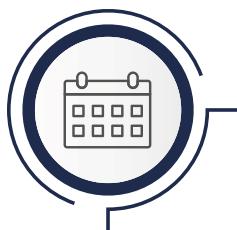


# HOOSIER BANKER MAGAZINE AT A GLANCE



## SCHEDULE

Bimonthly



## PRINT

3,850 subscribers



## DIGITAL

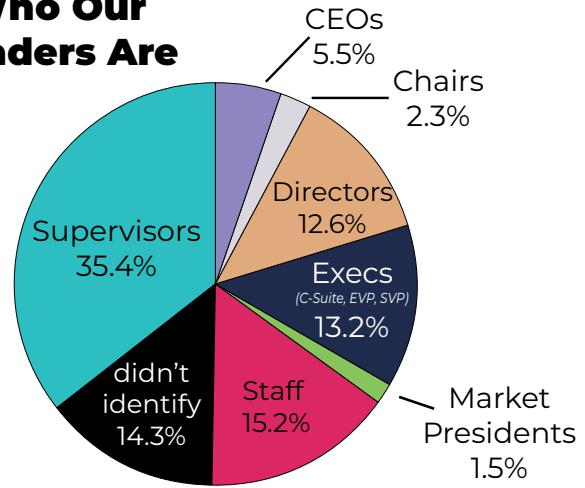
7,300 subscribers



## ELECTED LEADERS

Complementary copies are sent to every elected official at the Statehouse and in Indiana's congressional delegation

## Who Our Readers Are



## AD MECHANICAL REQUIREMENTS

### Acceptable File Formats

Preferred: High-res PDF for press with fonts embedded

Accepted: EPS with fonts converted to paths; hi-res (300dpi or better) TIFF or JPG with fonts converted to outlines

### Acceptable Applications (Mac or PC)

InDesign, Illustrator and Photoshop

\*All graphics and fonts must accompany open files

### Graphics

Photographic and raster images: 300dpi

Line art: 1200dpi

All embedded images must be 300dpi and color images must be CMYK

### Submission Procedures

All files must be submitted digitally to [EHOFFMEYER@INDIANA.BANK](mailto:EHOFFMEYER@INDIANA.BANK)

### Classified Ads

To post job openings, go to [BankTalentHQ.com](http://BankTalentHQ.com)

## AD CREATIVE DEADLINES

2024 ISSUE	SPACE RESERVATION	ARTWORK SUBMISSION	PUBLICATION IN-HAND*
January/February	Nov. 15, 2023	Nov. 22, 2023	Jan. 17, 2024
March/April	Jan. 19, 2024	Jan. 26, 2024	March 20
May/June	March 19	March 26	May 22
July/August	May 17	May 24	July 19
September/October	July 19	July 26	Sept. 18
November/December	Sept. 20	Sept. 27	Nov. 20

\*Digital version available two weeks earlier

# ADVERTISING RATES & SPECS

Hoosier Banker, as the only magazine in Indiana targeted to the banking community, serves as the ideal vehicle for connecting with Indiana bankers. Hoosier Banker advertising rates are competitive and provide enviable opportunities for businesses of any size looking to reach decision-makers at Indiana banks.

All ads are available in color at no additional charge and appear in both the hard copy and digital editions of the publication. HB Digital iterations will link to any listed websites and emails.

*Advertising is reserved exclusively for IBA-member banks and associate members.*

Size	1x	3x	6x
Full Page	\$1,300	\$1,275	\$1,250
Half-Page	\$950	\$925	\$900
Third-Page	\$640	\$615	\$585
Quarter-Page	\$525	\$500	\$475
IFC/IBC	\$1,475	\$1,440	\$1,400
Back Cover	\$1,435	\$1,400	\$1,375
Digital bundle**	add \$200	add \$175	add \$150

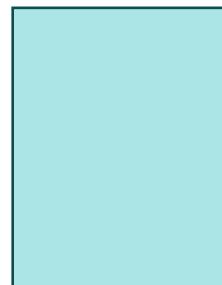
**NOTE:** All advertisement copy and illustrations are subject to the approval of the editor. Publisher reserves the right to revise rates at any time. Rates are effective as of January/February 2024 placements.

\*Allow 1/4" text safe area from all edges on Full Page and Back Cover ads

\*\*Print advertisements will run free of additional charge in the flipbook;

HB Digital banner ads on article pages can be purchased for a discount

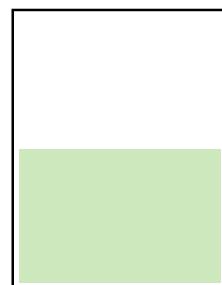
Email [EHoffmeyer@indiana.bank](mailto:EHoffmeyer@indiana.bank) for advertorial and full-spread advertisement opportunities



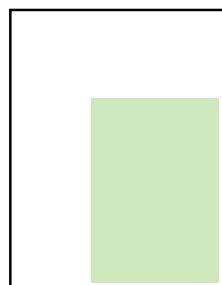
Full Page\*  
8.5" W x 11" H  
+0.125" bleeds on all sides



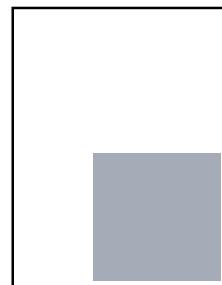
Back Cover\*  
8.5" W x 8.5" H  
+0.125" bleeds on all sides



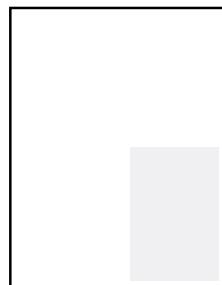
1/2 Horizontal  
7" W x 4.625" H



1/2 Vertical  
4.5" W x 6.75" H



1/3 Square  
4.5" W x 4.5" H



1/4 Vertical  
3.375" W x 4.625" H

## IBA E-News

This weekly digital newsletter provides information about the latest banking legislative news, industry news, IBA events and educational opportunities, reaching more than 6,000 active subscribers.

### TITLE SPONSOR: \$500/ea.

- Name recognition below header
- 600px by 100px ad creative

### SINGLE AD: \$300/ea.

- 600px by 100px ad creative

### DISCOUNTS AVAILABLE

Discounted rates available when purchasing multiple ads. Contact [EHoffmeyer@indiana.bank](mailto:EHoffmeyer@indiana.bank).



### ISSUE SPONSOR BANNER

(desktop & tablet)  
970px x 90px

### SPONSOR BANNER & SKYSCRAPER

(mobile)  
600px x 120px

## HB Digital Advertising

Size	1x	3x	6x
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Issue Sponsor	\$750	\$725	\$700
Skyscraper	\$350	\$325	\$300
Article Leaderboard			
Cover Story	\$300	\$275	\$250
Digital-only	\$275	\$250	\$225
Print Bundle	save \$75	save \$75	save \$75

### SKYSCRAPER

(desktop & tablet)  
300px x 500px