



CaliforniaBanker

CaliforniaBanker Magazine (formerly WesternBanker) is the official magazine of California Bankers Association – one of the largest and most dynamic state-banking associations in the US. A publication dedicated to reaching industry professionals with timely, relevant and unique bank industry content.



REACH

Published six times per year, the 32-page California Banker magazine offers a way to connect with more than 1,000 C-suite executives and HR professionals in California.



AD RATES, SPECS & DEADLINES

AD SIZES	DIMENSIONS (W X H)	1X	3X	6X
OUTSIDE BACK COVER	8.375" x 8.6425" *	\$1,875	\$1,745	\$1,595
INSIDE COVERS	8.375" x 11.125" **	\$1,815	\$1,690	\$1,570
OPPOSITE INSIDE FRONT COVER	8.375" x 11.125" **	\$1,815	\$1,690	\$1,570
FULL PAGE	8.375" x 11.125" **	\$1,750	\$1,630	\$1,500
1/2 PAGE	7" x 5"	\$1,100	\$1,025	\$950
1/4 PAGE	4.5" x 3.75"	\$800	\$745	\$650

AD DEADLINE
ISSUE #1 JANUARY/FEBRUARY December 10
ISSUE #2 MARCH/APRIL February 10
ISSUE #3 MAY/JUNE April 10
ISSUE #4 JULY/AUGUST June 10
ISSUE #5 SEPTEMBER/OCTOBER August 10
ISSUE #6 NOVEMBER/DECEMBER October 10

* Trim size 8.125" x 8.5175". Keep live matter 1/2" inside trim.

** 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.

Advertisers that are not members of the California Bankers Association pay a 10% premium over the above stated rates.

Targeted distribution months stated above

GET IN TOUCH



Erica Nelson
Advertising Sales Executive

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763-497-1778



Advertiser Name: _____

Contact Person: _____ Title: _____

Address: _____

Phone: _____ Email: _____

Bill to (if different from above): _____

Name: _____ Title: _____

Billing Address: _____

Phone: _____ Email: _____

Publication: _____

Ad Size: _____ Frequency: _____ Rate: \$ _____ per insertion

Issue(s):

Florida Banking
 _____ Dec/Jan 20 _____
 _____ Feb 20 _____
 _____ Mar 20 _____
 _____ Apr 20 _____
 _____ May 20 _____
 _____ June 20 _____
 _____ July 20 _____
 _____ Aug 20 _____
 _____ Sep 20 _____
 _____ Oct 20 _____
 _____ Nov 20 _____

FBA Bulletin
 _____ Jan 20 _____
 _____ Feb 20 _____
 _____ Mar 20 _____
 _____ Apr 20 _____
 _____ May 20 _____
 _____ June 20 _____
 _____ July 20 _____
 _____ Aug 20 _____
 _____ Sep 20 _____
 _____ Oct 20 _____
 _____ Nov 20 _____
 _____ Dec 20 _____

BankNews or
California Banker
 _____ Jan/Feb #1 20 _____
 _____ Mar/Apr #2 20 _____
 _____ May/June #3 20 _____
 _____ July/Aug #4 20 _____
 _____ Sep/Oct #5 20 _____
 _____ Nov/Dec #6 20 _____

Signing below constitutes agreement to the details listed above and to the NFR General Terms & Conditions.

Authorized Advertiser Signature

Date

NFR Communications General Terms & Conditions:

Payment: All payments are due in full 30 days from invoice date. In the event of non-payments, NFR Communications LLC may assess a late fee on the balance of 1.5% per month. Prepayment may be required in some cases.

The advertiser and/or the advertising agency, jointly and severally, assume liability for the payment of charges for materials published at their discretion or on their behalf. Bills or invoices may be sent at the Publisher's option to the advertiser and/or the agency.

Notice of any demand for collection, or other legal notice, to either the advertiser or the agency shall serve as notice to the other.

Publisher may stop inserting advertiser's advertisements if the payment of any bill is not made when due or if the advertiser makes an assignment for the benefit of creditors or if a petition in bankruptcy is filed by or against the advertiser or if the advertiser goes out of business or announces intention to do so.

Discounts: Specific insertion dates must be given to earn frequency discounts. To receive discount, payment must be received within 30 days of invoice.

Submission Deadlines: Advertiser shall be responsible for submission of all advertising copy, including changes, to the Publisher on or before the dates indicated on the rate sheet. Digital ad materials must be received 10 days prior to run date.

Mechanical Requirements: Publisher reserves the right to alter any printing materials received at variance with mechanical requirements. Such alterations will be billed at actual cost to the advertiser. Publisher reserves the right to trim, reset or to change materials to standard sizes. When no acceptable copy is furnished by the closing date, Publisher reserves the right to repeat the latest advertisement and/or charge at otherwise applicable rates for reserved space.

Cancellations: Advertising submitted or ordered in accordance with the foregoing cannot be cancelled after the closing date. All cancellations must be received in writing prior to advertising closing date.

Short Rates: If the advertiser does not utilize the amount of space set forth in the order, advertiser shall pay to Publisher the difference if any, between the charges for frequency of the publication and the charges based on the higher rate that becomes applicable by reason either of the reduction in space or the number of insertions. This additional amount shall be due and payable immediately on termination of this agreement.

Collection Costs: In the event the services of an attorney are engaged to collect on any past due invoice, all attorney fees, court costs, or other fees related to collection on the account shall be the responsibility of the customer.

Definition: The term "advertising agency" or "agency" refers to an individual or group of individuals who make the media selection, handle the order, coordinate and process prompt payment.

All insertion orders are accepted by the Publisher upon the representation by the agency and advertiser that they are each authorized to publish the entire contents. Advertiser assumes full and complete responsibility and liability for the content of advertising copy submitted, printed and published pursuant to this agreement and shall indemnify and hold the Publisher harmless against any demands, claims, or liability.

Publisher may reject any advertising, at any time, for any reason.

Thank you for your business!