

REAL WORLD SOLUTIONS - SEPTEMBER

Every great company has at least one reason that sets them apart from their competitors and has a great example of with a client bank.

ABA Banking Journal offers you the format - an entire page - to communicate that uniqueness to your banking decision makers.

Your "Real World Solution" page AND your ad will be a part of the Digital Edition on the web, at no extra charge.

When: September 2009

Offer: One page (4/c or b&cw) paid ad @ your contract rate (or P 4/c net open rate of \$9,010) PLUS One page 4/c advertorial @ \$3,900 net – over \$5,100 SAVINGS!

Format: Spread: Advertorial page including author's photo, text company logo and signature on left; ad on right

Deadlines:

Insertion Order:	July 17, 2009
Advertorial copy:	July 20, 2009
Advertorial Illustrations:	July 20, 2009
Ad material:	August 4, 2009

Production Requirements:

Email text as Microsoft Word document and author's photo and signature, and company logo as JPEG, or TIFF, 300 DPI files to Mary Brown, mbrown@sbpub.com.

Run a full-page 4/color or black & white ad in the September 2008 issue of ABA Banking Journal at your regular contract frequency rate and alongside that ad you'll have another full 4/color page for your open letter (500 words) to the banking industry.

The September issue is perfect: Not only is it budget planning season but the issue will receive bonus distribution at: **ABA Marketing Conference**

Your message will reach bank executives for their exploration as they're contemplating the New Year ahead. Together, your ad and your 500-word advertorial explain why your firm is the one to choose. Tell bank executives what your firm brings to the party and what sets your company apart.

Along with your text you may include up to two illustrations (subject to space limitation). ABA Banking Journal will format the advertorial page at no extra cost.

The adjacent 4/color page is yours for only \$3,700 net of agency commission when you run a page ad at your applicable frequency rate. Rates are available at by contacting Gus Blumberg.

Web Bonus: All page 4/color page or larger advertisers will have their advertorial page copy and images displayed on ABA Banking Journal 's web site, www.ababj.com, for three (3) months. If copy for advertorial page is supplied with links (e.g.: author's email address, company's web address, key words) then those links will appear on the web posting. The web bonus posting alone, exceeds the cost of the advertorial page.

Contact:
Tom Dorsey
Regional Sales Manager
312-683-5021
tdorsey@sbpub.com

Receive the equivalent of a 4/color SPREAD at over \$5,000 in savings!

Offer expires July 17, 2009!