

2009 ABA BANKING JOURNAL WHITE PAPERS

ISSUE DATES

SUBJECTS & SPECIFICATIONS

January 2009

COST CUTTING STRATEGIES

Submission Deadline: November 20, 2008

February 2009

FRAUD CHALLENGE SOLUTIONS

Submission Deadline: December 18, 2008

March 2009

CAPITAL RAISING STRATEGIES

Submission Deadline: January 19, 2009

April 2009

INTERNET/ELECTRONIC BANKING DEVELOPMENTS

Submission Deadline: February 13, 2009

May 2009

COMPLIANCE CONCERNS

Submission Deadline: March 17, 2009

June 2009

SECURITY: DATA AND PHYSICAL

Submission Deadline: April 21, 2009

July 2009

EMPLOYEE INCENTIVES

Submission Deadline: May 19, 2009

August 2009

HANDLING CREDIT RECOVERY CHALLENGES

Submission Deadline: June 22, 2009

September 2009

RETAIL BANKING TRENDS

Submission Deadline: July 21, 2009

October 2009

MOBILE BANKING

Submission Deadline: August 21, 2009

November 2009

PARTNERING UP: FINDING THE PAYBACK

Submission Deadline: September 22, 2009

December 2009

TOP MANAGEMENT ISSUES

Submission Deadline: October 20, 2009

REQUIREMENTS

White Papers are a series of informative *non-editorial* reports devoted to a specific banking topic and open to any firm that meets the minimum expenditure requirement — increase their 2009 advertising commitment by one page, or equivalent, over their 2008 expenditure. This applies for each White Paper. Each participant's ad must run in the issue of ABA Banking Journal that corresponds to the month that the White Paper will be distributed. Articles must contain thoughtful, impartial analysis of a related subject. No transparent sales pitches. White Paper articles will be subject to limitations and approval by the Publisher and Editor.

Note to Public Relations Professionals: The White Papers are *advertising* content. Please to do not contact the editorial staff regarding White Paper topics.

Please submit:

- one 400-600 word executive summary for printing in *ABA Banking Journal* and
- one 2,500 word (or less) article for the *ABA Banking Journal* website.

DISTRIBUTION

A one-page executive summary of your White Paper article will be part of that month's issue of ABA Banking Journal. Plus: bonus distribution at appropriate trade shows. The full text is posted for six months on our web site, www.ababj.com. Additional copies of the magazine may be ordered in advance of publication at \$5.00 each.

PRODUCTION SPECIFICATIONS

For executive summary AND full article which must be sent as 2 separate documents:

- a) Executive summary printed page: 400 - 600 words of text depending on use of illustration. Space is limited to one page in the magazine. Printed in black & white ONLY.
- b) Executive Summary maximum length: 600 words. Full Article maximum length: 2,500 words.
- c) Executive summary and the full article must be supplied as TWO separate WORD documents.
- d) Provide illustrations (charts) as an eps, tiff or jpeg. Color illustrations will only be used on the web site. All illos MUST be 300 dpi.
- e) Include each of the following on all media provided and hard copies for easy reference: author's name and title, company name, phone number, email address, and article's title.
- f) Do NOT place tables or graphs within the executive summary or article's text. Place each in clearly identified, separate electronic files. Simply refer to the correct placement of each in the article's text. E.g.: [PLACE GRAPH 1 HERE].
- g) Do as little stylistic formatting as possible. Most formatting is distorted by translating software programs or the standardizing of formats by the publisher.
- h) A photo of the author can accompany the article (black & white in the magazine or 4/color on the website.) All photos MUST be 300 dpi

How to submit articles:

Email: Mary Brown, mbrown@sbspub.com.

Must be sent as two separate files in Microsoft Word and any separate file(s) for any illustrations.

Files delivered via email (mbrown@sbspub.com) cannot exceed 10 Megabytes (10MB or 10,000K), including attachments.