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MBA PROMOTIONAL OPPORTUNITIES

MISSOURI BANKERS ASSOCIATION



MBA Promotional Opportunities

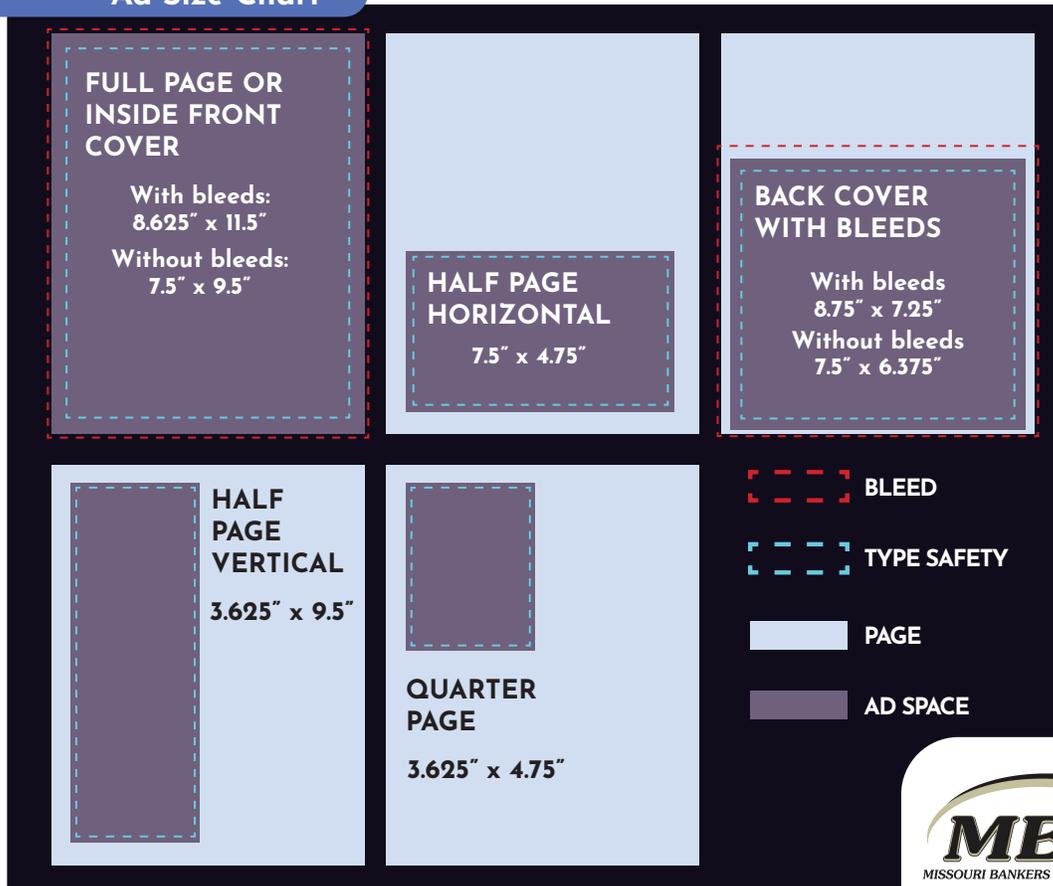
The Missouri Banker

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 5,500 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 2024 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

2023 Issue	Space Reservation	Artwork Submission	Delivery
January/February	12/14/23	1/5/24	2/2/24
March/April	1/2/24	2/5/24	3/4/24
May/June	3/15/24	4/3/24	5/6/24
July/August	5/3/24	6/3/24	7/8/24
September/October	7/5/24	8/1/24	8/2/24
November/December	9/13/24	10/1/24	11/4/24

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

2024 Issue	Article Submission
January/February	1/5/24
March/April	2/5/24
May/June	4/3/24
July/August	6/3/24
September/October	8/1/24
November/December	10/1/24

Author Bios and Company Description

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

FOR MORE INFORMATION

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lbruce@mobankers.com

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, Twitter, 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 5,500 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 300 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 5,500 subscribers

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

FOR MORE INFORMATION

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mobankers.com

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

<u>Months Published</u>	<u>Monthly Price</u>	<u>Total</u>	<u>Price/Day</u>
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 (maximum of 250 pixels wide; no set limit for 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.

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 (MBA and MBA Young Bankers)
- ▶ Twitter
- ▶ LinkedIn
- ▶ Instagram

**ad subject to MBA approval*

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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 5,500 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 5,500 bankers

*ad subject to MBA approval

HOW TO SLASH CORE PROCESSING COSTS

Core processing remains the largest technology expenditure for most banks, but it also represents a key cost savings. This free webcast explores strategies to reduce the cost of back-office operations.

- leveraging negotiations in core processing agreement
- finding cost savings in core processing operations
- examining vendor charges
- achieving cost savings in core contracts
- how and when ancillary systems enter the financial analysis

free webcast presented by ICI Consulting
9 a.m. Oct. 18

ICI

MORE INFORMATION REGISTER

Paid Advertising

MBA ASSOCIATE MEMBER
MISSOURI BANKERS ASSOCIATION

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](#)

Targeted Email Example

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CUSTOM PACKAGE

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



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MBA Promotional Opportunities

Design Services Available

Banking cannabis can be daunting. *With Dama on your side, it's not.*

- Country's largest provider of banking and payments solutions for cannabis businesses
- More than \$3 billion processed
- Affiliated with several national and state banking associations:
 - Missouri Bankers Association
 - American Bankers Association
 - Illinois Bankers Association
 - Michigan Bankers Association
 - Independent Community Bankers of America



Legal cannabis sales continue to soar, with U.S. revenue projected to surpass \$28 billion in 2022. Despite the opportunity this poses to banks, many are reluctant to take on cannabis clients. Some of that hesitancy is based on risk aversion, but much of it is because of a lack of resources, technology and industry expertise.

For banks interested in servicing cannabis operators, there are options that can help.

Dama Financial partners with banks to develop — and sustain — their cannabis programs. We adhere to Cole Memo guidelines, follow all FinCEN and BSA/AML rules and stay current with state and federal regulations to ensure that you remain fully compliant. This collaborative partnership allows you to confidently open your doors to hardworking business owners who desperately need access to banking to professionalize their operations.

Be Part of the Solution

Your customer base should reflect what your community looks like, and the reality is that state-legal cannabis has become an integral part of most communities. Like all cash-intensive industries, choosing to service cannabis is a risk-based decision. Providing services to local operators will not only increase your revenue, it also will strengthen your commercial relationships, generate goodwill and greatly improve public safety by reducing the amount of cash in the ecosystem.

dama
FINANCIAL

Boost Customer Retention

When you service cannabis customers transparently, you let them operate freely without fear of having their accounts shut down, which is a constant source of stress for many who currently operate in the shadows. That peace of mind goes a long way toward building customer loyalty, as well as positive word of mouth.

Why Choose Dama?

With more than \$3 billion processed, Dama Financial is the country's largest provider of banking and payments solutions, serving customers in half of the cannabis-legal states. Everything we do is transparent, compliant and secure, and no other company comes close to our level of expertise — or to the depth of our relationships with banking and payments regulators. We helped write an amendment to strengthen the Safe Banking Act, and we frequently serve as experts to current and past administrations, as well as to members of the Senate Banking Committee. Simply put, we are respected and trusted across the industry.



Michelle Sullivan
Chief Risk Officer
Chief Compliance Officer
650-554-1607
Michelle@damaone.com
damafinancial.com/bank.html

Advertorial

MBA advertising design services available at additional cost.

FOR MORE INFORMATION

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Let us help you,
so you can focus
on what you
do best.

Viza-Audit

Risk Mitigation For Real Estate Loans - Converts property descriptions into pictures

Viza-Audit By Vizaline
Brent Melton, CEO
601-405-1802
brent@vizaline.com



Viza-Audit is the best technology we have seen or used in years. We use it on all metes and bounds legal descriptions of new and renewed loans in our bank. We have found many mistakes with legal descriptions that would have cost our bank and our customer a great deal of money, had it not been for Viza-Audit. We do not lend without it.

We recommend any bank to at least try it and see for yourself how good it really is for banking. I don't know why a bank would not use it.
Shane Clayton, President
First Choice Bank, Pontotoc, Mississippi

SERVING MORE THAN 50 BANKS IN EIGHT STATES



207 E. Capitol Ave.
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800.982.6564 | www.MyMBIS.com



MBA Promotional Opportunities Form 2024

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.

2024 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	
Total Costs	