Target Top Decision Makers

SDBANKER 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 then to advertise in SDBANKER Magazine.

The official publication of the South Dakota Bankers Association (SDBA), SDBANKER Magazine 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. SDBANKER Magazine 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 650, SDBANKER Magazine is read by bankers at all levels in the industry including CEOs, presidents, directors and senior management. Others who read SDBANKER Magazine 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 SDBANKER Magazine, with hyperlinked websites and email addresses connected to each ad. The digital version is sent to more than 1,850 subscribers each month, with others accessing it directly from the SDBA’s website.

Advertising Deadline

SDBANKER Magazine 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 Bousa at abousa@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.
SDBANKER Magazine | 2019 Ad Sizes/Rates & Editorial Calendar

All advertisements appear in the print and electronic version of SDBANKER Magazine, 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.

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Color: $1,025</td>
<td>Color: $1,000</td>
<td>Color: $950</td>
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<tr>
<td>Inside Front/Back Cover</td>
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<tr>
<td>Full Page</td>
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<td>Color: $800</td>
<td>Color: $750</td>
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<tr>
<td>1/2 Page</td>
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<tr>
<td>1/3 Page</td>
<td>Color: $550</td>
<td>Color: $525</td>
<td>Color: $500</td>
<td>Color: $450</td>
</tr>
<tr>
<td>1/4 Page</td>
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<td>Color: $425</td>
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</tbody>
</table>

**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”

**Fourth Page** 3.625” x 4.75”

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**2019 Editorial Calendar**

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>State Legislative Session Preview</td>
</tr>
<tr>
<td>February</td>
<td>South Dakota Banker Profile</td>
</tr>
<tr>
<td>March</td>
<td>SDBA State Legislative Day</td>
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<tr>
<td>April</td>
<td>South Dakota Banker Profile, Associate Members Special Section</td>
</tr>
<tr>
<td>May</td>
<td>New Board Members, Ag Conference</td>
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<tr>
<td>June</td>
<td>South Dakota Banker Profile, Annual Report Issue</td>
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<tr>
<td>July</td>
<td>SDBA/NDBA Annual Convention, New SDBA Officers</td>
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<tr>
<td>August</td>
<td>South Dakota Banker Profile</td>
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<tr>
<td></td>
<td>SDBA National School for Ag Lenders</td>
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<tr>
<td>September</td>
<td>Fall Education &amp; Training</td>
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<tr>
<td>October</td>
<td>South Dakota Banker Profile</td>
</tr>
<tr>
<td>November</td>
<td>SDBA Women In Banking Conference</td>
</tr>
<tr>
<td>December</td>
<td>South Dakota Banker Profile</td>
</tr>
</tbody>
</table>

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

Editor Alisa Bousa | SDBA | PO Box 1081 | Pierre, SD 57501 | abousa@sdba.com | phone: 605.224.1653 | fax: 605.224.7835
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.

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I understand and agree to the terms outlined above

Signature

Title ____________________________ Date ____________________________

Any issues? □ January 20__ □ February 20__ □ March 20__ □ April 20__ □ May 20__ □ June 20__ □ July 20__ □ August 20__ □ September 20__ □ October 20__ □ November 20__ □ December 20__

Any size? □ Outside Back Cover* □ Inside Front Cover* □ Inside Back Cover* □ Full Page □ Half Page □ Third Page □ Quarter Page

Any color? □ Full Color □ Back and White

* Limited availability. First come, first serve.
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 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 $400 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 Bousa at abousa@sdba.com or call 605.224.1653.

Company

Address

Contact

Phone ____________________ Email ____________________

Months Requesting to Sponsor ____________________
**South Dakota Bank Directory**

The South Dakota Bankers Association will sell advertising for the **2020 South Dakota Bank Directory** in August/September 2019. 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 **2020 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 Bousa at 605.224.1653 or abousa@sdba.com.

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**Classified Advertising**

The SDBA provides an in-house **classified job posting service**. The cost is $50 per ad (200 word limit) for members, $100 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 $25 per ad for members, $50 for nonmembers. To place a **classified ad**, email Alisa Bousa at abousa@sdba.com. To view the classified section, visit www.sdba.com/classifieds.

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**SDBA/NDBA Annual Convention**

The **SDBA/NDBA 2019 Annual Convention** will be held June 2-4, 2019, in Sioux Falls, S.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 2019 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 information on exhibiting, contact Nadine Kepford at nkepford@sdba.com. For information on sponsoring or advertising, contact Alisa Bousa at abousa@sdba.com. Or call the SDBA at 605.224.1653.

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**SDBA Sponsorship/Exhibit Opportunities**

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

- **SDBA State Legislative Day**: Feb. 13, 2019, Pierre
- **SDBA Agricultural Credit Conference**: April 10-12, 2019, Pierre
- **National School for Beginning Ag Bankers**: June 24-27, 2019, Spearfish
- **SDBA Bank Technology Conference**: September 2019, Sioux Falls

In addition, the SDBA’s Ag Credit Conference and Bank Technology Conference provide exhibit opportunities.

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.