

FLORIDA BANKING

4-COLOR AD RATES

AD SIZES	1-2X	3-5X	6-11X	12X
FULL PAGE	\$2,870	\$2,765	\$2,295	\$1,720
1/2 VERTICAL/ HORIZONTAL	\$2,190	\$2,130	\$1,750	\$1,315
1/3 SQUARE/ VERTICAL	\$1,895	\$1,850	\$1,520	\$1,140
1/4 SQUARE/ HORIZONTAL	\$1,705	\$1,670	\$1,365	\$1,025

EDITORIAL CALENDAR AND AD DATES

ISSUE	AD CLOSING	MATERIAL DEADLINE	SPECIAL FOCUS
JAN. SPECIAL ISSUE	Dec. 20	Dec. 27	Buyer's Guide
FEB.	Jan. 5	Jan. 12	Correspondent Banking
MARCH	Feb. 2	Feb. 9	Wealth Management
APRIL	March 2	March 9	ID Theft/Security
MAY	April 6	April 13	Pre-Convention Issue
JUNE	May 4	May 11	Annual Convention Issue
JULY	June 8	June 15	Post-Convention Issue
AUG.	July 6	July 13	Products & Services
SEPT.	Aug. 3	Aug. 10	Risk Management
OCT.	Sept. 7	Sept. 14	Mobile Banking
NOV.	Oct. 5	Oct. 12	Advocacy
DEC./JAN 20	Nov. 21	Nov. 28	Looking Ahead

REACH

Circulation of the Magazine: **6,575**

Pass-Along Readership of the Print Magazine: **13,150**



FLORIDA E-INSIGHTS

Florida Banking e-Insights, published twice monthly, also features a blog, www.FBA-eInsights.com, which offers expanded advertising reach.

AD RATES

AD SIZES	1X	6X	12X
LEADERBOARD // 728 X 90	\$1,850	1,650	1,480
VERTICAL BANNER // 120 X 240	\$750	\$675	\$600
HORIZONTAL BANNER // 468 X 60	\$700	\$650	\$500

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