



FLORIDA BANKING

Florida Banking – the magazine of the Florida Bankers Association, the proud voice of Florida banking since 1888. Reaching 4,500 Florida Banker Association-members and industry colleagues.



AD RATES, SPECS & DEADLINES

BONUS VISIBILITY!

A digital version of each issue is shared via FBA Bulletin, on FloridaBanker.com and in social media posts!

AD SIZES	DIMENSIONS (W X H)	1X	6X	11X
INSIDE COVERS	8.375" x 11.125" *	\$2,889	\$2,679	\$2,299
OPPOSITE INSIDE FRONT COVER	8.375" x 11.125" *	\$2,889	\$2,679	\$2,299
TWO PAGE SPREAD	16.5" x 11.125" **	\$3,199	\$3,009	\$2,589
FULL PAGE	8.375" x 11.125" *	\$2,579	\$2,399	\$2,059
1/2 PAGE	7" x 5"	\$1,679	\$1,559	\$1,339
1/4 PAGE	4.5" x 3.75"	\$909	\$839	\$739

* Trim size 8.125" x 10.875" - extend no less than 1/8" beyond trim on all sides. Keep live matter 1/2" inside trim.
 ** Trim size 16.25" x 10.875", Live Area: 15.25" x 9.875" - Keep live matter within 0.5" from trim. Designer Note: Be mindful of the magazine spine.

AD DEADLINE

ISSUE	DATE
DEC. '23 - JAN. '24	NOV 10
FEB.	JAN 10
MAR.	FEB 9
APRIL	MAR 11
MAY	APRIL 12
JUNE	MAY 10
JULY	JUNE 10
AUG.	JULY 10
SEPT.	AUG 9
OCT.	SEPT 10
NOV.	OCT 11
DEC. '24 - JAN. '25	NOV 8

FBA BULLETIN

The FBA Bulletin is a monthly digital communication reaching 3,500 industry professionals. Readers enjoy timely industry news and information. Open rate 30.5%.

DEADLINE: 10TH OF THE MONTH PRIOR

AD SIZES	PIXELS (W X H)	1X	6X	12X
LEADERBOARD (EXCLUSIVE)	728 x 90 px	\$719	\$669	\$579
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