

## BLACK & WHITE SPACE RATES

SIZE	1X RATE PER ISSUE	3X RATE PER ISSUE	6X RATE PER ISSUE	12X RATE PER ISSUE
full page .....	\$735.00.....	\$705.00.....	\$675.00.....	\$650.00
2/3 page .....	\$710.00.....	\$680.00.....	\$650.00.....	\$625.00
1/2 page .....	\$685.00.....	\$655.00.....	\$630.00.....	\$600.00
1/3 page .....	\$665.00.....	\$640.00.....	\$610.00.....	\$585.00
1/4 page .....	\$635.00.....	\$600.00.....	\$575.00.....	\$550.00
1/6 page .....	\$600.00.....	\$570.00.....	\$540.00.....	\$515.00
minimum.....	\$560.00.....	\$530.00.....	\$505.00.....	\$480.00

Agencies and associate members earn 15% commission/discount *only* if TBA receives payment within 30 days of invoice date. Commission/discount is forfeited and charged back if payment is not received within 30 days of invoice date.

## MECHANICAL REQUIREMENTS

Binding.....saddle-stitch  
Trim size .....8 1/2 x 11 inches  
Bleed size.....8 5/8 x 11 1/4 inches

Materials: Prefer to receive E-files for ads (CD-ROM, E-mail) rather than film. PDF or EPS files (minimum 300 resolution and 150-line screen) preferred for all ads. All 4-color ads are to be supplied in CMYK format. Contact us for instructions & extra charges regarding film rather than E-files. Files will be stored for 12 months following use. Additional charges apply if TBA generates color proofs or makes alterations.

## COLOR/BLEED CHARGES

Each additional standard PMS Color ..... \$350  
4-color process ..... \$710  
Special metallic ink..... Quoted on request  
Bleed ..... No additional charge

Color charges are in addition to the appropriate space charge. Color is billed net; it is not commissionable. There is no extra charge for bleed.

## AD SIZES

PAGE UNIT	WIDTH (INCHES)	DEPTH (INCHES)
full page .....	7 1/2 .....	10
2/3.....	7.....	6 1/2
2/3.....	4 1/2 .....	10
1/2.....	7.....	5
1/2.....	4 1/2 .....	7
1/3.....	7.....	3 1/2
1/3.....	4 1/2 .....	5
1/3.....	2 1/8 .....	10
1/4.....	7.....	2 1/2
1/4.....	4 1/2 .....	3 1/2
1/4.....	2 1/8 .....	7
1/6.....	7.....	1 3/4
1/6.....	2 1/8 .....	5
1/6.....	4 1/2 .....	2 1/2

Editor / Bradley L. Barrett  
Managing Editor, Advertising / Dianne W. Martin  
211 Athens Way, Ste 100  
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(615) 244-4871 or (800) 964-5525 • FAX (615) 324-1983 • [www.TNBankers.org](http://www.TNBankers.org)

# Rate Card

# Advertise

to reach the decision-  
makers in Tennessee  
banks!



## THE TENNESSEE BANKER

### Advertising Rates, Terms, and Printing Specifications

Effective January 2009

rates are also available online  
at [www.TNBankers.org](http://www.TNBankers.org)

Owned and published monthly by the



**TENNESSEE BANKERS**  
ASSOCIATION *Service Since 1890*





# THE TENNESSEE BANKER

## Do you want to reach the top decision-makers within Tennessee's financial services community?

There is no better way to reach these institutions than advertising your message in **THE TENNESSEE BANKER**, the official magazine of the Tennessee Bankers Association. Member institutions of the Tennessee Bankers Association represent total assets of approximately \$88.5 billion. These bankers are eager to know about new technology, products, and services that will contribute to their growth.

**THE TENNESSEE BANKER** has been meeting the needs of Tennessee's banking community since 1913. It is the only magazine in the state published for the entire banking industry—commercial banks, savings and loan associations, and savings banks.

More than 2,700 subscribers receive **THE TENNESSEE BANKER** each month. It is read by bankers and other professionals on all corporate levels, from chief executive officers to principal stockholders to management trainees. In addition, approximately 190 associate members of the Tennessee Bankers Association receive the magazine. Your advertisements are also visible to those who read the magazine online.

Industry directors and officers, Tennessee's federal congressional delegation, attorneys, accountants, regulators, and leaders in other industries also subscribe to **THE TENNESSEE BANKER**. Throughout the year, the magazine is distributed to those attending the TBA Annual Meeting, education conferences, seminars, and workshops.

**Written and edited solely for Tennessee bankers, THE TENNESSEE BANKER puts your advertising on the desk of interested buyers. Join the ranks of those in the know and advertise in THE TENNESSEE BANKER.**

### DEADLINES

Contracts/insertion orders ..... **1st of preceding month**  
Materials..... **10th of preceding month**

A signed TBA contract must be on file before ad will run. Verbal instructions regarding advertising are treated as a *tentative space reservation* which will be cancelled if a written contract is not received by the 1st of the month preceding publication. If new copy is not received by the deadline, the publisher reserves the right to repeat the most recent insertion, and the advertiser agrees to pay for such insertions.

### SPECIAL POSITIONS

Page 3, page 5 ..... \$65  
Inside front cover, inside back cover..... \$70  
Outside back cover..... \$80  
All other requested positions add ..... 10%

These charges are in addition to the appropriate space charge and are billed net (not commissionable). Placement of all other advertising is at the discretion of the editorial staff. Special positions may be assigned by the editor for the purpose of layout only, but if requested are considered billable. Cover positions require 4-color.

### MAKEUP

Advertising rates listed apply only to camera-ready advertising copy. Any changes or alterations earn a *minimum* \$50 composition charge. Add \$15 if we must generate a proof.

### CANCELLATIONS

Cancellation orders must be received *in writing* on or before the 10th of the month preceding publication, or advertising will run as scheduled. Advertiser agrees to pay the regular ad rate. In the event a multiple-insertion contract under protected rates is shortened or cancelled for any reason, the advertiser will be short-rated to the rate earned and agrees to pay the short rate.

### COMMISSIONS & PAYMENT

Recognized advertising agencies and associate members of the Tennessee Bankers Association receive a 15% discount on the basic space rate. The discount does not apply to color, special position, or tip-in charges. Bills are payable upon receipt.

**Discount applies only if payment is received in the TBA office within 30 days of the invoice date. After 30 days, agencies and associate members forfeit the discount. First-time advertisers must pre-pay by materials deadline.**

**continued on the back >>>**

### Contact Information:

Editor / Bradley L. Barrett - [bbarrett@TNBankers.org](mailto:bbarrett@TNBankers.org)

Managing Editor, Advertising / Dianne W. Martin - [dymartin@TNBankers.org](mailto:dymartin@TNBankers.org)

Tennessee Bankers Association

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