



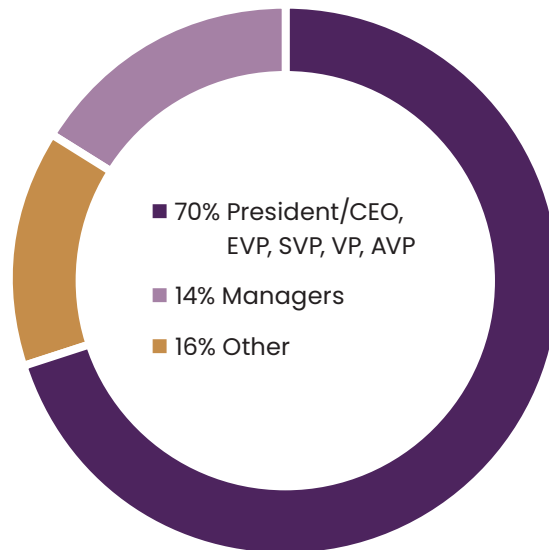
## Deadlines

Winter '25-26	<b>Dec 31</b>
Spring '26	<b>Mar 23</b>
Summer '26	<b>Jun 22</b>
Fall '26	<b>Oct 5</b>

## 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.

## Reader Demographics



CIRCULATION

**3,000**

MEMBER ORGANIZATIONS

**130**

ESTIMATED READERSHIP

**6,000**



### Now accepting advertorials!

Advertorials are an advertisement that provides information about your product and/or service in the style of an editorial or objective article.

**NEW!**

For more information, please contact:

**CATHLEEN CORBIN**  
303-550-4480

[membership@oregonbankers.com](mailto:membership@oregonbankers.com)



## Specifications

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

## Art 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 must be embedded.
- Name files clearly, indicating your company name and publication.
- For ads with bleed, export pdfs with 1/8" (0.125") bleed settings. No crop marks.
- Color requirements—All full color ad artwork must be process color (CMYK). No spot colors.

For more information, please contact:

**CATHLEEN CORBIN**  
303-550-4480  
membership@oregonbankers.com

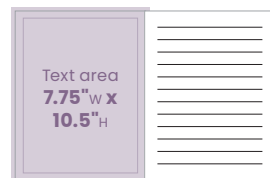
## Advertising Rates

	MEMBER		NON-MEMBER	
	1x	4x	1x	4x
<b>Advertorial</b> 800 words (includes optional headshot and byline), minus 150 words per graphic	\$ 1,250	---	\$ 2,500	---
<b>Full Page*</b>	\$ 1,250	\$ 1,000	\$ 1,560	\$ 1,250
<b>1/2 Page</b>	\$ 850	\$ 680	\$ 1,070	\$ 860
<b>1/3 Page</b>	\$ 650	\$ 530	\$ 820	\$ 660
<b>1/4 Page</b>	\$ 550	\$ 440	\$ 690	\$ 550
<b>Back Cover*</b> (2x contract required)	2x \$ 1,680	4x \$ 1,440	2x \$ 2,310	4x \$ 2,060

**\*Bleeds required on Full page and Back Cover ads. Export pdfs with bleeds set to 0.125"**

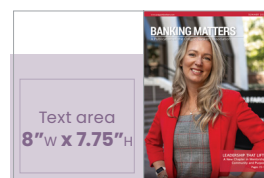
- Advertisers are solely responsible for the rights to the third party images submitted with their ad copy.
- Above pricing is charged per ad.

### Full Page



**8.75" w x 11.25" h**  
Bleed: 0.125"  
(8.5" w x 11" h trim size)

### Back Cover



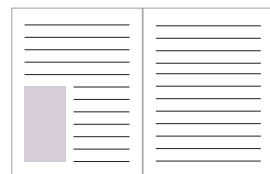
**8.75" w x 8.6" h**  
Bleed: 0.125"  
(8.5" w x 8.25" h trim size)

### 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**

### 1/3 Page



**2.125" w x 10" h**

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 Material

**Email your ad materials to [ads@bigredm.com](mailto: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](mailto:ads@bigredm.com) for more detailed specifications.

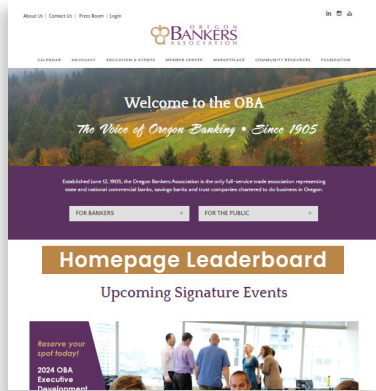
**Need help creating an ad? Free ad design (with revisions up to 3 proofs).**

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

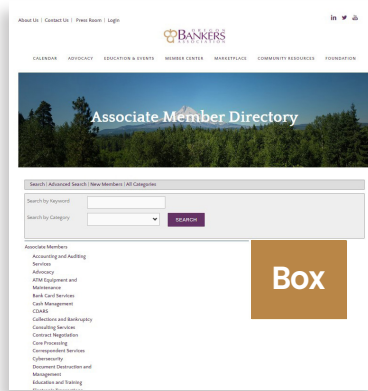
## Digital Ad Packages

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

## Contact

For more information, contact:

**CATHLEEN CORBIN**

**303-550-4480**

**membership@oregonbankers.com**

**www.oregonbankers.com**



### Email your ad materials to [ads@bigredm.com](mailto: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](mailto: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.



## Deadlines

Winter '25-26	<b>Dec 31</b>
Spring '26	<b>Mar 23</b>
Summer '26	<b>Jun 22</b>
Fall '26	<b>Oct 5</b>

## Specifications

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

## Art 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 must be embedded.
- Name files clearly, indicating your company name and publication.
- Color requirements—All full color ad artwork must be process color (CMYK). No spot colors.

For more information, please contact:  
**CATHLEEN CORBIN**  
 303-550-4480  
[membership@oregonbankers.com](mailto:membership@oregonbankers.com)

## 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 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)

**Everygreen Prosperity Financial** is thrilled to announce that **Samantha Anderson** has joined the team as our new Financial Analyst.

Samantha will gage the financial performance of our clients and provide insight to support investment decisions.

*Welcome aboard, Samantha!*

555-555-5555  
[epfsample.com](http://epfsample.com) | [epf@sample.com](mailto:epf@sample.com)

**MILESTONE ANNOUNCEMENT**

Smith Grayson Attorneys at Law is excited to announce that **Chase Simmons** has joined the firm as Of Counsel.

Chase will be practicing criminal defense for the firm in Portland, Oregon. Chase's passion for the law and unwavering dedication to achieving favorable outcomes for clients make him a valuable asset to our team.

SGSampleFirm.com  
 555-555-5555 | [ChaseSample@example.com](mailto:ChaseSample@example.com)

**MILESTONE ANNOUNCEMENT**

### \*Examples:

\*Example items are not to scale.

Ring Bank congratulates Greg Martinez, SVP Project Director and Supervisor, on 20 years of employment. Greg's dedication, hard work, and invaluable contributions have been instrumental in not only our shared success, but the banking industry as a whole.

Visit [ringbankers.com](http://ringbankers.com) to hear more on Greg's story.

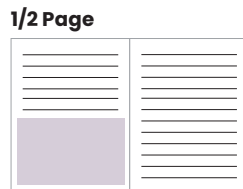
**MILESTONE ANNOUNCEMENT**

Smith Grayson Attorneys at Law is excited to announce that **CHASE SIMMONS** has joined the firm as Of Counsel.

Chase will be practicing criminal defense for the firm in Portland, Oregon. Chase's passion for the law and unwavering dedication to achieving favorable outcomes for clients make him a valuable asset to our team.

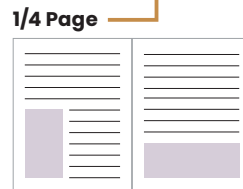
SGSampleFirm.com  
 555-555-5555 | [ChaseSample@example.com](mailto:ChaseSample@example.com)

**MILESTONE ANNOUNCEMENT**



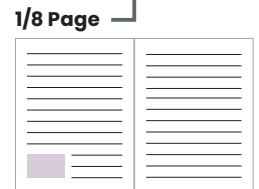
7.5" w x 4.75" h

**1/2 Page** \$ 650



3.75" w x 4.75" h  
 7.5" w x 2.125" h

**1/4 Page** \$ 420



3.75" w x 2.5" h

**1/8 Page** \$ 210

## Milestone Announcement Material

Email your ad materials to [ads@bigredm.com](mailto: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](mailto:ads@bigredm.com) for more detailed specifications.

**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.