



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

Distribution: Approximately the 15th of the month of the first month of the issue (i.e. Dec 15 for Dec-Jan issue).

Special issues:
April-May
Annual Legislative Issue
June-July
Bonus Distribution at Annual Convention

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	3X	6X
INSIDE COVERS	8.375" x 11.125" *	\$2,979	\$2,759	\$2,369
OPPOSITE INSIDE FRONT COVER	8.375" x 11.125" *	\$2,979	\$2,759	\$2,369
TWO PAGE SPREAD	16.5" x 11.125" **	\$3,299	\$3,099	\$2,669
FULL PAGE	8.375" x 11.125" *	\$2,659	\$2,469	\$2,129
1/2 PAGE	7" x 5"	\$1,729	\$1,609	\$1,379
1/4 PAGE	4.5" x 3.75"	\$939	\$869	\$769

* 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 - JAN	NOV 8
FEB-MAR	JAN 10
APR-MAY	MAR 10
JUNE-JULY	MAY 9
AUG-SEPT	JULY 10
OCT-NOV	SEPT 10

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 DISTRIBUTED: 15TH OF THE MONTH

AD SIZES	PIXELS (W X H)	1X	6X	12X
LEADERBOARD (EXCLUSIVE)	728 x 90 px	\$749	\$689	\$599
VERTICAL BANNER	120 x 240 px	\$639	\$599	\$519
HORIZONTAL BANNER	468 x 60 px	\$539	\$499	\$429



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