



UTAH BANKER



Advertisement Opportunity!

Business-to-Business Marketing That Moves Products and Services

Utah Banker is the premier professional trade journal for bankers and other related professionals in Utah. As the official trade journal for the Utah Bankers Association, *Utah Banker* reflects the industry's highest standards and reinforces the organization's sterling professional image.

Cutting-edge editorial content:

Utah Banker offers clear, comprehensive, sophisticated and up-to-date information that readers can apply immediately in their own organizations. Contributed to by the association's Board of Directors, as well as the financial service industry's most authoritative practitioners and consultants, *Utah Banker* delivers a wealth of insight. Subjects include:

- Growth management
- Marketing & branding
- Compliance & regulatory issues
- Adding value & relevancy to client services
- Organizational performance & operations planning
- Finance management
- Tax considerations
- Legislative advocacy & legal updates
- Technology
- Communication concerns
- Leadership
- Risk concerns & assessments
- Cash-flow & investment-portfolio management
- Utah Bankers Association events & training opportunities

2017-18 Publication & Advertising Schedule		
Issue	Editorial/ Artwork Due	Mail Date
Issue 1 2018	January 12, 2018	February 9, 2018
Issue 2 2018	March 6, 2018	April 3, 2018
Directory 2018	June 5, 2018	July 3, 2018
Issue 3 2018	August 10, 2018	September 7, 2018
Issue 4 2018	November, 2 2018	December 3, 2018

Design Information:

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

*Ad Design Available, \$250.

- Ad rates are net.
- All color is process color.
- Centerfold space available, call for rates.
- Per issue rates are available upon request.
- You must be a member in good standing to advertise in the annual directory.

Readers want competitive advantage:

Published quarterly with the addition of an associate directory, with a circulation of nearly 1800, *Utah Banker* serves the membership and prospective members of the Utah Bankers Association. *Utah Banker* readers are among the most successful banking professionals within the state of Utah. They strive to keep up on new laws and regulations, software, training opportunities, academic research and other resources. Our readers look to *Utah Banker* as a tool that can improve their performance—as well as increase membership for the association—by helping them provide relevant and professional leadership and compete in Utah's marketplace.

Utah Banker readers represent banks, financial institutions and businesses of all sizes in the banking industry, and the magazine is read cover-to-cover and stored in members' libraries for future reference. This is your opportunity to reach the niche market the banking industry provides.

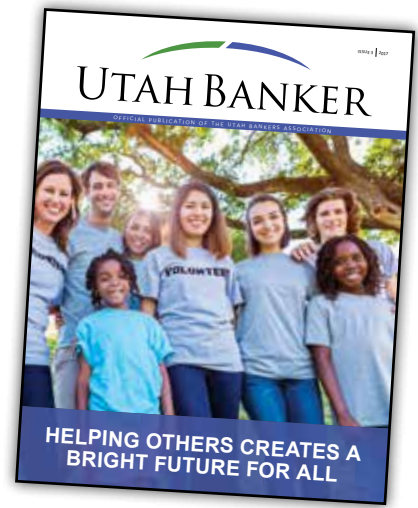
- Editorial opportunities available, guidelines apply.

Ad Specifications (width x height)	
* Full Page Ads:	8.5" x 11"
1/2 Page Ads:	7.5" x 4.625"
1/4 Page Ads:	3.625" x 4.625"
* Inside Front / Back Cover	8.5" x 11"
* Outside Back Cover	8.5" x 8.5"

2017-18 Advertising Rates - Full Color	
Size Price	Per Term (4 issues + Directory)
Full Page	\$2,884
1/2 Page	\$2,163
1/4 Page	\$1,622
Page #3 Right-Hand Read	\$4,263
Inside Front/Back Covers	\$3,955
Outside Back Cover	\$4,263



UTAH BANKER



Name

Company Name

Title

Phone

Website

Phone

Address

City

State

Zip Code

Country

E-mail

Production Contact Name

E-mail

Ad size	Cost per ad	Number of insertions	Total cost
Full page			
1/2 page			
1/4 page			
1/8 page			
Page 3			
Inside front / back cover			
Outside back cover			

☐ We will provide ad

☐ We will pay you to design our ad

Payment Method:

☐ Please invoice me

☐ Credit Card:

☐ VISA

☐ MasterCard

☐ American Express

Credit Card Authorization:		
Name as it appears on credit card		
Credit card number	Expiration date	CVC Code
Billing address of credit card		
Cardholder's signature		
Or call Dani at 801-676-9722 to process payment over the phone.		
I hereby authorize and agree to pay the rate and contract as shown above.		
Signature:		Date:

- Account balance is due in full prior to publication. Ads not paid in full prior to publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Order is non-cancelable. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

Magazines Work - Still

The 64 million dollar question for any business has always been how to get the most out of their marketing investments by bringing in new customers and maintaining the loyalty of their existing clientele. That's the beginning, the middle and the end-game of good marketing.

Well, it seems that this past year was a good year for answers. Official answers. Consensus answers. Simply put, it was the year that print proved it wasn't dead. Interestingly, more print publications were launched this past year than in the past several years combined. So for those of you that bought into the "electronic is the only way to go" mantra, think again. And fast. Print, it turns out, still works, and these days, print has the credibility punch to maintain its staying power.

“In today's digital age, the synergy generated from a multi-touch, cross channel campaign positions an organization for creating maximum impact. Utilizing direct mail as one of the contact strategy elements is a proven tool for building and nurturing relationships.”

Jason Butler, Goldleaf Data Corporation

Print is Precise

The message you send, is the message your readers actually receive. According to research with the Centre for Experimental Consumer Psychology at Bangor University, it turns out that tangible materials leave a deeper footprint in the brain. Interestingly, this is not just because the physical materials stimulate both sight and touch, but also because of the actual subtraction of brain signals from the scrambled materials of outside stimuli often present with electronic distribution.

The research strongly suggests that greater emotional processing is facilitated by the physical material rather than by the virtual.

That emotional processing is important for memory and brand associations. And finally, physical materials produced more brain responses connected with internal feelings, suggesting greater "internalization."

Print Creates Relevance

According to a poll conducted by Doremus and the Financial Times, 60% of the senior executives they surveyed across North America, Europe and Asia said that when they want in-depth analysis, they turn to print. Ironically, the rate was even higher (70%), with employees of technology companies. The Doremus/Financial Times study revealed that nearly two thirds (64%) of the executives they polled said they pay more attention to print ads than online ads. Direct mail also remains a highly effective marketing strategy, with 80% of people reading or scanning promotional material they received in their mailbox. In a USA Strategies survey, new product introductions, print ads and editorial coverage were viewed as the most important advertising options by B2B.

Google, one of the world's most respected and valuable brands, doesn't rely solely on email, Internet ads and services. In fact, for its pay-per-click ad product offerings, it pours millions of dollars into traditional marketing, including direct mail.

Print is Cost Effective... After All

An Ipsos US study revealed that 67% of the online populations were driven by offline messages to perform online searches for more information on a company, service or product. 30% of those respondents then made a purchase. What's more, another USPS study from the same year determined that those who received a printed catalog from a retailer were twice as likely to buy online from that retailer as consumers who did not receive the catalog. According to the United States Postal Service, people spend an average of 25 minutes with direct mail pieces such as magazines, catalogs, "magalogs," etc. The same study showed that receiving direct mail, personalized and targeted to their

“As a lot of other marketers cut back on print marketing, there's an opportunity to stand out more. It's not perceived as clutter—nobody has a bad impression of magazines—and it can be a very useful way to drive traffic to your core property.”

Sucharita Mulpuru-Kodali, Analyst, Forrester Research

interests/needs, inspires many people to go out to the store or buy online. In fact, in a survey conducted on behalf of Pitney Bowes, nearly 94% of consumers questioned said they had taken action on promotional offers and coupons received via direct mail over the past year.

Print Plays Well with Others

Paper remains an indispensable part of business in the Web age. However, while computers are firmly entrenched as the main work tool in most offices, people continue to print out key documents for important meetings, and turn to printed sources for reliable information. In addition, many organizations will tell you that their customers respond better to print advertising than online messages. In business, paper and electronic media are not incompatible. They are the perfect complement for one another. People often like having both. Electronic media is great for skimming information; paper media is better for studying that information in depth.

Magazines are more relevant today than ever. They are getting stronger as content providers, they can have a mutually beneficial relationship with Internet websites, and they continue to be one of the most effective places to put an advertisement. Why? Because people still like paper. Which means even in today's digital world, paper makes sense.



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