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 more than 600 and a digital subscription of more than 2,200, 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
Alisa Bousa, Editor
605.224.1653
abousa@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.
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 Alisa Bousa at abousa@sdba.com.

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2021 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
June: South Dakota Banker Profile, Annual Report Issue
July: Annual Convention, New Officers
August: South Dakota Banker Profile
         Agricultural Credit Conference
September: Fall Education & Training
October: South Dakota Banker Profile
         Women In Banking Conference
November: Emerging Leaders Summit
December: South Dakota Banker Profile

MAGAZINE ADVERTISING AGREEMENT

Advertiser ______________________________________________________________________________________________________
Address _________________________________________________________________________________________________________
Contact __________________________________________________________  Phone _______________________________________
Contact Email ___________________________________________________________________________________________________

Agency (if applicable) ______________________________________________________________________________________________________
Address _________________________________________________________________________________________________________
Contact __________________________________________________________  Phone _______________________________________
Contact Email ___________________________________________________________________________________________________

Send billing invoice to: □ Advertiser  □ Agency  □ Other ______________________________________________________

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 Alisa Bousa at abousa@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 ________________________________

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.
OTHER ADVERTISING OPPORTUNITIES

SDBA eNews Sponsorship

The SDBA offers limited monthly sponsorship of the SDBA eNews, which is a weekly electronic newsletter distributed on Thursdays to more than 2,000 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 $300 per month, $400 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 Communication Coordinator Alisa Bousa at abousa@sdba.com or 605.224.1653.

Bank Directory Advertising

The SDBA sells advertising for its annual South Dakota Bank Directory in 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 Alisa Bousa at 605.224.1653 or abousa@sdba.com.

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 view the classified section or place an ad, visit www.sdba.com/classifieds. Or email SDBA Communication Coordinator Alisa Bousa at abousa@sdba.com.
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.

2021 EVENTS AT-A-GLANCE

February
SDBA State Legislative Day—page 7

March
Washington Summit—page 8

June
2021 Quad States Convention—9
National School for Ag Bankers—10

July
Agricultural Credit Conference—11

September
Bank Technology Conference—12
LEAD STRONG: Women in Banking Conference—13

October
NEXT STEP: Emerging Leaders Summit—14
Date: February 10, 2021
Location: Virtual
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 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 16-17, 2021  
Location: Virtual  
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
2021 QUAD STATES CONVENTION

Date: June 14-15, 2021
Location: Rushmore Plaza Civic Center, Rapid City, S.D.
Audience: Top-Level Bank Executives, Emerging Bank Leaders, Business Partners
Attendance: 400 (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. There are many opportunities for business partners to sponsor, exhibit 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 2021 Quad States Convention visit www.sdba.com/convention, contact Alisa Bousa at abousa@sdba.com or Halley Lee at hlee@sdba.com or call the South Dakota Bankers Association at 605.224.1653.
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

#### 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
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
- 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

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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.
The role of the IT professional is ever-changing, especially in today’s environment. The Bank Technology 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
- 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

The Bank Technology 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.
Date: September 14-15, 2021  
Location: Sioux Falls Convention Center, Sioux Falls, S.D.  
Audience: All Levels of Bank Staff  
Attendance: 200-250

**LEAD STRONG: Women in Banking**

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.

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**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
Date: October 26-27, 2021
Location: Hilton Garden Inn Downtown, 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
- 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