



MOBILE  
APP

South Carolina Bankers Association

# ADVERTISING

# INSERTION

# ORDER

 South Carolina  
Bankers Association



South Carolina  
Bankers Association

# PALMETTO BANKER ADVERTISING

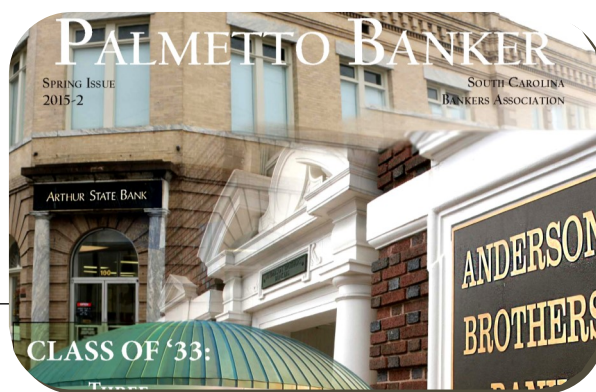
Palmetto Banker is the official publication of the South Carolina Bankers Association (SCBA). Published quarterly, the Palmetto Banker reaches in excess of 5,800 readers. The publication is mailed to member banks, associate members, state legislators and more. The SCBA is the only financial trade association in the state to represent financial institutions of ALL asset sizes.

Full page	3/4 page	1/2 page	1/2 page spread		1/3 page	1/4 page
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\* illustration not scaled to size or exact placement

## BLACK & WHITE ADVERTISING RATES & DIMENSIONS MEMBER RATE NON-MEM. RATE

Full page - 8.5" w x 11" h	\$700	\$1000
3/4 page - 8.5" w x 8.25" h	\$600	\$900
Half page - 7.5" w x 4.75" h	\$540	\$840
Half page spread 16.25" w x 4.75" h	\$1000	\$1300
1/3 page 2.125" w x 10" h or 4.86" w x 4.55" h	\$425	\$725
Quarter page 3.75" w x 4.75" h or 7.5" w x 2.125" h	\$315	\$615



## SPECIAL PLACEMENT

<b>Inside Front Cover:</b> Full Page, Color—8.5" w x 11" h	\$1800	\$2250
<b>Inside Back Cover:</b> Full Page, Color—8.5" w x 11" h	\$1800	\$2250
<b>Back Cover:</b> 3/4 page, Color—8.5" w x 8.25" h	\$1560	\$2010

## Stand Out With COLOR

Shine above the others by adding color!

Additional costs as seen below:

+ 1 color: add \$100	+ 3 colors: add \$650
+ 2 colors: add \$550	+ 4 colors: add \$750

## Palmetto Banker Ad Rate Calculation:

Placement (B&W).....	\$ _____
Optional: Additional Color.....	\$ _____
<b>Total:</b>	<b>\$ _____</b>

## Rate Change

All advertisement copy and illustrations are subject to the approval of the editor. Publisher reserves the right to revise rates at any time. Rates reflected on this rate sheet were last updated in 2015.

## Cancellations

Full refund will be made on orders cancelled prior to space reservation deadline. No refunds will be made on cancellations following space reservation date.

SEASON/ISSUE # LINE	* PRINT DATE	* MATERIAL DEAD- LINE
Winter [1stQ]	January	Early January
Spring [2ndQ]	April	Early April
Summer [3rdQ]	July	Early July
Fall [4th Q]	October	Early October



Please note that these dates are somewhat flexible and are \*subject to change!

Space is limited; ads will be placed on a first-come, first-served basis. Should the 4th fall on a weekend, please submit by the prior business day. \*Dates are subject to change. Contact Caroline for possible deadline

## Advertising Specifications

Full bleeds are allowed on full page and back cover ads only (trim size 8.5" x 11" - add .125" for bleed). Acceptable graphic formats: high resolution PDF (NOT flattened). Line screen is 150. Other acceptable formats include: TIFF and EPS (CMYK or grayscale at 300 dpi). Please provide a final laser to match print. (Printing is via a Mac/Scitex system using post scripted files generated primarily from Quark XPress. Final work is processed at a resolution of 300 dpi and a frequency of 400 lpi.)

## Submission

Electronic submission of advertisements is preferred in the form of a FTP link. Please be sure all font compatibility problems are resolved before sending files. Ad may be supplied via CD and mailed to the address on page 1. Printing Process: sheet feed offset | Paper: 80 lb. gloss enamel

# WEBSITE ADVERTISING

The South Carolina Bankers Association's website, [scbankers.org](http://scbankers.org), averages 5,500 unique visitors per month and more than 150,000 page views per month.

## Rules & Restrictions

Ad copy (no flash or animation) should be submitted in JPG or GIF format to Caroline Sheorn at [csheorn@scbankers.org](mailto:csheorn@scbankers.org). Please include the URL you would like the ad to link to. For more details, contact Caroline Sheorn at [csheorn@scbankers.org](mailto:csheorn@scbankers.org).

## PLACEMENT, SIZE & PRICE (PER MONTH)

	MEMBER	NON-MEMBER
Home Page Space 1 (278 x 310px)	\$500	\$800
Home Page Space 2 (566 x 120px)	\$450	\$750
Home Page Space 3 (278 x 450px)	\$600	\$900
Home Page Top Banner Ad (486 x 47px)	\$400	\$700
Internal Page Right (278 x 450px)	\$500	\$800
Full Site Top Banner Ad (486 x 47px)	\$1150	\$1450

Pricing is subject to change at any time.



Ongoing ad campaign discounts available!

The layout may change at any time. Placement is negotiable.

# TWO CENTS E-NEWSLETTER ADVERTISING

Our e-newsletter, *Two Cents*, is sent to more than 900 individual bank and associate members.

## TWO CENTS E-NEWSLETTER ADVERTISING

- ⇒ Single Issue:
- ⇒ Three Issue Package:

## RATES

- \$200
- \$450

## Size & Format

The ad must be 450 x 120px and in JPG or PNG format. (PNG is recommended)

## Restrictions

*Two Cents* advertising opportunities are for MEMBERS ONLY! Your ad will not be included in the special issues specified for SCBA updates. Limit: One advertorial per issue. First come, first served. Contact Caroline Sheorn for scheduling questions, [csheorn@scbankers.org](mailto:csheorn@scbankers.org).

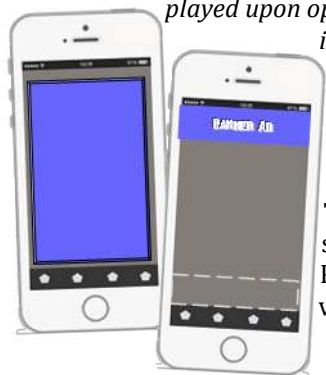
# MOBILE APP ADVERTISING

There's an app for that! Mobile apps are the newest addition to our advertising opportunities.

## Advertising Specs

**Splash/Welcome Screen Ad:** The splash/welcome screen is displayed upon opening the app or while application is loading. To fit different screen sizes and aspect ratios this image should be designed with idea that it can be cropped from the sides. This ad will not hyperlink at this time.

The recommended format for the splash/welcome screen is **.PNG**. Please send formats to fit each device (Apple & Android)



**Banner Ad:** The banner ads will be displayed throughout the app at the top and/or bottom of the screen. This ad will hyperlink to the URL provided by the advertiser. \*There are four (4) banner advertising spots available per mobile app.

The recommended format for your banner is **.PNG**;

The recommended resolutions for all devices are: 320x50, 640x100, 480x75, 540x85, **720x112**. If your banner ad does not meet these specifications, you risk your ad automatically being compress to fit standard aspect ratio.

Please contact Caroline Sheorn, [csheorn@scbankers.org](mailto:csheorn@scbankers.org), with questions.

## RECOMMENDED RESOLUTIONS:

### For Apple Devices (.PNG):

- 320x480px
- 640x960px (for retina display)
- 640x1136px (for retina 4" display)

### For Android Devices (.PNG):

- 320x480 px to 1080x1920 px

## ADVERTISEMENT OPTIONS

## PRICE

Splash/Welcome Screen Advertisement:

contact us for pricing

Banner Advertisement: (4 avail/app\*)

contact us for pricing

Contact Caroline Sheorn ([csheorn@scbankers.org](mailto:csheorn@scbankers.org)) for pricing and to discuss the apps available for advertising.

# SCBA ADVERTISING INSERTION ORDER

Send completed insertion order to:

South Carolina Bankers Association

Attn: Caroline Sheorn

PO Box 1483

Columbia, SC 29202

Email: [csheorn@scbankers.org](mailto:csheorn@scbankers.org)

Fax: (803) 779.0890

Advertisements should be sent electronically to Caroline Sheorn at [csheorn@scbankers.org](mailto:csheorn@scbankers.org).

DATE: \_\_\_\_\_

## ADVERTISER INFORMATION

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Agency Name \_\_\_\_\_

Agency Contact \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email (required) \_\_\_\_\_

**X** \_\_\_\_\_  
Signature (you accept responsibility for this insertion schedule)

### Special Instructions:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## PAYMENT

Please e-mail invoice to: \_\_\_\_\_

*\*if different than above, please provide information for the billing contact.*

Payment by check. Make checks payable to the SCBA.

Payment by Credit Card below:

Visa  MasterCard  American Express  Discover

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Card Billing Zip Code: \_\_\_\_\_

### Payment Notes

Billing for advertisements occurs within a week after the magazine issue is mailed. Insertion orders and ad materials are due by the production deadlines listed on page 2.

## ADVERTISING SELECTION

### PALMETTO BANKER ADVERTISING

**Publishing Ad** (please include year as this IO can run into a new year)

Winter [1st Q] \_\_\_\_\_  Spring [2nd Q] \_\_\_\_\_  
 Summer [3rd Q] \_\_\_\_\_  Fall [4th Q] \_\_\_\_\_

### Ad Size

Full page  3/4 page  1/2 page  
 1/2 page spread  1/3 page  1/4 page

### Ad Colors

B&W only  B&W+1  B&W+2  B&W+3  B&W+4

### Cover Position Request

 (first-come, first-served/issue)

Inside Front  Inside Back  Back Cover

### Palmetto Banker Ad Rate Per Insertion

 (calculated on pg. 2)

Winter (1st Quarter).....\$ \_\_\_\_\_  
 Spring (2nd Quarter).....\$ \_\_\_\_\_  
 Summer (3rd Quarter).....\$ \_\_\_\_\_  
 Fall (4th Quarter).....\$ \_\_\_\_\_

**Palmetto Banker Ad Total**..... \$ \_\_\_\_\_

### ONLINE WWW.SCBANKERS.ORG ADVERTISING

Home Page Space 1.....\$ \_\_\_\_\_

Home Page Space 2.....\$ \_\_\_\_\_

Home Page Space 3.....\$ \_\_\_\_\_

Internal Page Right.....\$ \_\_\_\_\_

Home Page Top Banner Ad.....\$ \_\_\_\_\_

Full Site Top Banner Ad.....\$ \_\_\_\_\_

**Website Ad Total**.....\$ \_\_\_\_\_

### TWO CENTS E-NEWSLETTER ADVERTISING

Single Issue (@ \$200 ea.).....\$ \_\_\_\_\_

Three Issues (@ \$450).....\$ \_\_\_\_\_

**Two Cents Ad Total**.....\$ \_\_\_\_\_

### MOBILE APP ADVERTISING

Mobile Splash/Welcome Screen Ad.....\$ \_\_\_\_\_

Mobile Banner Ad (4avail/app).....\$ \_\_\_\_\_

**App/Event:** \_\_\_\_\_

**Mobile App Ad Total**.....\$ \_\_\_\_\_

**INSERTION ORDER TOTAL**.....\$ \_\_\_\_\_