

Advertising Rates & Specs

* **Note:** CBAO associate member pricing is listed first followed by non-member pricing - CBAO member pricing/non-member pricing

CBAO Newsletter: *Community Banking Connected*

Community Banking Connected is CBAO's newly refreshed, weekly electronic newsletter. It includes association news and events, community banking news, marketing and products/services articles related to community banking, educational opportunities, legislative and regulatory news, and other timely news and information about the community banking industry.

- Acceptable formats: GIF, JPG, PNG (72ppi resolution)
- Ads will link directly to your home page or a destination of your choice

Rates:

	Small Ad	Large Ad
1 Month	\$160 / \$200	\$280 / \$350
3 Months	\$400 / \$500	\$720 / \$900
6 Months	\$720 / \$900	\$1200 / \$1500
12 Months	\$1280 / \$1600	\$1920 / \$2400

CBAO Web Site

CBAO.com features current industry news, information about CBAO's products and services, upcoming education opportunities, and other community banking events. Ad space is available on a monthly basis, and all ads will link to your home page or a link of your choice.

- Acceptable formats: GIF, JPG, PNG (72ppi resolution)
- All colors saved in RGB for web.
- File size should not exceed 30KB.
- Dimensions : width= 360px; height= 200-360px
- Rates

1 Month	\$160 / \$200
3 Months	\$400 / \$500
6 Months	\$720 / \$900
12 Months	\$1280 / \$1600

The Ohio Community Banker

Published quarterly, *The Ohio Community Banker* provides coverage of industry trends and developments, new and proposed legislation, regulatory issues, Ohio banking news, community bank management situations and solutions, and association events and updates. Each issue sees a combined average of 1,000 digital and print impressions, and reaches CEO's and directors of CBAO financial member institutions, attorneys and accountants, state and federal representatives and senators, officers of regulatory agencies, CBAO associate member companies, and other independent bankers' associations nationwide.

The Ohio Community Banker is offered in both digital and print versions - ads will be included in both. Ads in digital edition will link directly to the destination of your choice.

Artwork Requirements

- Artwork must be submitted as a high resolution, print ready Adobe PDF set at 300 dpi or higher
- Be sure to include a 0.25" bleed for full page bleed ads
- Magazine trim is 8.5 x 11", keep live matter .25" from trim size on all four sides

Publishing Schedule and Deadlines

The Ohio Community Banker is published in four times each calendar year. Please refer to the [CBAO Editorial Calendar](#) for release dates, submissions deadlines and recommended topics.

Layout Options and Specifications (in inches)

Advertising Rates

	1x	2x	4x
Full Page	\$750 / \$940	\$665 / \$820	\$600 / \$750
Junior Spread	\$750 / \$940	\$665 / \$820	\$600 / \$750
2/3 Page	\$600 / \$750	\$540 / \$675	\$480 / \$600
Bookends	\$600 / \$750	\$540 / \$675	\$480 / \$600
1/2 Page	\$480 / \$600	\$430 / \$540	\$380 / \$475
1/3 Page	\$400 / \$500	\$360 / \$450	\$320 / \$400
1/4 Page	\$320 / \$400	\$288 / \$360	\$255 / \$320

