

HOOSIER BANKER MAGAZINE AT A GLANCE



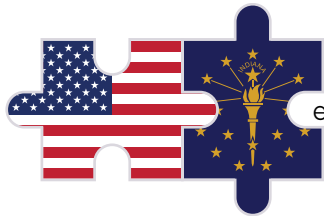
SCHEDULE
Bimonthly



PRINT
3,700 subscribers



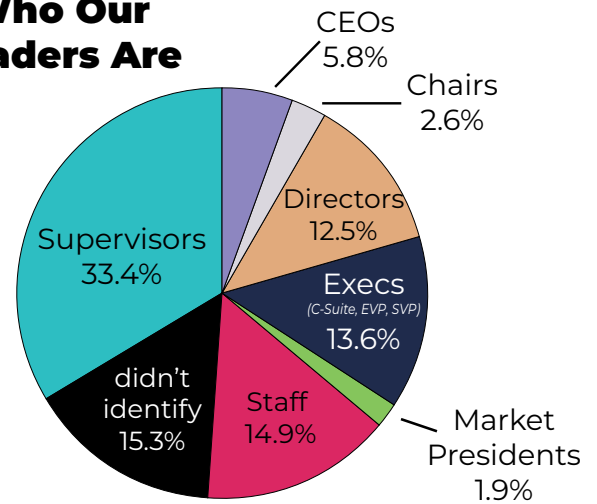
DIGITAL
7,450 subscribers



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

Classified Ads

To post job openings, go to BankTalentHQ.com

AD CREATIVE DEADLINES

2025 ISSUE	SPACE RESERVATION	ARTWORK DEADLINE	ESTIMATED PRINT DELIVERY*
January/February	Dec. 23, 2024	Dec. 30, 2024	Feb. 16, 2025
March/April	Jan. 31, 2025	Feb. 7, 2025	March 31
May/June	March 21	March 28	May 12
July/August	May 16	May 23	July 11
September/October	July 18	July 25	Sept. 23
November/December	Sept. 19	Sept. 26	Nov. 12

*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 the hard copy and digital flipbook. Flipbook iterations will link to any listed websites and emails. Every print advertiser also receives a comped article banner ad on the HB Digital website, linked to the URL of your choice, including UTM code.

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/Back Cover*	\$1,475	\$1,440	\$1,400

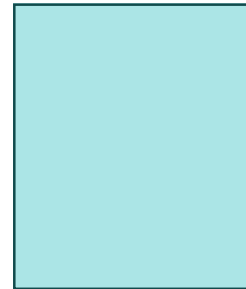
NOTE: All advertisement copy and illustrations are subject to the approval of the editor. Publisher reserves the right to revise rates at any time. Rates are effective as of January/February 2025 placements.

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

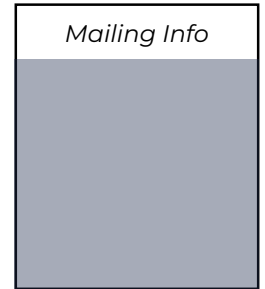
**Print advertisements will run free of additional charge in the flipbook; complimentary banner ad will run on an article page of the website.

Email EHoffmeyer@indiana.bank for full-spread ad opportunities.

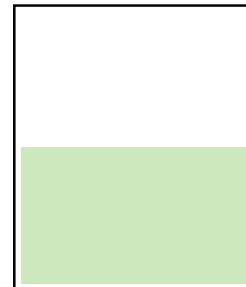
Hoosier Banker does not accept advertorials.



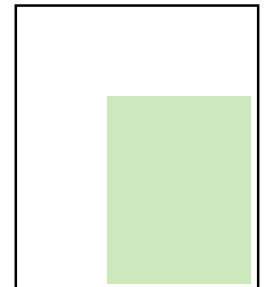
Full Page*
8.375"W x 10.875"H
+0.125" bleeds on all sides



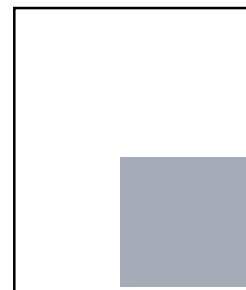
Back Cover*
8.375"W x 8.375"H
+0.125" bleeds on left, right, bottom



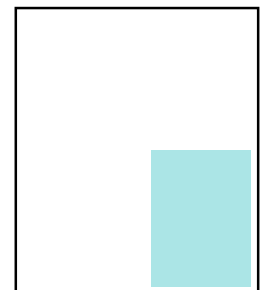
1/2 Horizontal
7"W x 4.625"H



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 5,400 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.

SPONSOR LEADERBOARD & ARTICLE BANNERS (desktop & tablet)

1180px x 90px

HB Digital Advertising

Sponsor Leaderboard

- » 1 placement: \$750
- » 2-3 placements: \$725
- » 4-6 placements: \$700

Sponsor Skyscraper

- » 1 placement: \$650
- » 2-3 placements: \$625
- » 4-6 placements: \$600

ALL MOBILE ADS

600px x 120px

SPONSOR SKYSCRAPER - HOME PAGE (desktop & tablet)

300px x 500px

SPONSOR SKYSCRAPER - ARTICLE PAGES (desktop & tablet)

300px x 300px