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2022

Advertising & Sponsorship
PLANNING GUIDE



2022 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 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

Haley Juhnke, Editor
605.224.1653
hjuhnke@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.*

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Advertising Discount

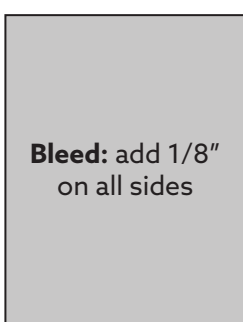
SDBA member banks and associate members receive a 10% discount off magazine advertising rates.



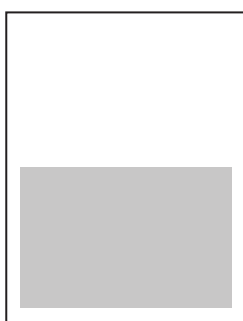
MAGAZINE AD SIZES/RATES/CALENDAR

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 eps file to Haley Juhnke at hjuhnke@sdba.com.

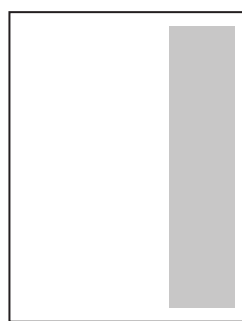
Size	1X	3X	6X	12X
Outside Back Cover	\$1,050	\$1,025	\$1,000	\$950
Inside Front/Back Cover	\$950	\$925	\$900	\$850
Full Page	\$850	\$825	\$800	\$750
1/2 Page	\$650	\$625	\$600	\$550
1/3 Page	\$550	\$525	\$500	\$450
1/4 Page	\$450	\$425	\$400	\$350



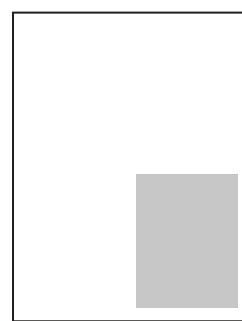
Full Page
8.5 " x 11"



Half Page
7.5 " x 5"



Third Page
2.33 " x 10"



Fourth Page
3.625 " x 4.75"

2022 Editorial Calendar

January: State Legislative Session Preview
February: Feature Stories
March: SDBA State Legislative Day/
Banks Make a Difference Survey
April: Associate Members Special Section
May: New Board Members
June: Annual Report Issue

July: Annual Convention, New Officers
August: Agricultural Credit Conference
September: Fall Education & Training
October: Women In Banking Conference
November: Emerging Leaders Summit
December: Feature Stories

Each Month: Message from the Chair, From the Executive Office, SD Bankers Insurance & Services (SDBIS) Update, SDBA News, Training, Emerging Leader Profile, State News, Ag Banking News, Washington Update, Industry News, Technology News, 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

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 Haley Juhnke at hjuhnke@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 sponsorship of the SDBA eNews, which is a weekly electronic newsletter distributed on Thursdays to more than 2,200 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 \$400 per month, \$500 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 Haley Juhnke at hjuhnke@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 SDBA Communications Coordinator Haley Juhnke at 605.224.1653 or hjuhnke@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 Haley Juhnke at hjuhnke@sdba.com.

NEW ADVERTISING OPPORTUNITIES

Emerging Leaders e-News Sponsorship

Beginning in 2022, the SDBA will produce a monthly e-News aimed exclusively at the emerging leaders in the South Dakota banking industry. The newsletter will promote upcoming training and networking opportunities, helpful tips for honing leadership practices, and useful and timely information on current banking trends. With almost 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.

SDBA Podcasts

The SDBA will begin hosting regular podcasts touching on topics like legislative issues, state and national industry news, 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.



2022 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
www.sdba.com

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

2022 EVENTS AT-A-GLANCE

February

SDBA State Legislative Day—
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March

Washington Summit—page 9

June

NDBA/SDBA Annual
Convention—10

National School for Ag
Bankers—11

July

Agricultural Credit
Conference—12

September

Bank Technology
Conference—13

LEAD STRONG: Women in
Banking Conference—14

October

NEXT STEP: Emerging Leaders
Summit—15

SDBA STATE LEGISLATIVE DAY

Date: February 9, 2022

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 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 7-9, 2022

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

NDBA/SDBA ANNUAL CONVENTION

Date: June 14-15, 2022

Location: Bismarck, 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 2022 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 20-23, 2022

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

Audience: Beginning Ag Bankers

Attendance: 72

The National School for Beginning Ag Bankers is a seminar for beginning 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

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 20-21, 2022

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

Audience: Ag Bankers, Bank Management

Attendance: 150

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

 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.

BANK TECHNOLOGY CONFERENCE

Date: August 31, 2022

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 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.

LEAD STRONG: Women in Banking Conference

Date: September 13-14, 2022

Location: Sioux Falls Convention Center, Sioux Falls, S.D.

Audience: All Levels of Bank Staff

Attendance: 200-250

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 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

NEXT STEP: Emerging Leaders Summit

Date: October 19-20, 2022

Location: Rapid City, 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
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Silver | \$1,000

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Gold | \$1,500

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Bronze | \$500

- Logo on event signage
- Recognition in on-site program
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