

WANT TO GET INVOLVED?

# SPONSORSHIP & ADVERTISING PLANNING GUIDE

2020-2021

**CONTACT US:**  
[MARKETING@FLORIDABANKERS.COM](mailto:MARKETING@FLORIDABANKERS.COM)

Please look over the list of upcoming events and advertising opportunities and let us know if you are interested in becoming involved.



FLORIDA BANKERS  
ASSOCIATION

## EVENTS WITH SPONSORSHIP & TRADESHOW OPPORTUNITIES

<b>DATE</b>	<b>EVENT</b>	<b>LOCATION</b>	<b>PAGE</b>
9/3/2020	9th Annual CFO Symposium	Naples, FL	5
9/24/2020	62nd Annual Trust & Wealth Management Conference	Ft Lauderdale, FL	6
10/1/2020	35th Annual Florida Bank Directors Forum	Sarasota, FL	7
10/6/2020	16th Annual BSA/AML School	Orlando, FL	8
10/29/2020	8th Annual Women in Leadership Conference	Orlando, FL	9
3/5/2021	Banking Cannabis Seminar	Orlando, FL	10
3/9/2021	FBEF Welcome Reception	Tallahassee, FL	11
4/7/2021	36th Annual Consumer Compliance Seminar	Orlando, FL	12
5/6/2021	10th Annual CFO Symposium	Orlando, FL	13
5/19/2021	9th Annual Women in Leadership Conference	Orlando, FL	14
6/13/2021	133 <sup>rd</sup> Annual Meeting	Palm Beach, FL	15
6/16/2021	FBEF Fun Run/Walk	Palm Beach, FL	17

## OTHER SPONSORSHIP & ADVERTISING OPPORTUNITIES

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# FBA APP SPONSORSHIP PACKAGE


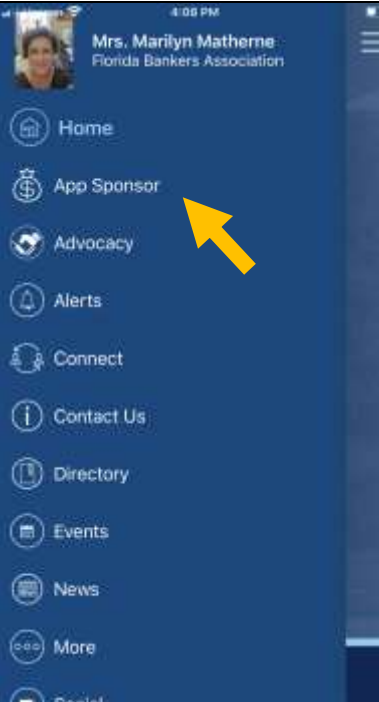
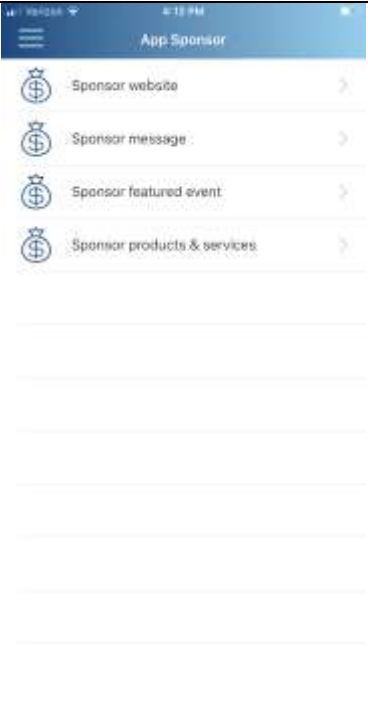
**1 year sponsorship:** \$15,000 (July 1, 2020 – June 30, 2021) – or –

**18 Month sponsorship:** \$20,000 (July 1, 2020 – December 31, 2021)

**Contact:** Marilyn Matherne, mmatherne@floridabankers.com or (850) 701-3513

- Sponsor logo on App Home screen
- Listing on the “Sponsors” page in the main section of the app with link to website
- Complimentary magazine ad in July and August issues of Florida Banking Magazine
- Six push notifications to membership (one each quarter)
- Sponsor logo included in all FBA App marketing:
  - FBA emails promoting the app
  - App informational page on the FBA website
  - Printed materials including flyers, postcards, and pop-up banners that will be displayed at all FBA events
- Sponsor banner on FBA website homepage that links to sponsor website
- FBA Annual Meeting benefits
  - Exclusive Splash Page for the 2021 Annual Meeting event in the app

*\*Please note: some FBA education department events will have event sponsors whose package includes a splash page upon opening that specific event.*

<p>New <b>HOME SCREEN</b> design will feature the sponsor logo on the bottom right. Clicking on the logo will take the user to the <b>APP SPONSOR</b> section.</p>	<p><b>MAIN MENU</b> screen prominently displays the sponsor logo at the top. Clicking on the sponsor logo will take the user to the <b>APP SPONSOR</b> section.</p>	<p><b>APP SPONSOR</b> section with exclusive content for the sponsor including website link, products &amp; services, and much more!</p>
		

## “MESSAGE FROM THE CEO” SPONSORSHIP

Alex Sanchez, the FBA President & CEO, sends out numerous email messages each month that range from announcing important industry news to other timely information such as Covid-19 regulations, leadership calls and upcoming town hall meetings. The monthly sponsor will have a banner at the bottom of the “Message From The CEO” template for the entire month of the sponsorship.

### Sponsorship details:

- Sponsorship fee: \$3,000 / month
- Twelve sponsorships available
- Number of emails sent: approximately 3 per week (12 per month)
- Audience: Each email is sent to approximately 3,500 – 5,500 recipients
- Sponsor banner (with link to sponsor’s website) at the bottom of each email, below is an example of a sponsor banner:

Message from the CEO sponsored by:

**CloudBnq** | We Grow Loan Volumes  
Loan Origination Software

CloudBnq enables all your Business & Consumer lending products

- ✓ Without changing the way you evaluate your lending today
- 🔍 Reducing time and cost across the entire lending experience
- ⚙️ Automating checks and underwriting for faster decision times
- 👤 Scaling your loan staff to allow them to focus on more deals
- 🔒 With enhanced identity verification and credit data for safer decisions
- 💰 Delivering a great borrower experience

1 (800) 297-8876 | sales@cloudbnq.com | cloudbnq.com

## ANNUAL REPORTS

The FBA produces two Annual Reports that provide a comprehensive overview of the most recent fiscal year’s activities including legislative and regulatory matters; education and events. The reports are distributed to the entire FBA membership and will feature the sponsors logo.

### Reports

- FBA Annual Report: \$1,500
- Trust Annual Report: \$500
- Legislative Report: \$1,500

## FBA WEBSITE ([www.FloridaBankers.com](http://www.FloridaBankers.com))

Advertising opportunities are available on the home page for rotating banner ads.

- Rate: \$500/month for a single month or \$1,250 for three month bundle
- Three advertising spaces available per month

## 9<sup>TH</sup> ANNUAL CFO SYMPOSIUM

**Dates:** September 3-4, 2020

**Location:** Ritz-Carlton Golf Resort, Naples, FL

**Audience:** CFOs

**Contact:** Pete Brokaw, pbrokaw@floridabankers.com or (850) 701-3515

### All Sponsorships Include:

- Recognition in the marketing brochure
- Listed on the event website with a hyperlink to their website
- Attendee roster emailed to the company representative
- Listing in the seminar onsite program
- Identification as sponsor on name badge
- Prominent display of company name on display sign next to function
- Verbal recognition from the podium before the function
- Each \$3,500 sponsorship comes with one complimentary registration to the seminar

Thursday / September 3, 2020	
Name Badge Lanyards	\$2,000
Continental Breakfast	\$3,500
Refreshment Breaks (4)	\$2,500 each
Luncheon	\$3,500
Cocktail Reception Drink Tickets	\$3,500
Cocktail Reception Hors d'oeuvres	\$3,500
Friday / September 4, 2020	
Continental Breakfast	\$3,500
Refreshment Break	\$2,500

## 62<sup>ND</sup> ANNUAL TRUST & WEALTH MANAGEMENT CONFERENCE

**Dates:** September 24-25, 2020

**Location:** Ritz-Carlton, Fort Lauderdale

**Audience:** Trust officers, trust department heads, wealth management professionals

**Contact:** Peter J. Brokaw, pbrokaw@floridabankers.com or (850) 701-3515

**All Sponsorships Include:**

- Recognition in the marketing brochure
- Listed on the event website with a hyperlink to their website
- Attendee roster emailed to the company representative
- Listing in the Conference Onsite Program
- Identification as Sponsor on Conference badge
- Prominent display of company name on display sign next to function
- Verbal recognition from the podium before the function
- For \$3,000 or more sponsorship, one complimentary table top exhibit and registration to the conference
- Shared table for literature

<b>Thursday / September 24, 2020</b>	
Name Badge Lanyards	\$1,500
Refreshment Break with the Exhibitors 10:30 a.m. – 11:00 a.m.	\$2,000
Awards Luncheon 12:00 p.m. – 1:30 p.m.	3 co-sponsors at \$1,500 each
Refreshment Break with the Exhibitors 2:45 p.m. – 3:15 p.m.	\$2,000
Cocktail Reception Drink Tickets 5:30 p.m. – 6:30 p.m.	2 co-sponsors at \$2,000 each
Cocktail Reception Hors d'oeuvres Stations 5:30 p.m. – 6:30 p.m.	4 sponsors at \$1,500 each
<b>Friday / September 25, 2020</b>	
Full Buffet Breakfast 8:00 a.m. – 9:00 a.m.	3 co-sponsors at \$1,500 each
Refreshment Break with the Exhibitors 10:00 a.m. – 10:15 a.m.	\$2,000

## 35<sup>TH</sup> ANNUAL FLORIDA BANK DIRECTORS FORUM

**Dates:** October 1-2, 2020

**Location:** Ritz-Carlton, Sarasota, FL

**Audience:** Bank Directors, CEOs, Presidents

**Contact:** Peter J. Brokaw, pbrokaw@floridabankers.com or (850) 701-3515

### All Sponsorships Include:

- Recognition in the marketing brochure
- Listed on the event website with a hyperlink to their website
- Attendee roster emailed to the company representative
- Listing in the seminar onsite program
- Identification as sponsor on name badge
- Prominent display of company name on display sign next to function
- Verbal recognition from the podium before the function
- Each \$3,500 sponsorship comes with one complimentary registration to the forum

Thursday / October 1	
Name Badge Lanyards	\$1,500
Meeting Room WiFi	\$2,500
Continental Breakfast	\$3,500
Morning Refreshment Break	\$2,500
Luncheon	\$3,500
Afternoon Refreshment Break	\$2,500
Cocktail Reception Drink Tickets	\$3,500
Cocktail Reception Hors d'oeuvres	\$3,500
Friday / October 2	
Continental Breakfast	\$3,500
Morning Refreshment Break	\$2,500

## 16<sup>TH</sup> ANNUAL BSA/AML SCHOOL

**Dates:** October 6-9, 2020

**Location:** The Florida Hotel, Orlando

**Audience:** BSA/AML specialists, compliance & operations officers, and bank security risk managers

**Contact:** Peter J. Brokaw, pbrokaw@floridabankers.com or (850) 701-3515

### All Sponsorships Include:

- Recognition in the marketing brochure
- Listed on the event website with a hyperlink to their website
- Attendee roster emailed to the company representative
- Listing in the seminar onsite program
- Identification as sponsor on name badge
- Prominent display of company name on display sign next to function
- Verbal recognition from the podium before the function
- For \$3,000 sponsorship, one complimentary table top exhibitor registration to the school

<b>Wednesday / October 7, 2020</b>	
Name Badge Lanyards	\$3,000
Continental Breakfast	\$3,000
Morning Refreshment Break	\$2,000
Luncheon	\$3,000
Afternoon Refreshment Break	\$2,000
<b>Thursday / October 8, 2020</b>	
Continental Breakfast	\$3,000
Morning Refreshment Break	\$2,000
Luncheon	\$3,000
Afternoon Refreshment Break	\$2,000
<b>Friday / October 6, 2020</b>	
Continental Breakfast	\$3,000
Morning Refreshment Break	\$2,000



## 8<sup>TH</sup> ANNUAL WOMEN IN LEADERSHIP CONFERENCE

**Dates:** October 29-30, 2020

**Location:** Rosen Shingle Creek, Orlando

**Audience:** Women in banking

**Contact:** Pete Brokaw, pbrokaw@floridabankers.com or (850) 701-3515

### \$7,500+ Platinum Sponsor

- 4 complimentary registrations
- Company profile in onsite program
- Marketing materials distributed to attendees
- Verbal recognition from the podium
- Full page ad placed on the inside front cover or first pages of the marketing brochure and in the on-site attendee manual

### \$5,000 - \$7,499 Gold Sponsor

- 2 complimentary registrations
- Company profile in onsite program
- Marketing materials distributed to attendees
- Verbal recognition from the podium
- Full page ad placed on the inside or outside rear cover of the marketing brochure and in the on-site attendee manual

### \$2,500 - \$4,999 Silver Sponsor

- 1 complimentary registration
- Company name listed in onsite program
- Signage at event
- Verbal recognition from the podium

### \$1,000 - \$2,499 Bronze Sponsor

- Company name listed in onsite program
- Signage at event
- Verbal Recognition from the podium

Thursday / October 29, 2020	
Name Badge Lanyards	\$2,000 (Bronze Level)
Throwable Microphone	\$2,000 (Bronze Level)
AV Expense (with company logo shown throughout event)	\$3,500 (Silver Level)
Opening Keynote Speaker Intro (with verbal company promo)	\$3,500 (Silver Level)
Thursday Luncheon	\$3,000 (Silver Level)
Afternoon Refreshment Break	\$2,500 (Silver Level)
Cocktail Reception Drink Tickets	\$3,500 (Silver Level)
Cocktail Reception Hors D'oeuvres	\$3,000 (Silver Level)
Friday / October 30, 2020	
Continental Breakfast	\$3,500 (Silver Level)
Morning Refreshment Break	\$2,500 (Silver Level)
Closing Keynote Speaker Intro (with verbal company promo)	\$3,500 (Silver Level)

## CANNABIS, HEMP & ANCILLARY BUSINESS BANKING SEMINAR

**Dates:** March 5, 2021

**Location:** Rosen Shingle Creek, Orlando

**Audience:** This program is targeted to all who manage compliance, strategic, reputational, liquidity, operational, or credit risks in banking including: CEOs, Board Directors, legal counsel, lenders, COOs, CFOs, compliance officers, risk officers, and others. The program also is relevant to bank consultants, accountants, advisors, and bank vendors.

**Contact:** Pete Brokaw, pbrokaw@floridabankers.com or (850) 701-3515

### All Sponsorships Include:

- Recognition in the marketing brochure
- Listed on the event website with a hyperlink to their website
- Attendee roster emailed to the company representative
- Listing in the seminar onsite program
- Identification as sponsor on name badge
- Prominent display of company name on display sign next to function
- Verbal recognition from the podium before the function
- For \$3,000 sponsorship, one complimentary registration and one 6'x30" exhibitor table

Friday, March 5, 2021	
Name Badge Lanyards	\$2,000
Continental Breakfast	\$3,000
Morning Refreshment Break	\$2,000
Luncheon	\$3,000
Afternoon Refreshment Break	\$2,000

## 2021 FBEF WELCOME RECEPTION

**Date:** March 9, 2021

**Location:** Over/Under (formerly known as The Wine Loft), Tallahassee

**Contact:** Letty Newton, lnewton@floridabankers.com or (850) 701-3522

All proceeds from the Welcome Reception will benefit the Florida Bankers Educational Foundation (FBEF). The FBEF is a non-profit Florida corporation organized in 1956 which provides financial aid to bankers seeking to advance their careers through education.

### FBEF Welcome Reception Sponsorship Opportunities:

<b>Wine Sponsor</b> Includes two registrations for company representatives	<b>\$750</b>
<b>Cheese/Hors d'Oeuvres Sponsor</b> Includes two registrations for company representatives	<b>\$750</b>
<b>Dessert Sponsor</b> Includes one registration for a company representative	<b>\$500</b>
<b>Napkin Sponsor</b> Includes one registration for a company representative	<b>\$500</b>
<b>Friend of the Foundation</b>	<b>\$250</b> <i>Ten sponsorships available</i>

## 36<sup>TH</sup> ANNUAL CONSUMER COMPLIANCE SEMINAR

**Dates:** April 7-9, 2021

**Location:** The Florida Hotel and Conference Center, Orlando

**Audience:** All compliance and regulatory risk officers, compliance support staff, examination liaison personnel, legal, audit/review managers and staff, operations specialists, those involved with lending and deposit-related compliance functions, BSA/AML specialists, fraud investigators and security specialists, and any members of the Compliance Committee.

**Contact:** Pete Brokaw, pbrokaw@floridabankers.com or (850) 701-3515

### All Sponsorships Include:

- Recognition in the marketing brochure
- Listed on the event website with a hyperlink to their website
- Attendee roster emailed to the company representative
- Listing in the seminar onsite program
- Identification as sponsor on name badge
- Prominent display of company name on display sign next to function
- Verbal recognition from the podium before the function
- For \$3,000 or more sponsorship, one complimentary registration to the seminar

<b>Wednesday / April 7, 2021</b>	
Name Badge Lanyards	\$2,000
Throwable Microphone (with company logo)	\$2,000
Meeting Room WiFi	\$2,500
Continental Breakfast	\$3,000
Refreshment Breaks (3)	\$2,000 each
Luncheon	\$3,500
Cocktail Reception Hors d'oeuvres	\$3,000
<b>Thursday / April 8, 2021</b>	
Continental Breakfast	\$3,000
Refreshment Breaks (3)	\$2,000 each
Luncheon	\$3,500
Cocktail Reception Hors d'oeuvres	\$3,000
<b>Friday / April 9, 2021</b>	
Continental Breakfast	\$3,000
Refreshment Break	\$2,000

## 10<sup>TH</sup> ANNUAL CFO SYMPOSIUM

**Dates:** May 6-7, 2021

**Location:** Rosen Shingle Creek, Orlando, FL

**Audience:** CFOs

**Contact:** Pete Brokaw, pbrokaw@floridabankers.com or (850) 701-3515

### All Sponsorships Include:

- Recognition in the marketing brochure
- Listed on the event website with a hyperlink to their website
- Attendee roster emailed to the company representative
- Listing in the seminar onsite program
- Identification as sponsor on name badge
- Prominent display of company name on display sign next to function
- Verbal recognition from the podium before the function
- Each \$3,500 sponsorship comes with one complimentary registration to the seminar

Thursday / May 6, 2021	
Name Badge Lanyards	\$2,000
Continental Breakfast	\$3,500
Refreshment Breaks (4)	\$2,500 each
Luncheon	\$3,500
Cocktail Reception Drink Tickets	\$3,500
Cocktail Reception Hors d'oeuvres	\$3,500
Friday / May 7, 2021	
Continental Breakfast	\$3,500
Refreshment Break	\$2,500

## 9<sup>TH</sup> ANNUAL WOMEN IN LEADERSHIP CONFERENCE

**Dates:** May 19-20, 2021

**Location:** Rosen Shingle Creek, Orlando

**Audience:** Women in banking

**Contact:** Pete Brokaw, pbrokaw@floridabankers.com or (850) 701-3515

### \$7,500+ Platinum Sponsor

- 4 complimentary registrations
- Company profile in onsite program
- Marketing materials distributed to attendees
- Verbal recognition from the podium
- Full page ad placed on the inside front cover or first pages of the marketing brochure and in the on-site attendee manual

### \$5,000 - \$7,499 Gold Sponsor

- 2 complimentary registrations
- Company profile in onsite program
- Marketing materials distributed to attendees
- Verbal recognition from the podium
- Full page ad placed on the inside or outside rear cover of the marketing brochure and in the on-site attendee manual

### \$2,500 - \$4,999 Silver Sponsor

- 1 complimentary registration
- Company name listed in onsite program
- Signage at event
- Verbal recognition from the podium

### \$1,000 - \$2,499 Bronze Sponsor

- Company name listed in onsite program
- Signage at event
- Verbal Recognition from the podium

Wednesday / May 19, 2021	
Name Badge Lanyards	\$2,000 (Bronze Level)
Throwable Microphone	\$2,000 (Bronze Level)
AV Expense (with company logo shown throughout event)	\$3,500 (Silver Level)
Opening Keynote Speaker Intro (with verbal company promo)	\$3,500 (Silver Level)
Thursday Luncheon	\$3,000 (Silver Level)
Afternoon Refreshment Break	\$2,500 (Silver Level)
Cocktail Reception Drink Tickets	\$3,500 (Silver Level)
Cocktail Reception Hors D'oeuvres	\$3,000 (Silver Level)
Thursday / May 20, 2021	
Continental Breakfast	\$3,500 (Silver Level)
Morning Refreshment Break	\$2,500 (Silver Level)
Closing Keynote Speaker Intro (with verbal company promo)	\$3,500 (Silver Level)

# 133<sup>RD</sup> ANNUAL MEETING

**Dates:** June 13-16, 2021

**Location:** The Breakers, Palm Beach

**Audience:** Bank Presidents, CEOs, Senior Management

**Anticipated Attendance:** 200 Florida Bankers

**Contact:** Marilyn Matherne, mmatherne@floridabankers.com or (850) 701-3513

**All Annual Meeting sponsorship levels receive the following benefits:**

- Your logo will be displayed on the Annual Meeting website at [www.FBAAnnualMeeting.com](http://www.FBAAnnualMeeting.com) on the “Sponsors” page
- Product/Service marketing brochure may be inserted into registration packet envelope
- Listed on the sponsor page in the Conference App
- Signage/appropriate recognition on the item or at the sponsored event
- Registration mailing list in Excel three weeks before the Conference
- Recognition in the pre-conference **Florida Banking Magazine**
- Identification as Sponsor on Conference badge
- If your sponsorship amount reaches the Patron, Bronze, Silver, Gold, Platinum or Diamond level – you will receive the following additional benefits:

ADDITIONAL BENEFIT LEVELS	DIAMOND \$30,000	PLATINUM \$20,000	GOLD \$10,000	SILVER \$7,500	BRONZE \$5,000	PATRON \$3,000
Complimentary event registrations	6	5	4	3	2	1
Complimentary closing dinner tickets	6	5	4	3	2	1
logo displayed on online tradeshow with a hyperlink to your website	✓	✓	✓	✓		

## Sunday, June 13

6:30-9:00pm	* Joint Boards Dinner	\$30,000
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## Monday, June 14

4:00-5:00pm	* Rap with the Regulators (FDIC, OCC, FED, OFR)	\$3,000
5:00-7:00pm	Welcome Reception	
	• Bar 1	\$3,000
	• Bar 2	\$3,000
	• Bar 3	\$3,000
	• Carving Station 1	\$1,500
	• Carving Station 2	\$1,500
7:00pm	* Past President/Chairman’s Dinner	\$5,000

## Tuesday, June 15

7:30-8:45am	Breakfast in the exhibit hall	\$5,000
9:00-10:45am	* General Session I with Opening Keynote Speaker	\$5,000
10:45-11:15am	Refreshment Break	\$1,500

12:15-2:00pm	* Luncheon with Awards and Speaker	\$5,000
2:00-3:00pm	Ice Cream Social	\$3,000
5:00-7:00pm	* BankPac Silent Auction	\$30,000

<b>Wednesday, June 16</b>		
7:00 – 8:00am	FBEF Fun Run/Walk	See page 17
9:00-10:00am	Workshop Room w/Coffee Service (3 available)	\$1,000 each
10:00-10:30am	Break with Coffee & Donuts	\$3,000
10:30am-12:00pm	* General Session II with ABA-ICBA Panel	\$5,000
12:00-1:30pm	* Luncheon with Closing Keynote	\$7,500
6:00-7:30pm	Chairman's Reception	\$5,000
7:30-11:30pm	Closing Dinner Gala	
	• Wine	\$3,000
	• Centerpieces	\$3,000
	• Dinner	\$5,000
	* • Entertainment	\$5,000
	• Dessert	\$3,000

<b>Registration Materials / General Conference</b>		
	Registration Packet envelope	\$3,000
	Pocket Program	\$3,000
	Name badge holder/neck wallet	\$5,000
	Candy Jar	\$1,000
	Room Keys	\$5,000

\*Sponsorship includes the opportunity to say a few words about your company in front of the audience.

<b>Sponsorship Levels</b>						
<b>DIAMOND</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>PATRON</b>	<b>FRIEND</b>
\$30,000	\$20,000	\$10,000	\$7,500	\$5,000	\$3,000	Up to \$2,999



## 2021 FBEP FUN RUN/WALK

**Dates:** June 16, 2021

**Location:** The Breakers, Palm Beach

**Contact:** Letty Newton, lnewton@floridabankers.com or (850) 701-3522

All proceeds from the Fun Run/Walk will benefit the Florida Bankers Educational Foundation (FBEP). The FBEP is a non-profit Florida corporation organized in 1956 to provide financial aid to college students interested in pursuing a career in Florida banking.

<b>Event Headline Sponsor – Two Available</b>	<b>\$2,500 each</b>
<ul style="list-style-type: none"> <li>▪ Includes two participant registrations and t-shirts;</li> <li>▪ Company name/logo on all event marketing;</li> <li>▪ Company name/logo on sponsor signs at event;</li> <li>▪ Company name/logo on Fun Run t-shirt;</li> <li>▪ Acknowledgment in annual meeting program, FBA website &amp; <i>Florida Banking Magazine</i>.</li> </ul>	
<b>Refreshments Sponsor</b>	<b>\$1,500</b>
<ul style="list-style-type: none"> <li>▪ Provides breakfast bars and bottled water for participants;</li> <li>▪ Includes one participant registration and t-shirt;</li> <li>▪ Company name/logo on sponsor signs at event;</li> <li>▪ Acknowledgment in annual meeting program, FBA website &amp; <i>Florida Banking Magazine</i>.</li> </ul>	
<b>Sign Sponsor</b>	<b>\$1,000</b>
<ul style="list-style-type: none"> <li>▪ Provides motivational signs for participants to enjoy as they complete the Fun Run course;</li> <li>▪ Includes one participant registration and t-shirt;</li> <li>▪ Company name/logo on all course signs at event;</li> <li>▪ Company name/logo on all sponsor signs at event;</li> <li>▪ Acknowledgment in annual meeting program, FBA website &amp; <i>Florida Banking Magazine</i>.</li> </ul>	

# FLORIDA BANKING

## EDITORIAL CALENDAR AND AD DATES

### 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

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. 8	Sept. 14	Mobile Banking
NOV.	Oct. 5	Oct. 12	Advocacy
DEC./JAN 21	Nov. 23	Nov. 30	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 monthly, also features a blog, [www.FBA-elnsights.com](http://www.FBA-elnsights.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

**Valerie Fischer**

Advertising Sales Account Executive

[Valerie@NFRcom.com](mailto:Valerie@NFRcom.com)

913-261-7055 direct | 913-522-8114 cell



communications