

## Mechanical Requirements

### Digital Ad Materials

**Provide 1/8" bleed for full-page bleed ads.**  
**Keep live matter 1/2" from trim.**

### Acceptable Platform/Software

Print-ready, high-resolution PDF files are preferred. Adobe Illustrator EPS files or EPS files exported from a page-layout application also are acceptable. All fonts and graphics must be outlined or embedded. Flattened files from Photoshop or other image-editing software are also accepted. These files should be 300 dpi and saved in TIFF or EPS format as CMYK (not RGB or Lab color). B&W files should be saved as Grayscale, not RGB. Line art should be saved as 1200 dpi Bitmap TIFF.

### Ad Proof

Proofs are requested. **If we do not have a proof to match against, we cannot guarantee content or color accuracy.**

### Change of Copy

When change of copy is not received by the publisher by the material due date for a scheduled insertion, copy and/or material from a previous issue will run.

### Material Submission

Send all artwork, disks, CD- or DVD-ROMs, color proofs and other ad materials to:

#### Meghan Patke

Ad Sales Coordinator  
mpatke@banknews.com  
800-336-1120, Ext. 7067

## Editorial Contact

#### Erin Clark

erinc@ibanys.net  
CommuNitY

Independent Bankers Association of New York State  
One Commerce Plaza, Ste. 704  
Albany, NY 12210  
Phone: 518-436-4646  
www.ibanys.net

## Advertising Contacts

#### Scott Englert

Director of Sales  
senglert@banknews.com  
913-261-7057

#### Jennifer Miller

Advertising Account Executive  
jmillier@banknews.com  
913-261-7055

#### Meghan Patke

Ad Sales Coordinator  
mpatke@banknews.com  
913-261-7067



5125 Roe Blvd., Ste. 200  
Shawnee Mission, KS 66205-2391

P.O. Box 29156  
Shawnee Mission, KS 66201-9156

Phone: 800-336-1120  
913-261-7000  
Fax: 913-261-7010

BankNewsMediaSolutions.com

## 2012-13 MEDIA PLANNER

CommuNitY  
OFFICIAL PUBLICATION OF IBANYS



..... BankNewsMediaSolutions.com

*CommunitY*, the official publication of the Independent Bankers Association of New York State, serves one of the nation's strongest banking markets, with more than 180 banks and thrifts located in 5,500 offices.

The Independent Bankers Association of New York State represents the interest of independent community banks. These banks — representing more than 90 percent of the state's commercial banks — have locally based ownership, making them closer to the economic pulse of New York's cities, towns and villages.

Each issue of *CommunitY*, published bimonthly, provides the latest association news, updates on legislative and regulatory actions affecting the state's banking community, and special reports and features on topics essential to bank executives, from compliance and business development, to operations and technology.

*CommunitY* reaches financial executives with decision-making authority for banking products — presidents and CEOs; senior corporate officers; vice presidents; department managers and directors; and technical titles.

*CommunitY* — reaching every community bank in New York state — is the most cost-effective publication for companies targeting the decision-makers at these financial institutions.

Ad Sizes	Dimensions in Inches			4-Color Rates/Frequency		
	Width		Depth	1×	3×	6×
<b>Full page</b>	7	×	10	\$1,210	\$1,090	\$970
<b>2/3 vertical</b>	4-1/2	×	10	\$1,090	\$981	\$870
<b>1/2 vertical</b>	4-1/2	×	7-1/2	\$900	\$810	\$720
<b>1/2 horizontal</b>	7	×	5	\$900	\$810	\$720
<b>1/3 square</b>	4-1/2	×	5	\$725	\$650	\$580
<b>1/3 vertical</b>	2-1/8	×	10	\$725	\$650	\$580
<b>1/4 square</b>	4-1/2	×	3-3/4	\$485	\$440	\$390
<b>1/4 horizontal</b>	7	×	2-1/8	\$485	\$440	\$390
<b>1/6 vertical</b>	2-1/8	×	5	\$365	\$330	\$290
<b>1/6 horizontal</b>	4-1/2	×	2-1/2	\$365	\$330	\$290

**Trim Size:** 8-1/8" × 10-7/8"

**Bleed Size:** 8-3/8" × 11-1/8"

### Discounts

- Advertising agency: 15 percent of gross advertising rate.
- 10 percent discount to all associate members of the IBANYS in good standing.
- Frequency discounts cover number of insertions within 12 months of contract date.

### Ad Sizes

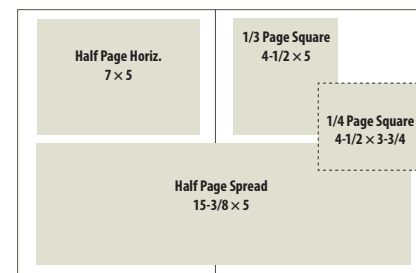
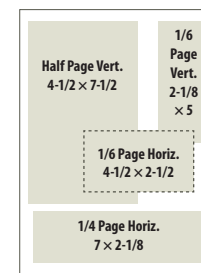
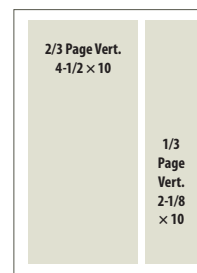
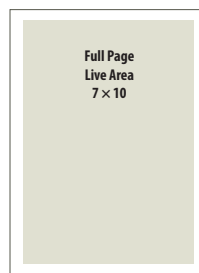
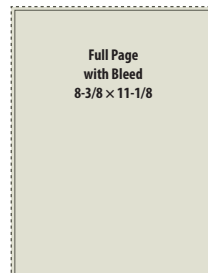
**Distribution:** 1,230

**Total Readership:** 5,000+

**Frequency:** Bi-monthly

**Ad closing date:** 21st of the month preceding issue date.

**Ad material deadline:** 28th of the month preceding issue date.



1/3 Page Square  
4-1/2 × 5

1/4 Page Square  
4-1/2 × 3-3/4

Half Page Spread  
15-3/8 × 5

Half Page Vert.  
4-1/2 × 7-1/2

1/6 Page Horiz.  
4-1/2 × 2-1/2

1/4 Page Horiz.  
7 × 2-1/8