



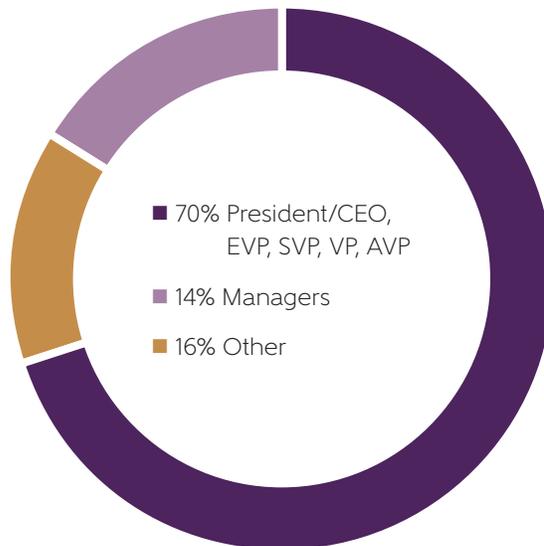
## About the Magazine

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.

## Deadlines

- Spring '24 **Mar. 25**
- Summer '24 **Jun. 24**
- Fall '24 **Oct. 7**
- Winter '24 **Jan. 2**

### READERSHIP DEMOGRAPHICS



### CIRCULATION

**3,000**

### MEMBER ORGANIZATIONS

**130**

### ESTIMATED READERSHIP

**6,000**

For advertising inquiries, please call or email:

**JOHN CONSTANTINO**

**503-445-2230**

**John@llmpubs.com**

**NEW!**



### 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.



## 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.

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## Advertising Rates

	MEMBER		NON-MEMBER	
	1x	4x	1x	4x
<b>Advertorial</b> 800 words (includes optional headshot and byline), minus 150 words per image/graphic	\$ 1,190	---	\$ 2,380	---
<b>Full Page*</b>	\$ 1,190	\$ 950	\$ 1,490	\$ 1,190
<b>1/2 Page</b>	\$ 810	\$ 650	\$ 1,020	\$ 820
<b>1/3 Page</b>	\$ 620	\$ 500	\$ 780	\$ 630
<b>1/4 Page</b>	\$ 520	\$ 420	\$ 660	\$ 520
<b>Back Cover*</b> (2x contract required)	2x \$ 1,600	4x \$ 1,370	2x \$ 2,200	4x \$ 1,960

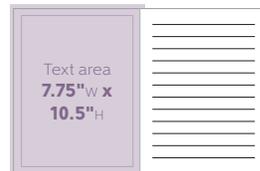
### Member Congratulatory Ad

Congratulatory ads are reserved for OBA members recognizing banker achievements or milestones, such as an award or retirement. **This ad can be full-page** (\$950) **or half page** (\$650).

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

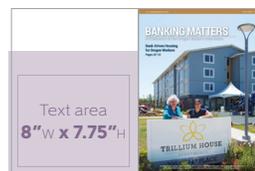
- Advertisers are solely responsible for the rights to the third party images submitted with their ad copy.
- Above pricing is charged per ad.

### Full Page



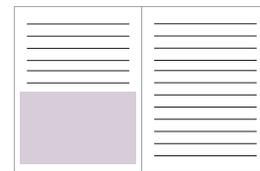
**8.75" w x 11.25" h**  
Bleed: 0.125"  
(8.5" w x 11" h trim size)

### Back Cover



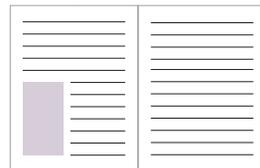
**8.75" w x 8.6" h**  
Bleed: 0.125"  
(8.5" w x 8.25" h trim size)

### 1/2 Page



**7.5" w x 4.75" h**

### 1/4 Page



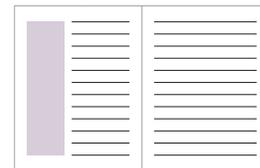
**3.75" w x 4.75" h**

### 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 \$220.\*

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

## Ad Material

Upload files at [www.llmpubs.com](http://www.llmpubs.com) or email pdf to [ads@llmpubs.com](mailto:ads@llmpubs.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@llmpubs.com](mailto:ads@llmpubs.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

SESSIONS PER MONTH

**3,894**

PAGE VIEWS PER MONTH

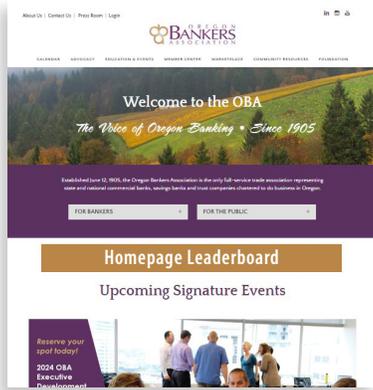
**6,265**

#### Directory

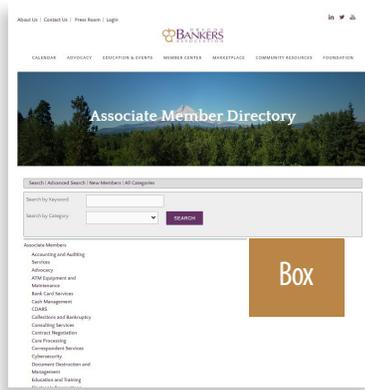
PAGE VIEWS PER MONTH

**6,083**

#### Website



#### Directory



### 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
\$2,620	\$3,750	\$3,210	\$4,920

#### 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:

**JOHN CONSTANTINO**

**503-445-2230**

**John@llmpubs.com**

**www.LLmpubs.com**



### Ad Submission

**Upload files at [www.llmpubs.com](http://www.llmpubs.com) or email pdf to [ads@llmpubs.com](mailto:ads@llmpubs.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@llmpubs.com](mailto:ads@llmpubs.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.