hyperlinked websites and email addresses connected to each ad. The digital version of **South Dakota Banker** is sent to more than 2,000 subscribers each month, with others accessing it directly from the SDBA's website.

Advertising Deadline

South Dakota Banker is published monthly and mailed the first week of each month. The advertising deadline is the 15th day of the month preceding publication. (Example: Ad must be placed by January 15 for the February issue.)

Production Specification

Electronic submission of advertisements is required. High-resolution Adobe PDF, EPS or TIFF files are preferred and should be emailed to Alisa DeMers at ademers@sdba.com.

Approval

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.

Change of Copy

When change of copy is not received by the material due date of the 20th day of the month preceding publication, copy from the previous issue will run.

Payment

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.

Discounts

SDBA member banks and associate members receive a 10 percent discount off all display advertising rates.

Cancellations

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

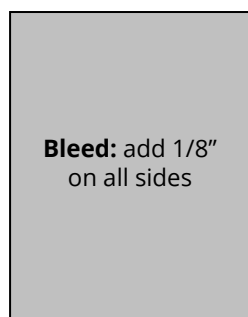


South Dakota Banker | 2018 Ad Sizes/Rates & Editorial Calendar

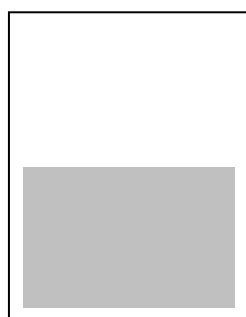
All advertisements appear in the print **and** electronic version of **South Dakota Banker**, with hyperlinked websites and email addresses connected to each ad.

SDBA member banks and associate members receive a 10 percent discount. Frequency discounts cover number of inserts within 12 months of contract date.

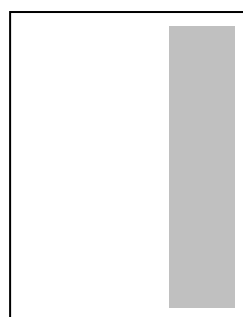
Size	1X	3X	6X	12X
Outside Back Cover	Color: \$1,050	Color: \$1,025	Color: \$1,000	Color: \$950
Inside Front/Back Cover	Color: \$950	Color: \$925	Color: \$900	Color: \$850
Full Page	Color: \$850 B&W: \$650	Color: \$825 B&W: \$625	Color: \$800 B&W: \$600	Color: \$750 B&W: \$550
1/2 Page	Color: \$650 B&W: \$450	Color: \$625 B&W: \$425	Color: \$600 B&W: \$400	Color: \$550 B&W: \$350
1/3 Page	Color: \$550 B&W: \$350	Color: \$525 B&W: \$325	Color: \$500 B&W: \$300	Color: \$450 B&W: \$250
1/4 Page	Color: \$450 B&W: \$250	Color: \$425 B&W: \$225	Color: \$400 B&W: \$200	Color: \$350 B&W: \$150



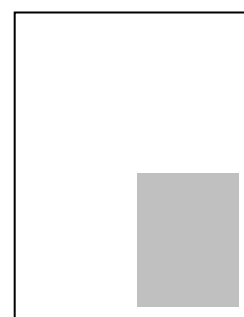
Full Page
8.5 " x 11"



Half Page
7.5 " x 5"



Third Page
2.33 " x 10"



Fourth Page
3.625 " x 4.75"

2018 Editorial Calendar

January: State Legislative Session Preview
February: South Dakota Banker Profile
March: SDBA State Legislative Day
April: South Dakota Banker Profile, Associate Members Special Section
May: New Board Members, Ag Conference
June: South Dakota Banker Profile, Annual Report Issue

July: SDBA/NDBA Annual Convention, New SDBA Officers
August: South Dakota Banker Profile, SDBA National School for Ag Lenders
September: Fall Education & Training
October: South Dakota Banker Profile
November: SDBA Bank Technology Conference
December: South Dakota Banker Profile

Each Month: Message from the Chairman, From the Executive Office, South Dakota Bankers Insurance & Services (SDBIS) Update, SDBA News, Training, State News, Ag Banking News, Washington Update, Ask the Appraiser, Industry News, Technology News, Bank Notes, Classifieds, Education Calendar

South Dakota Banker | 2018 Advertising Agreement

Advertiser _____

Address _____

Contact _____ Phone _____

Contact Email _____

Agency (if applicable) _____

Address _____

Contact _____ Phone _____

Contact Email _____

Send billing invoice to: Advertiser Agency Other _____

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*		
Color	<input type="checkbox"/> Full Color or <input type="checkbox"/> Back and White		<i>* Limited availability. First come, first serve.</i>

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 that tentative space reservation will be canceled. Camera-ready artwork is due by the 20th day of the month preceding publication.

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 _____

SDBA eNews | 2018 Sponsorship Opportunity

The South Dakota Bankers Association (SDBA) offers limited sponsorship of its **SDBA eNews**.

The **SDBA eNews** is a weekly electronic newsletter distributed on Thursdays to more than 2,000 subscribers, with others accessing it directly from the SDBA's website. The **SDBA eNews** contains brief articles on the SDBA, state and national industry news, industry training and events.

The SDBA offers businesses the opportunity to sponsor the **SDBA eNews** on a monthly basis. The ad is

prominently placed in the **SDBA eNews** with a link to the company's website. The ad size is 220 pixels wide x 295 pixels tall.

The cost for members and associate members to sponsor the **SDBA eNews** is \$300 per month. The cost for non-members is \$500 per month.

Sponsorships are limited, so reserve your space now. For more information or to reserve a month of sponsorship of the **SDBA eNews**, contact Alisa DeMers at ademers@sdba.com or call 605.224.1653.

Company _____

Address _____

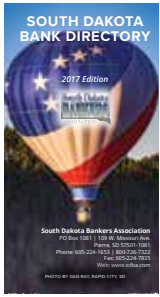
Contact _____

Phone _____ Email _____

Months Requesting to Sponsor _____

Other Advertising & Marketing | 2018 Opportunities

South Dakota Bank Directory



The South Dakota Bankers Association will sell advertising for the **2019 South Dakota Bank Directory** in August/September 2018. 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.

Participating in the **2019 South Dakota Bank Directory** is a cost-effective advertising strategy that will reach financial industry leaders who utilize this valuable tool on a daily basis and provide businesses with a full year of advertising.

For more information contact SDBA Communications Coordinator Alisa DeMers at 605.224.1653 or ademers@sdba.com.

Classified Advertising

The SDBA offers **classified advertising** on its website and in the South Dakota Banker Magazine. The fee for member banks and associate members is \$50 per ad (200 word limit) which includes a listing in one issue of South Dakota Banker Magazine. The nonmember fee is \$75 per ad.

The listing will remain on the SDBA's classified webpage until the bank/company notifies the SDBA to remove it.

To place a **classified ad**, email Alisa DeMers at ademers@sdba.com. To view the classified section, visit www.sdba.com/classifieds.

SDBA/NDBA Annual Convention

The **SDBA/NDBA 2018 Annual Convention** will be held June 10-12, 2018, in Fargo, N.D. The annual convention is sponsored jointly by the South Dakota Bankers Association and North Dakota Bankers Association each June and rotated between the two states.

There are many opportunities to support the **SDBA/NDBA 2018 Annual Convention** by sponsoring, exhibiting or advertising. Businesses have the

opportunity 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.

For more information on sponsoring, exhibiting or advertising at the **2018 Annual Convention**, contact the North Dakota Bankers Association at 701.223.5303 or ndba@ndba.com.

SDBA Sponsorship/Exhibit Opportunities

In addition to the SDBA/NDBA Annual Convention, several other opportunities exist during the year to sponsor at SDBA events. Events with sponsorship opportunities for 2018 include:

- **SDBA State Legislative Day:** Feb. 7, 2018, Pierre
- **SDBA Agricultural Credit Conference:** April 11-13, 2018, Pierre
- **National School for Experienced Ag Bankers:** June 25-29, 2018, Spearfish

- **SDBA Bank Technology Conference:** Sept. 11-12, 2018, Sioux Falls

In addition, the SDBA's Agricultural Credit Conference and the Bank Technology Conference provide opportunities for companies to exhibit.

For more information on sponsoring or exhibiting at any of these events, contact SDBA Education Director Halley Lee at 605.224.1653 or hlee@sdba.com. Or visit www.sdba.com.