



# CaliforniaBanker

CaliforniaBanker Magazine is the official magazine of California Bankers Association – one of the largest and most dynamic state-banking associations in the US. A publication dedicated to reaching industry professionals with timely, relevant and unique bank industry content.



## REACH

California Banker magazine is the official publication of the California Bankers Association. Published six times per year, the 32-page magazine offers a way to connect with more than 1,000 C-suite executives and HR professionals in California.



## AD RATES, SPECS & DEADLINES

AD SIZES	DIMENSIONS (W X H)	1X	3X	6X
OUTSIDE BACK COVER	8.375" x 8.6425" *	\$1,875	\$1,745	\$1,595
INSIDE COVERS	8.375" x 11.125" **	\$1,815	\$1,690	\$1,570
OPPOSITE INSIDE FRONT COVER	8.375" x 11.125" **	\$1,815	\$1,690	\$1,570
FULL PAGE	8.375" x 11.125" **	\$1,750	\$1,630	\$1,500
1/2 PAGE	7" x 5"	\$1,100	\$1,025	\$950
1/4 PAGE	4.5" x 3.75"	\$800	\$745	\$650

AD DEADLINE
ISSUE #1 JANUARY/FEBRUARY December 10
ISSUE #2 MARCH/APRIL February 10
ISSUE #3 MAY/JUNE April 10
ISSUE #4 JULY/AUGUST June 10
ISSUE #5 SEPTEMBER/OCTOBER August 10
ISSUE #6 NOVEMBER/DECEMBER October 10

\* Trim size 8.125" x 8.5175". Keep live matter 1/2" inside trim.

\*\* Trim size 8.125" x 10.875" - extend no less than 1/8" beyond trim on all sides. Keep live matter 1/2" inside trim.

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