

The

Kansas Banker



Advertisement Opportunity!

Business-to-Business Marketing that Moves Products and Services

The Kansas Banker is the premier professional trade journal for bankers and other related professionals in Kansas.

As the industry's official trade journal for the Kansas Bankers Association, *The Kansas Banker* reflects the industry's highest standards and reinforces the organization's sterling professional image.

Cutting-edge editorial content

The Kansas Banker offers clear, sophisticated, and up-to-date information about strategies, methods and techniques that readers can apply immediately in their own organizations. With articles written by the financial services' most authoritative practitioners and consultants in the field, *The Kansas Banker* covers a broad range of subjects, including the following:

- Growth Management
- Marketing and Branding
- Compliance and Regulatory Issues
- Adding Value and Relevancy to Client Services
- Organizational Performance and Operations Planning
- Finance Management
- Tax Considerations
- Legislative and Legal Updates
- Conventions and Educational Seminars Notices
- Technology
- Communication Concerns
- Leadership
- Risk Concerns and Assessments
- Cash-Flow and Investment-Portfolio Management
- BOLI, GLBA and Sarbarnes-Oxley Compliance

Readers want competitive advantage

The Kansas Banker serves the membership and prospective membership of the Kansas Bankers Association. *The Kansas Banker* is published eight times per year with a circulation of more than 800 each issue.

The Kansas Banker readers are among the most successful banking professionals within the state of Kansas. They strive to continuously learn new laws and regulations, methodologies, software, training opportunities, academic research, office technology and other resources that can help them improve their performance and increase membership for the association by providing relevant and professional leadership and compete in the marketplace.

Our readers represent businesses of all sizes in the banking industry. This is your opportunity to reach the niche market the association provides. Our research shows that the magazine is read cover-to-cover and stored in our members' libraries for future reference.

Issue	Guest Editorial and Ad Deadline	Mail Date	Editorial Theme
Jan/Feb 2012	Jan 16, 2012	Feb 7, 2012	BLOK Class, Tri-State Preview, KBA 125th Anniversary
March 2012	Feb 17, 2012	Mar 13, 2012	Tech, BLOK I, Public Affairs - ReCaps
April/May 2012	Apr 16, 2012	May 8, 2012	AG, Lending, Tri-State, BLOK II, YBOK - ReCaps
Jun 2012	May 18, 2012	Jun 12, 2012	Scholarships, YBOK Spring, H&P Golf, MOKAN
July 2012	Jun 15, 2012	Jul 10, 2012	Fed Affairs, BLOK III, CEO Preview
Aug/Sep 2012	Aug 17, 2012	Sep 11, 2012	Chairman Feature, New Board Members, CEO ReCap
Oct/Nov 2012	Oct 15, 2012	Nov 6, 2012	YBOK Fall, BLOK IV, Maag Shamble, Grad Schools, Tech
Dec 2012	Nov 16, 2012	Dec 12, 2012	Investment Conf ReCap, Scholarship Promo, Legislative

2012 Advertising Rates - Full Color

SIZE	1X	FULL TERM - 8X
Full Page	\$1,350.00	\$5,585.00
½ Page	\$1,200.00	\$4,195.00
¼ Page	\$900.00	\$3,145.00
Inside Covers	\$1,685.00	\$5,825.00
Page 3	\$1,685.00	\$5,925.00
Outside Back Cover	\$1,935.00	\$6,065.00

* All ads are process color

* Ad rates are "net"

* Centerfold space available; call for rates

* Editorial opportunities available to advertisers, editorial guidelines apply

AD Specifications (Width X Height)

Inside Front/Back Cover:	7.5" X 10"
Full Page Ads:	7.5" X 10"
1/2 Page Ads:	7.5" X 5"
1/4 page Ads:	3.75" X 5"
Outside Back Cover:	8" X 8.5"

* for bleed add .125" on all sides

Design Information

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

Ad Design Available. Please Call For Pricing.

COMPANY INFORMATION

Contact Name			
Company Name			
Address	City	State	Zip
Email	Phone	Fax	

ADVERTISING REQUIREMENTS

AD SIZE	Cost PerTerm	# of Insertions	TOTAL COST
FULL PAGE			
1/2 PAGE			
1/4 PAGE			
INSIDE FRONT			
INSIDE BACK COVERS			
BACK COVER			

- We will provide ad.
- We will pay you to design our ad.
- Payment is enclosed. (Please make checks payable to newsLINK).
- Please Invoice me. I will authorize payment in full prior to publication.
- Please bill my credit card.

Credit Card Number: _____

Expiration Date: _____

CVC CODE: (Three Digit code on Back of Card): _____

Cardholder's Signature: _____

Cardholder's Name (Print): _____

Billing Address: _____

PLEASE MAIL, FAX OR EMAIL TO



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3149 So. State Street
Salt Lake City, UT 84115



(fax) 801.742.5803



EMAIL
kris@thenewslinkgroup.com

TERMS & CONDITIONS

- Account balance is due in full prior to publication. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability, and the KBA or publisher reserves the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher, unless the advertiser has specifically paid for a premium position.
- Advertisers assume liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect, and hold harmless the KBA and the Publisher from any claim or action based on the content of an advertisement published.
- Order is non-cancelable.
- Publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run, for any reason, such as publisher's error or inappropriate for the publication ad content. If there is a problem with an ad, such as late distribution, or quality that is the publisher's fault, a make-good will be given.
- Ads that are not paid for prior to publishing are not guaranteed to run.

SIGNATURE & DATE

Signature	Date
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Print more relevant than ever

According to a cross-media study published February 2007 by Simmons Engagement that analyzed the effectiveness of magazines, TV, and the Internet according to six different categories, people who see magazine advertisements are more receptive than they would be when viewing TV or the Internet.

Magazines also have a higher score when it comes to engaging a person's attention and influencing where that person goes on the Internet.

The six categories consisted of the following:

- **INSPIRATIONAL:** Were readers inspired by the material? Did it make them feel emotionally connected?
- **TRUSTWORTHY:** Did readers think they were being told the truth without unnecessary sensationalism?
- **LIFEENHANCING:** Did readers think the material taught them something useful that would help them make better decisions?
- **SOCIAL INTERACTION:** Did readers learn interesting information they wanted to discuss with family or friends?
- **PERSONAL TIMEOUT:** Did readers think the time spent reading or watching was quality, well-spent time?
- **AD ATTENTION/RECEPTIVITY:** Was the advertising both relevant and interesting to the readers?

Gary Garland, executive director of advertising services for Magazines Can, was unsurprised for several reasons:

- People like to read magazines, in part because they have more control than they do over TV. When people watch TV, each show ends on the hour or

half-hour; with a magazine, those same people can move at whatever speed suits them.

- Effective advertisers have become more oriented toward permission-based media that lets the consumer control the advertising.
- Magazines and the Internet both allow people to read, save, and re-read ads. People are often influenced by magazines when deciding about products.
- Magazines offer a great place to find specialized facts and information. People may pick up the magazine because of a specific article that contains interesting information, but they also browse through the other articles and ads. In fact, magazine ad recall increased 13% between 2005 through 2009.

Other companies (BIGresearch in 2007, Roper Roberts in 2005, and the American Advertising Federation in 2006) have confirmed these results. The Internet does not make print obsolete; instead, the two coexist well together. Marketers consider magazines to be more effective than corporate web sites, online promotions, or Internet-based marketing sites when it comes to encouraging people to surf the Internet. In particular, the report published by BIGresearch, entitled "A Simultaneous Media Survey (SIMM 9)," found that magazines

outperformed TV by 10% and face-to-face communication by 33%. In part, this is because adults between the ages of 18 and 34 are avid magazine readers, reading more than people who are older than they are. Magazines present an opportunity for content providers who connect the magazine to the Internet:

- Statistics gathered between 1999 and 2005 show that when you calculate the average annual compound rate, magazines grew 7.4%. All other media (TV, radio, newspapers, and anything out of the home, such as movies) only grew 3.7%.
- More current research by MRI from the fall of 2009 puts the increase in magazine readership at 4.3% over the last five years. Some of this is because of 12-year-old Google; since Google, magazine readership has increased 11%.

In other words, magazines are more relevant than ever. They are getting stronger as content providers, can form mutually beneficial relationships with the Internet, and are increasingly effective places for advertisements.

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