



The Mississippi Banker
 Full-Color Quarterly Magazine; Official Publication of MBA

Member Bank Advertising Rates

Advertising Rates - MBA Member Banks Only

The following rates are offered exclusively to MBA member banks. These member rates apply to full-color, one-color, or black & white ads. Stated rates apply to ready-to-run ad copy delivered to MBA on or before applicable deadline.

Size Ad	----- No. of Placements Ordered -----		
	1-2x	3-4x	5x+
Full Page	\$700	\$600	\$500
1/2 Page	\$500	\$400	\$300
1/4 Page	\$300	\$250	\$200

Special Placement

Center Double Spread (per page, position only) add.....	\$200
Page 3 add.....	\$100
Inside Front Cover add.....	\$125
Inside Back Cover add.....	\$125
Outside Back Cover add.....	\$200
All other requested positions add.....	10%

- Special placement charges are in addition to the appropriate space/time rate and are billed net.
- Placement of all other advertising is at the discretion of the editorial staff.
- Cover positions require 4-color.

Ad Sizes/Dimensions

The following dimensions apply to ad sizes:

- Full Page/Full Bleed: 8.75" w x 11.25" h
- Full Page/No Bleed: 7.5" w x 10" h
- Half-Page Horizontal: 7.5" w x 4.875" h
- Half-Page Vertical: 4.5" w x 7" h
- Quarter-Page Vertical: 3.625" w x 4.875" h

Artwork Requirements

- PDF or EPS files (minimum 300 resolution and 150-line screen) preferred for ads.
- All 4-color ads are to be supplied in CMYK format.
- Additional charges may apply if MBA alterations are necessary.

Deadlines & Payment Information

- Signed MBA contract must be on file before advertising will run.
- If new material to be furnished by a regular advertiser is not received by materials deadline, publisher reserves right to republish most recent insertion. Advertiser agrees to pay for such insertions.

ISSUE	Materials Deadline	Publication Date
Winter - January/February/March	January 10	January 31
Spring - April/May/June	April 10	April 30
Summer - July/August/September	July 10	July 31
Fall - October/November/December	October 10	October 31

General Rate & Payment Policy

- All advertisement copy and illustrations are subject to the approval of the editor and publisher.
- Applicable rates are those in effect at the time of the contract.
- If multiple-insertion contract is canceled by advertiser, publisher reserves right to bill advertiser for difference between multiple insertion rate and one-time rate for all ads already published.
- Cancellation orders must reach publisher 30 days prior to publication date. • Payment is due within 20 days of statement. No insertion can run unless all prior insertions are paid.

Discounts/Commissions Reflected in Rates

Advertising rates stated above are "bottom line" rates which are net of all discounts and commissions. Stated rates reflect agency commissions, if any; no additional discounts or commissions are allowed against stated rates. Upon request, itemized invoices may be provided to clarify the application of discounts or commissions.

To Order/Request Additional Information

Please contact Brooke McCoy, MBA Marketing Manager, at bmccoy@msbankers.com or (601) 948-6366.



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