



Independent Bankers of Colorado

2018 Advertising Opportunities



**Let us help you grow profits by advertising
in IBC's publications!**

Independent Bankers of Colorado
600 Grant Street - Suite 640 - Denver - CO - 80203 - 303.832.2000 - Fax 303.832.2040
www.ibcbanks.org

The Independent Report

The Independent Report is the Independent Bankers of Colorado's (IBC) bi-monthly digital magazine that is provided to the IBC community with timely articles of industry news, as well as IBC member services and education programs.

As the State of Colorado's largest trade association *exclusively* representing community banks, the IBC distributes more than 1,000 copies of *The Independent Report* on a bi-monthly basis via email. We are excited to present you with a targeted advertising opportunity and provide our readers with pertinent community banking information.



By advertising in *The Independent Report*, your company demonstrates how it is capable of serving Colorado community banks and confirms your support for the statewide association that *exclusively* represents them. We offer full and half page advertisement space. Contact Phylicia Kowach for questions or submissions, pkowach@ibcbanks.org

2018 PUBLICATION AND ADVERTISING SCHEDULE

<i>Issue</i>	<i>Artwork/Editorial Due</i>	<i>Distribution Date</i>
January/February	December 15, 2017	by January 5
March/April	February 16, 2018	by March 5
May/June	April 13, 2018	by May 5
July/August	June 15, 2018	by July 5
September/October	August 17, 2018	by September 5
November/December	October 19, 2018	by November 5

2018 ADVERTISING RATES (Associate members receive 2 free ½ page ads with membership)

<i>Size</i>	<i>Per Issue</i>	<i>Annual</i>
Back Cover	\$400	\$2,160
Full Page Ads	\$300	\$1,620
1/2 Page Ads	\$250	\$950

ADVERTISING SPECIFICATIONS (width x height)

Outside Back Cover:	8" x 10.5"
Full Page Ads:	8" x 10.5"
1/2 Page Ads:	8" x 5.25" or 4" x 10.5"

ONLINE ADVERTISING: If you are interested in placing a banner ad on our website, please contact Phylicia Kowach, pkowach@ibcbanks.org, for pricing and details. Ad rates are net.

CREATION OF AD FOR NEWSLETTERS/GUIDES:

Do you want to place an ad, but need help creating one? For \$250.00 we will create your ad for you. Please contact Phylicia Kowach at pkowach@ibcbanks.org or 303.832.2000, for details on how IBC can help you.

DESIGN INFORMATION

Ads submitted must be in .tiff, .eps (PC), .jpg, or .pdf format created using Acrobat and 300 dpi, high-resolution press-quality. Ads may be submitted as original Illustrator or Photoshop format. If the original ad is submitted, please include all linked files and change all type to outline, if applicable when sending .eps file for PC.

IBC Benefits and Purchasing Guide



In addition to *The Independent Report*, the IBC annually publishes the IBC Benefits & Purchasing Guide via its website and email. This high-quality publication highlights our preferred providers, associate members and the myriad benefits of the IBC.

As a provider to the financial services industry you recognize the necessity to gain access to the decision makers. Our invaluable IBC Benefits & Purchasing Guide is emailed to all Colorado banks as well as you, our associate members. This Guide provides a quick reference for bankers to access pertinent information right at their fingertips.

One of the benefits of being an IBC Associate Member is your company is listed in the guide. The IBC also offers advertising in this one-of-a-kind marketing piece. This is an **exclusive** offer for IBC Associate Members. Advertising space is limited. Contact Phylcia Kowach for questions or submissions, pkowach@ibcbanks.org

2018 PURCHASING GUIDE PUBLICATION AND ADVERTISING SCHEDULE

<i>Issue</i>	<i>Artwork Due Date</i>	<i>Distribution Date</i>
May/June	April 20, 2018	June 1, 2018

2018 ADVERTISING RATES (Ad rates are net)

<i>Size</i>	<i>Purchasing Guide Pricing</i>
Full Page Ads	\$500
1/2 Page Ads	\$300

ADVERTISING SPECIFICATIONS (width x height)

Full Page Ads:	8" x 10.5"
1/2 Page Ads:	8" x 5.25" or 4" x 10.5"

Ads submitted must be in .tiff, .eps (PC), .jpg, or .pdf format created using Acrobat and 300 dpi, high-resolution press-quality. Ads may be submitted as original Illustrator or Photoshop format. If the original ad is submitted, please include all linked files and change all type to outline, if applicable when sending .eps file for PC. Provide a hard copy print.

The IBC encourages our associate members to submit articles written by our associate members for *The Independent Report*. Articles should be submitted by the editorial deadline mentioned on page 2 of this brochure. Your article or infomercial should be one page or less; however, we may be able to accommodate longer pieces. The article spec sheet is on the next page (4). Please contact the IBC at 303.832.2000 with any questions.

SUBMITTING ARTICLES & INFOMERCIALS FOR THE INDEPENDENT REPORT

All articles and infomercials submitted to the IBC for publication in *The Independent Report* should be submitted with the following WORD document formatting: Please adhere to these specifications to ensure your submission is published.

Regular Font:	Times New Roman
Title:	18 SIZE FONT/ALL CAPS/BOLD
Subtitle:	14 SIZE FONT/SMALL CAPS/BOLD
By Line:	<i>9 Size Font/Italics</i>
Body:	11 Size Font/ Times New Roman
Margins:	0.5" All Sides
Line and Para Spacing:	Single / 1.0 Spaced
Bullet/Numbering Indentation:	Hanging

**We only accept articles with original content.
It is okay to include columns and graphics are encouraged.**

- The preferred size of your article or infomercial is one page or less. You should consider dividing your longer pieces, e.g., Part 1 of 2 to be published in consecutive newsletters.
- Always include under your title or subtitle a by line with the name and title of the author, company name, and associate member or preferred provider status (if applicable), e.g., By Steve Smith, Manager, ABC Corp., an IBC Associate Member (or IBC Preferred Provider).

***Contact Barbara Walker, bwalker@ibcbanks.org, or
Phylcia Kowach, pkowach@ibcbanks.org, for questions or submissions***

Terms and Conditions

IBC reserves the right to edit and/or refuse all advertising incompatible with the editorial and graphic standards of the publication.

All advertising positioning is at the discretion of the IBC editorial staff unless position is specified by contract and a special position premium has been paid.

Advertisers and advertising agencies assume liability for the content of advertisements printed and responsibility for any claims made against IBC. In case of a lawsuit against IBC by anyone for copyright infringement or any other reason related to an advertisement, the advertiser will indemnify IBC against any and all claims.

Cancellation is not accepted after scheduled ad deadline date, and cancellations of any portion of a contract voids the contract at IBC's discretion.

All camera-ready art is accepted without responsibility. If you need your art returned, please include a self-addressed envelope for its return and we will try to accommodate your request.

Advertisers have sole liability to IBC for the payment of contracted and advertising space. If an advertiser uses an agency, IBC must have the authorization of the advertiser for ad placement.

IBC cannot be held liable for damages, if for any reason, an advertisement is not published as scheduled or if any part of a publication is not published due to circumstances beyond IBC's control.

Rates and conditions may be changed at IBC's discretion. Advertising is taken on a first come, first served basis. Advertisements not received by the due date forfeit placement.

