Oregon Bankers Association Advertising Media Kit 2026

About

The Oregon Bankers Association (OBA), founded in 1905, represents Oregon's commercial banks, savings banks, and trust companies, serving as the industry's collective voice. It fosters collaboration, addresses key issues affecting banking in the state, and is guided by a board of directors supported by committees focused on governance, finance, advocacy, and executive oversight.

Our Members

- Presidents
- CEOs
- Lending Officers
- Marketing Directors
- Managers

OBA Membership

Membership in the Oregon Bankers Association signifies a commitment to the Oregon banking community and its customers. It is based on the belief that more can be accomplished collectively than individually. Your membership in the Oregon Bankers Association helps support a vibrant banking and business environment in the state of Oregon and OBA's mission to be the voice of Oregon banking.

Why Advertise with OBA?

Partnering with the OBA provides your organization exclusive access and exposure to key decision makers in the Oregon banking community. Whether it is through advertising, sponsorships, or participation in a convention or conference, the OBA is ready to work with you to make the most of your marketing dollars.

Oregon Bankers Association

Advertising Digital Media Kit 2026

About The Magazine

Banking Matters is the premier publication of the Oregon Bankers Association and the Community Banks of Oregon. Published quarterly, the magazine's circulation is 3,000, and readership is estimated at twice that number. Recipients of the magazine include bank CEOs, senior managers, and directors, as well as Oregon Bankers Association affiliate and associate members, business partners, legislators, and government officials. When you advertise in Banking Matters, you effectively target decision-makers throughout the Oregon banking industry.

2026 Publication Calendar

Issue	Ad Space Deadline	Published Month
Spring 2026	03/23/2026	April 2026
Summer 2026	06/22/2026	July 2026
Fall 2026	10/05/2026	November 2026
Winter 26-27	12/31/2026	January 2027
Spring 27	03/22/2027	April 2027

> When you advertise in Banking Matters, you effectively target your message to decision-makers throughout the Oregon banking industry.

Estimated Readership

9,000

2026 Advertising Rates

	Member		Non-Member	
	1x	**4x**	**1x**	**1x**
Advertorial*	$1,250		$ 2,500	
Full Page**	$ 1,250	$ 1,000	$ 1,560	$ 1,250
1/2 Page	$ 850	$ 680	$ 1,070	$ 860
1/4 Page	$ 550	$ 440	$ 690	$ 550
Back Cover (2x contract required)	2x $ 1,680	4x $ 1,440	2x $ 2,310	4x $ 2,060

*800 words (includes optional headshot and byline) minus 150 words per graphic.
**Bleeds required on Full page and Back Cover ads. Export pdfs with bleeds set to 0.125".
- Advertisers are solely responsible for the rights to the third party images submitted with their ad copy.
- Above pricing is charged per ad.
- Pricing is per issue.

Premium Placement

Premium placement on the inside front cover is available on a first-come, first-served basis for an additional $230. *

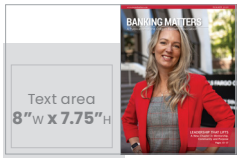
* Inside front cover placement only available for Full Page ads.

Ad Specifications

Full Page

8.75"W x 11.25"H
Bleed: 0.125"
(8.5"W x 11"H trim size)

Back Cover



8.75"W x 8.6"H
Bleed: 0.125"
(8.5"W x 8.25"H trim size)

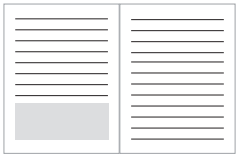
1/2 Page

7.5"W x 4.75"H

1/4 Page

3.75"W x 4.75"H

1/4 Page



7.5"W x 2.125"H

Reserve your space TODAY!

CONTACT
RONNIE JACKO
(503) 445-2234
ronnie@bigredm.com
membership@oregonbankers.com
www.oregonbankers.com

Artwork Requirements

- A high resolution pdf is the preferred file format. All images must be 300 dpi. (Images from the web are not print quality.)
- Fonts embedded.
- Name files clearly, indicating your company name and publication.
- For ads with bleed, export pdfs with 1/8" (.125") bleed settings. No crop marks.
- Color requirements–All full color ad artwork must be process color (CMYK). No spot colors.

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Milestone Announcements

Celebrate your special moments with our new advertising opportunity, "Milestone Announcements." In addition to "On the Move" updates, milestone announcements are designed for members to showcase and promote significant happenings within their teams. From employee anniversaries and awards to new degrees, milestone announcements are the perfect platform to highlight the achievements and successes of your talented workforce.

Announcement Requirements

- Announcement may contain up to 1 image.
- Announcement may also contain up to 1 logo or logotype.
- Announcements must use a white background.
- All announcements will be marked as such with a banner across the bottom.
- Advertisers are solely responsible for the rights to the third party images submitted with their ad copy.
- Free ad design with proofs provided (three free revisions permitted).

Deadlines

Winter '25–26	**Dec 31**
Spring '26	**Mar 23**
Summer '26	**Jun 22**
Fall '26	**Oct 5**

Specifications

Ink	**Full Color**
Trim Size	**8.5" x 11"**
Binding	**Saddle Stitch**
Published	**4x per year**
Circulation	**3,000**

Ad Sizes & Samples

1/2 Page

7.5"W **x 4.75"**H

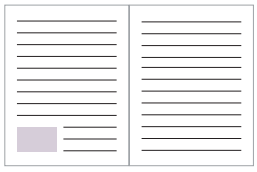
1/2 Page $ 650

1/4 Page

3.75"W **x 4.75"**H
7.5"W **x 2.125"**H

1/4 Page $ 420

1/8 Page



3.75"W **x 2.5"**H

1/8 Page $ 210

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- Fonts must be embedded.
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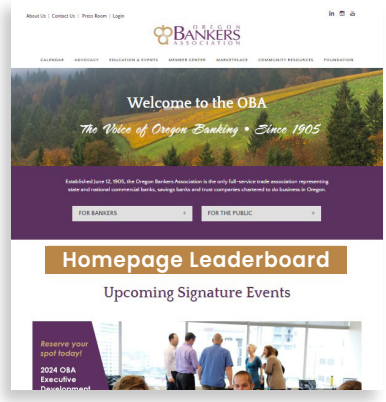
- Color requirements–All full color ad artwork must be process color (CMYK). No spot colors.

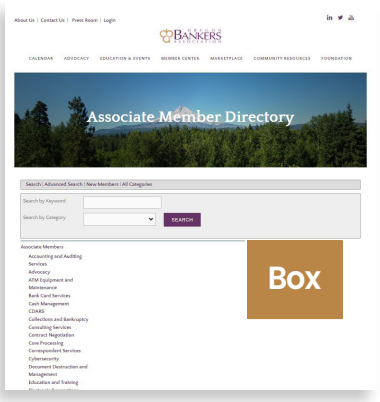
Digital Ad Packages

Tap into your target audience with online exposure to Oregon's banking community and beyond. The new OBA website, has the following opportunities to help you lift your brand, drive traffic to your website and generate leads.

Website



Directory



Website

SESSIONS PER MONTH

3,894

PAGE VIEWS PER MONTH

6,265

Directory

PAGE VIEWS PER MONTH

6,083

Website Banner Ad Sizes

Homepage Leaderboard
(970px x 90px)

- Ad placement at the top of the website
- Maximum of 6 advertisers rotating

Directory Box Ad
(300px x 250px)

- Displayed in OBA Directory
- Maximum of 6 advertisers rotating

Digital Package Advertising Rates

MEMBER		NON-MEMBER	
6 months	12 months	6 months	12 months
$ 2,750	$ 3,940	$ 3,370	$ 5,170

Upcoming Deadlines:

20th day of the month prior to site update

Deadlines are subject to change due to holidays and/or office closures.

Art Requirements:

- A high resolution png is the preferred file format.
- Fonts embedded.

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Email your ad materials to ads@bigredm.com

- Name files clearly, indicating your company name and publication.
- Please allow up to 2 business days for confirmation of receipt and the status of your ad.
- Email ads@bigredm.com for more detailed specifications.
- Specify the URL to which you would like your ad directed.
- If you are not currently registered as a member, we request the following information for our database:
  Company • Primary Contact • Title/Position • Address • Phone Number
  Email Address • Website URL

Need help creating an ad? Free ad design (with revisions up to 3 proofs).

- Please allow up to 5 business days for first proof. Contact your sales representative for more information.