



## 2008 Editorial Calendar

### January - Annual Meeting preview

- Credit Conference preview
- The Southeastern School of Consumer Credit<sup>SM</sup> preview

### February - Young Bankers Division Leadership Convention Preview

- Human Resources Conference
- Strategic Technology Conference preview
- Teach Children to Save Day

### March - Young Bankers Division Leadership Convention Preview

- Annual Meeting news

### April - Credit Conference - photo review

- The Southeastern School of Banking<sup>SM</sup> preview

### May - Annual Meeting Issue

- Overview of all TBA Annual Meeting activities
- Associate Member Directory - special insert

### June - The Southeastern School of Consumer Credit<sup>SM</sup> graduates

- Strategic Technology Conference - photo review

### July - Young Bankers Division Leadership Convention wrap-up

- Personal Economics Program award winners
- Government Relations Committee DC Trip wrap-up
- Community Bank Directors Conference

### August - TBA Annual Meeting recap

- Interview with TBA's new chairman
- Get Smart about Credit Day for Teens and Young Adults

### September - TBA Independent Bankers Division Convention Preview

- Bank Security & Risk Management
- Trust & Wealth Management Conference

### October - TBA Independent Bankers Division Convention

### November - Special Insert TBA Officers, Directors, & Committees

### December - Independent Bankers Division Convention Report

- Trust Committee Officers
- BankPac - Year-end Report

## MEDIA KIT

Who do you want to reach?

Editorial Calendar

Space Rates for Color & B&W

Ad Sizes

Special Positions

Makeup

Payment

Closing Dates / Deadlines

Cancellations

Sample Advertising Contract

