



TENNESSEE BANKERS
ASSOCIATION *Service Since 1890*

BANKERS DIRECTORY

2009 SPRING EDITION

Advertising Request Form

Communicate your company's products and services to the bankers of Tennessee

This business-to-business referral directory provides detailed information on all Tennessee banks, thrifts, and trust companies, including address, telephone and fax numbers, primary officers, call report data, and more. The directory also includes listing of state and federal regulatory agencies, state and federal legislative delegations, association officers, committees, staff, and associate members.

Ad Specifications: Twelve spaces are available - inside front cover, inside back cover, or each side of five divider tabs. We require 4-color for the cover ads. Electronic files required. We prefer high resolution PDF – minimum 300 resolution and 150-line screen – or EPS files. All 4-color ads must be supplied in CMYK format. Additional charges apply if TBA must make alterations.

Check Ad Type:

We will make every effort to honor special requests for specific tab and cover positions, but these are on a first-come, first-served basis. If your choice is already committed to another advertiser, we will discuss placement with you at that point.

- Tab/divider page B&W (3 x 8 in.) \$600
 - TBA tab
 - Major Banking Assoc/Reg Agencies tab
 - Government/County Clerks & Map tab
 - Endorsed Products/Associate Members tab
 - Financial Institutions tab

- Front Inside Cover CMYK (Trim Size: 4.75 x 8.75 in.) ... \$1,800
- Back Inside Cover CMYK (Trim Size: 4.75 x 8.75 in.)... \$1,800

The bleed size for both front and back inside covers is 5 x 9 in. Also, when placing live matter, allow 1/2 inch from the trim size on the right side of the ad for the spiral binding and 1/2 inch from the trim size on the left top and bottom for the rounded off corners.

TOTAL ENCLOSED \$ _____

Method of payment VISA MasterCard Check

CK# _____ (Make checks payable to Tennessee Bankers Association)

Card # _____ Exp Date _____

Name as appears on card (please print) _____

Card billing address _____

City _____ State _____ Zip _____

Signature of cardholder _____

Payment & Deadline: Payment and ad materials must be received by **February 20, 2009**. Copy will be printed exactly as submitted.

Participation in TBA programs is limited to members, associate members, and nonmembers from an eligible membership category.

Company Name _____

Contact Name _____ E-mail _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Please return form, ad, and payment by **February 20, 2009**, to:



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Tennessee Bankers Association

Attn: Dianne Martin - dymartin@TNBankers.org
211 Athens Way, Ste 100, Nashville, TN 37228-1381
Fax: 615-324-1983

Fax for credit card payment only