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MBA PROMOTIONAL OPPORTUNITIES

MISSOURI BANKERS ASSOCIATION

MBA Promotional Opportunities

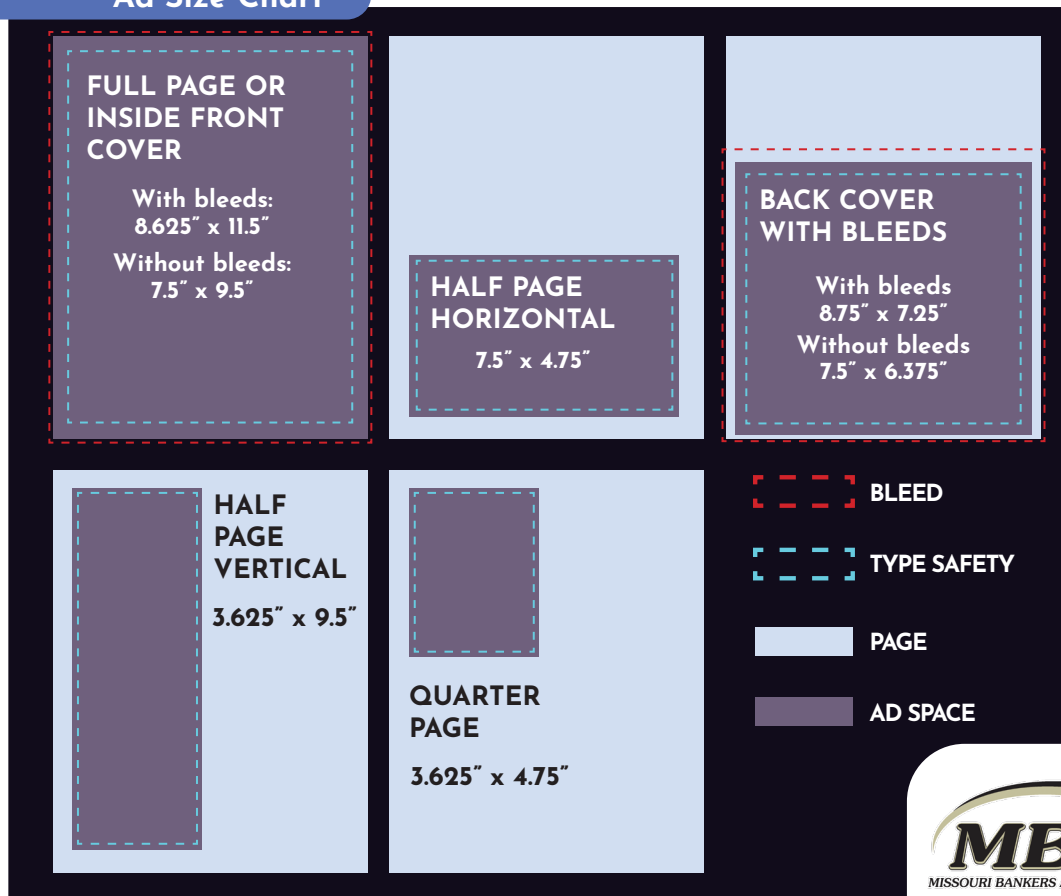
The Missouri Banker

Want to reach key decision makers in the banking industry? If so, The Missouri Banker is the right avenue to deliver your message. The Missouri Banker is a bimonthly magazine focused exclusively on the banking industry. As the leading source of industry insights and news for nearly 6,000 bankers statewide, The Missouri Banker is a smart choice for investing your advertising dollars. Websites and email addresses in your ads are directly linked to your company website and team members in the digital magazine. The following rates apply to MBA members, associate members and endorsed partners.

The Missouri Banker

	1-2 ads per year Rates per ad		3-5 ads per year Rates per ad		6 ads per year Rates per ad	
	MEMBER	NONMEMBER	MEMBER	NONMEMBER	MEMBER	NONMEMBER
Full Page	\$1540	\$1930	\$1430	\$1790	\$1330	\$1650
Half Page Vertical	\$1100	\$1380	\$990	\$1240	\$880	\$1100
Half Page Horizontal	\$1100	\$1380	\$990	\$1240	\$880	\$1100
Quarter Page	\$770	\$970	\$660	\$830	\$550	\$690
Inside Front Cover with Bleeds	-----	-----	\$1870	-----	\$1540	-----
Back Cover with Bleeds	-----	-----	\$1650	-----	\$1320	-----

Ad Size Chart



*ad subject to MBA approval

*effective for 2026 issues; publisher reserves right to revise rates at any time

FOR MORE INFORMATION

Lori Bruce, MBA Director of Communications
573-636-8151
lbruce@mobankers.com



207 E. Capitol Ave.
Jefferson City, MO 65101
573-636-8151 phone
573-634-2754 fax
mobankers.com

MBA Promotional Opportunities

The Missouri Banker Advertising Deadlines

2026 Issue	Space Reservation	Artwork Submission	Delivery
January/February	12/1/25	12/8/25	1/12/26
March/April	1/15/26	2/2/26	3/2/26
May/June	3/9/26	4/4/25	5/4/26
July/August	5/4/26	5/29/26	7/14/26
September/October	7/20/26	8/3/26	9/1/26
November/December	9/15/26	10/2/26	11/3/26

If new artwork is not received by the submission deadline, the publisher reserves the right to repeat the most recent insertion, and the advertiser agrees to pay for such insertions.

Editorial Calendar

Articles

The Missouri Banker features guest commentaries from endorsed partners and associate members. Articles are contributed without compensation to the authors, and MBA holds the copyright. All articles are to be informative in nature, not promotional.

Format & Length

- word count: 700 words or less
- submit articles as Word documents
- can include photos, graphics, charts, etc. (high-res files) with relevant caption information

2026 Issue	Article Submission
January/February	12/8/26
March/April	2/2/26
May/June	4/3/26
July/August	5/29/26
September/October	8/3/26
November/December	10/2/26

Author Bios and Company Description

- name, title and brief author bio
- brief company description

FOR MORE INFORMATION

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MBA JOB BOARD

MBA offers an online job board for its members to post opportunities. These ads include the company's logo and description about the job, including responsibilities, requirements, benefits and how to apply.

- duration: 30 or 60 days on MBA's website
 - linked to your website for additional information or to apply
- published in MBA's weekly e-newsletter
- shared on MBA's social media channels (Facebook, X, LinkedIn, Instagram)
 - bank/company tagged in posts
- cost: determined on word count and ad duration
 - minimum of \$150 for MBA members; \$450 for nonmembers

MBA Promotional Opportunities

E-newsletter Advertising Rates

Each week, MBA emails the latest banking news to nearly 6,100 subscribers. A one-month ad will reach bankers four times! The following rates apply to MBA members, associate members and endorsed partners. E-newsletter advertising is exclusive to MBA members only.

E-newsletter Advertising Rates

<u>Months Published</u>	<u>Monthly Price</u>	<u>Total</u>	<u>Price/Issue</u>
One Month - 4 ads	\$500	\$500	\$125
Two Months - 8 ads	\$450	\$900	\$112.50
Three Months - 12 ads	\$425	\$1,275	\$106.25
Four Months - 16 ads	\$400	\$1,600	\$100
Five Months - 20 ads	\$375	\$1,875	\$93.75
Six Months - 24 ads	\$350	\$2,100	\$87.50

SPECS

*ad may be repeated

Ad may be the same or changed during the month.

Ad dimensions (650 pixels wide by 175 pixels high)

- ▶ ad linked to company website, landing page or email of your choice
- ▶ prominent placement
- ▶ ad subject to MBA approval

Ad placed in weekly editions (usually Thursday) of *Missouri Banker Update*.

E-newsletter sent to nearly 6,100 subscribers

For advertising for seven months or more, please contact MBA.

FOR MORE INFORMATION

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MBA Promotional Opportunities

Website Advertising – mobankers.com

MBA's website, *mobankers.com*, reaches nearly 3,000 users (average) each month. The following rates apply to MBA members, associate members and endorsed partners.

Website Advertising Rates

Months Published	Monthly Price	Total	Price/Day
One Month	\$500	\$500	\$16.67
Two Months	\$450	\$900	\$15
Three Months	\$425	\$1,275	\$14.17
Four Months	\$400	\$1,600	\$13.34
Five Months	\$375	\$1,875	\$12.50
Six Months	\$350	\$2,100	\$11.67

SPECS

Online ad appearing under left navigation on inside pages of MBA's website

- ▶ ad may be the same or changed a maximum of four times during the month
- ▶ ad dimensions
 - home page: 255 x 180 pixels (width x height)
 - inside page: no more than 250 pixels for width; no limit on height
- ▶ ad linked to company website or chosen landing page
- ▶ ad subject to MBA approval

For advertising for seven months or more, please contact MBA.

CUSTOM ADVERTISING PACKAGES

MBA offers custom advertising packages for members. These packages may include various promotional opportunities offered by MBA. Contact Lori Bruce for more information.

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MBA Promotional Opportunities

Podcast Advertising – Our Two Cents with MBA

The “Our Two Cents with MBA” podcast is a forum that explores topics that are relevant and interesting to bankers. Launched in January 2020, MBA’s podcast features fun, engaging conversations that help you stay ahead of what’s happening in banking.

Our Two Cents with MBA podcast is available on iTunes, Apple Podcasts, Google Podcasts and Spotify.



The “Our Two Cents with MBA” podcast explores fun, engaging topics that are relevant and interesting to bankers.

Podcast Advertising Rates

<u>Episode Commitment</u>	<u>Price/Issue</u>	<u>Total</u>
One Episode	\$750	\$750
Two Episodes	\$625	\$1,250
Three Episodes	\$525	\$1,575
Four Episodes	\$500	\$2000

SPECS

Your ad/announcement will be shared during the episode introduction and conclusion.

Your ad/logo will be displayed on MBA’s web page with its podcast details.

- ▶ ad linked to company website or chosen landing page

Your ad/logo will be published in MBA’s e-newsletter promoting the podcast.

- ▶ ad linked to company website or chosen landing page

MBA will tag your company in social media posts promoting the podcast.

- ▶ Facebook x
- ▶ X
- ▶ LinkedIn
- ▶ Instagram

**ad subject to MBA approval*

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MBA Promotional Opportunities

All Eyes On You Targeted Marketing Package Options

PACKAGE 1

\$2500

- three dedicated emails that target interest groups
- one month e-newsletter advertising (four ads) reaching nearly 6,100 bankers

PACKAGE 2

\$2500

- three dedicated emails that targets interest groups
- one half-page ad in MBA magazine, The Missouri Banker, that is distributed print and digitally

PACKAGE 3

\$3500

- three dedicated emails that targets interest groups
- one half-page ad in MBA magazine, The Missouri Banker, that is distributed print and digitally
- one month e-newsletter advertising (four ads) reaching nearly 6,100 bankers

*ad subject to MBA approval

Targeted Email Example

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CUSTOM PACKAGE

Please contact MBA if you are interested in a custom package.

CORE NEGOTIATION NUANCES

free webcast
presented by
ICI Consulting
10 a.m. CST
October 30



Major changes occurring in the core processing industry may affect how your bank does business. This free webcast identifies and evaluates the most cost-effective core processing vendor alternatives for your bank.

- How can you save large dollars or destroy your core processing negotiation position?
- Who are the core processing vendors? Their advantages?
- What strategies help mitigate risk during vendor selection and reduce costs?
- What are the pitfalls when evaluating core processing vendors?
- What additional terms, service level agreements and financial penalties must be part of the selected vendor's contracts?
- What are the most important evaluation criteria when analyzing core processing vendors?
- When should your bank begin a core processing vendor evaluation?

[MORE INFORMATION](#) [REGISTER](#)

Paid Advertising

Follow MBA for the Latest News, Developments



Missouri Bankers Association
PO Box 57 | 207 E. Capitol Ave. | Jefferson City, MO 65102
Phone: 573-636-8151 | Fax: 573-634-2754 | mobankers.com
[Contact Us](#) | [Privacy Policy](#) | [Unsubscribe](#)



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MBA Promotional Opportunities Form 2026

Method of Payment

☐ Invoice

☐ Credit Card

Exp. Date _____

No. _____

Name _____

Signature _____

Contact Information

Company Name _____

Contact Name _____

Email _____

Phone _____ Fax _____

Address _____

City _____ State _____ ZIP _____

*A 3% convenience fee will be added to all credit card payments.

2026 MAGAZINE - THE MISSOURI BANKER

Member Rates

SIZE	1-2 ads	3-5 ads	6 ads
Full Page	\$1540	\$1430	\$1330
Half Page	\$1100	\$990	\$880
Half Page	\$1100	\$990	\$880
Quarter Page	\$770	\$660	\$550
Inside Front Cover	-----	\$1870	\$1540
Back Cover	-----	\$1650	\$1320

Nonmember Rates

SIZE	1-2 ads	3-5 ads	6 ads
Full Page	\$1930	\$1790	\$1650
Half Page	\$1380	\$1240	\$1100
Half Page	\$1380	\$1240	\$1100
Quarter Page	\$970	\$830	\$690
Inside Front Cover	-----	-----	-----
Back Cover	-----	-----	-----

☐ Jan/Feb ☐ March/April ☐ May/June ☐ July/Aug ☐ Sept/Oct ☐ Nov/Dec

MISSOURI BANKER UPDATE E-NEWSLETTER

☐ 1 month ☐ 2 months ☐ 3 months ☐ 4 months ☐ 5 months ☐ 6 months

Months Requested: _____

MISSOURI BANKERS ASSOCIATION WEBSITE

☐ 1 month ☐ 2 months ☐ 3 months ☐ 4 months ☐ 5 months ☐ 6 months

Months Requested: _____

MBA PODCAST – OUR TWO CENTS WITH MBA

☐ 1 episode ☐ 2 episodes ☐ 3 episodes ☐ 4 episodes

MBA CONTACT

Lori Bruce -
Director of Communications
Missouri Bankers Association
PO Box 57 - Jefferson City, MO 65102
573-636-8151 - mobankers.com
lbruce@mobankers.com

ALL EYES ON YOU TARGETED PACKAGE

☐ package 1 ☐ package 2
☐ package 3

FOR MBA OFFICE USE ONLY

(costs)	
Magazine Ads	
Newsletter Ads	
Website Ads	
Podcast Ads	
All Eyes	
Total Costs	