

MEDIA PLANNER 2023



THE VOICE OF THE NEXT GENERATION OF BANKING

Editorial Mission

The Voice of the Next Generation of Banking

In the rapidly changing banking landscape, bankers need a voice to point the way—to provide the information, ideas, and innovation needed to compete. Banking Exchange is this voice.

We are a multi-platform resource helping forward-looking bankers understand the trends, issues, people, companies, and solutions for a changing industry. Banking Exchange is shaping the next generation of bankers and arming them with the tools to do their jobs and help their banks prosper and grow.

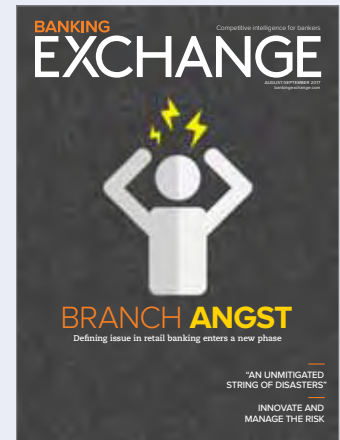
We help banks navigate through times of disruption, finding ways not just to survive, but to thrive. Our coverage blends the best of new and traditional banking. We go beyond reporting news to offer insight, analysis and real-world solutions to the challenges facing the banking industry.

FULL-MARKET COVERAGE

Banking Exchange reaches the entire industry—community, midsize, regional banks, and large banks. Other banking media properties focus only on certain industry sectors—by size, affiliation, or other factors.

INDEPENDENT VOICE

Banking Exchange is not affiliated with any trade association. That means impartial, timely, and relevant information, where no issue is “off limits,” and where coverage is not limited to members of one group or market segment. Transparent. Unbiased. That’s what our readers want and get—in print and online.



7 Azbee Awards

in 2017 for
editorial excellence



Audience Reach and Profile

Reaching **the highest** concentration of bankers representing the entire banking industry

20,000 EMAIL NEWSLETTER SUBSCRIBERS
40,000 EST. TOTAL AUDIENCE (Website plus Email Newsletter Audience)

Whole-Market Coverage

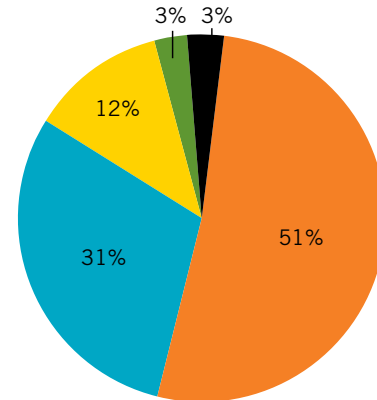
Banks of all asset sizes turn to Banking Exchange for the latest news and trends in the banking sector. Community banks (assets less than \$1 billion) represent just over half of Banking Exchange's total circulation. The balance of our audience is comprised of midsize banking institutions (\$1 to \$9.9 billion) and large institutions (\$10 billion or above).

Bank Decision-Makers at Every Level

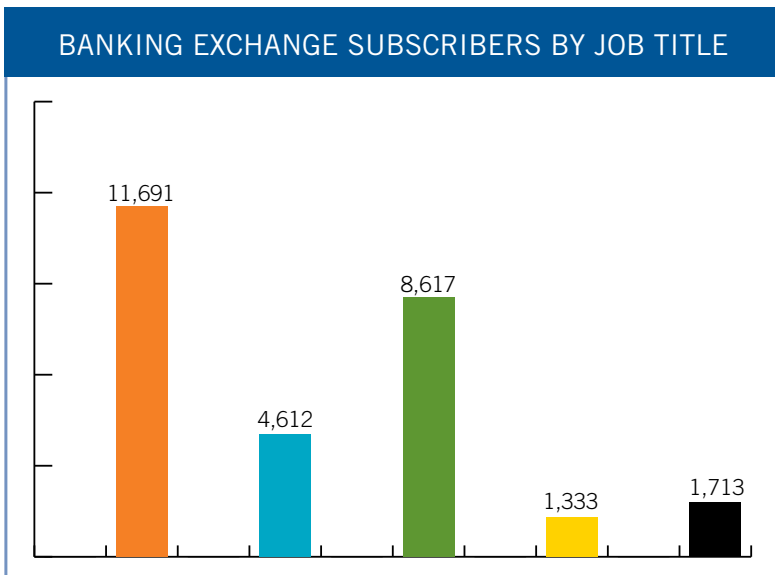
Banking Exchange subscribers include decision-makers at all levels: more than 11,500 top managers and more than 13,000 middle managers.

- 42% Executive Management
- 47% Senior Management
- 11% Other bank officers/Consultants

BANKING EXCHANGE SUBSCRIBERS BY BANK ASSET SIZE¹



- \$0-99 Million
- \$100-999 Million
- \$1-9.9 Billion
- \$10 Billion+
- Not Specified or Not Applicable



JOB TITLE

- **Executive Management**
 (Chairman, CEO, President, CFO, CIO, COO, Managing Director, EVP, SVP, etc.)
- **Senior Management**
 (VP/Director Marketing, Retail, Mortgage, Lending, Compliance, IT, etc.)
- **Senior Management**
 (Dept/Div/Group Manager, Branch Manager, Officer, AVP, etc.)
- **Other bank officers/Consultants**
 (Compliance Officer, Personnel Officer, Attorney, Accounting, Customer Service, etc.)
- **Cashiers, Treasurers, etc.**

1. Banking Exchange Readership Data
 2. Google Analytics, BankingExchange.com - October 31, 2018 to October 31, 2019

Integrated Marketing Solutions

Gated White Paper

Generate leads while building brand awareness with a white paper hosted on bankingexchange.com for six months. The white paper landing page and all promotional materials are branded with the sponsor's logo. A gated registration form generates qualified leads for the sponsor. The sponsor may specify up to three questions to help qualify leads. Includes print and digital promotion to Banking Exchange audience and lead capture. **Deliverables:** PDF of white paper, sponsor's logo in EPS and JPG/PNG/GIF format, fields to capture

Net Rate: \$15,000

Interactive Webinar

Demonstrate your expertise and thought leadership to the Banking Exchange audience with an informative, co-branded webinar. Our webinars present industry trends, issues and opportunities to a broad audience of banking executives in an interactive online setting and include a Q&A session. Banking Exchange provides a moderator and works with the sponsor to develop content, select panelists, and shape points of discussion. Webinar is archived on bankingexchange.com for six months. Promotion in print and online and lead capture included.

Net Rate: \$12,500

Executive Video Interview

This unique video content opportunity brings together video and online content marketing. The interview is conducted by Banking Exchange with one to two senior level executives. It will be displayed as content in text and video form for one year on Banking Exchange. Traffic and audience information will be tracked and sent on a monthly basis.

Net Rate: \$5,000



White Paper



Webinar

Channel Sponsorship

Get 100% SOV to Your Target Market

A channel sponsorship targets your specific audience by providing comprehensive contextual exposure for your company. The sponsorship features 100% share of voice in the selected channel, plus homepage and run-of-site positions for site-wide exposure. The channel sponsorship includes high-impact units, including the 300 x 600 filmstrip which is *exclusively* available as part of a channel sponsorship.

Channels are dedicated to important topics in the banking industry and offer high-visibility advertising opportunities. With banner positions integrated into the site's design and aligned with related editorial content, channel sponsorships offer the maximum level of exposure to the right audience.

Only ONE sponsorship per channel is available.

Channel sponsorship includes:

- 728 x 90 IAB Leaderboard (Homepage, ROS and Channel)
- 300 x 600 IAB Filmstrip (Channel)
- 300 x 250 IAB Medium Box (Homepage, ROS, and Channel)

CHANNEL OPPORTUNITIES

**Community Banking • Management • Retail Banking
 Technology • Payments • Compliance • Risk • Mortgage/CRE**

NET MONTHLY RATE

1X	3X	6X	9X	12X
\$8,232	\$7,676	\$7,119	\$6,563	\$6,007



Run-of-Site Advertising

Leaderboard

The premium position of the leaderboard makes it a powerful tool for brand awareness and driving sales. Its top-of-page placement commands attention from every visitor. The banner is featured run of site and on the homepage to reach a broad audience of bankers.

IAB Standard: 728 x 90 pixels

NET MONTHLY RATE

1X	3X	6X	9X	12X
\$4,100	\$3,690	\$3,320	\$2,980	\$2,690

Medium Rectangle (Above the Fold)

A medium rectangle, positioned close to editorial content, is available above the fold. This unit is featured run of site and on the homepage to reach banking professionals across the industry.

IAB Standard: 300 x 250 pixels

NET MONTHLY RATE

1X	3X	6X	9X	12X
\$3,700	\$3,330	\$2,990	\$2,690	\$2,420

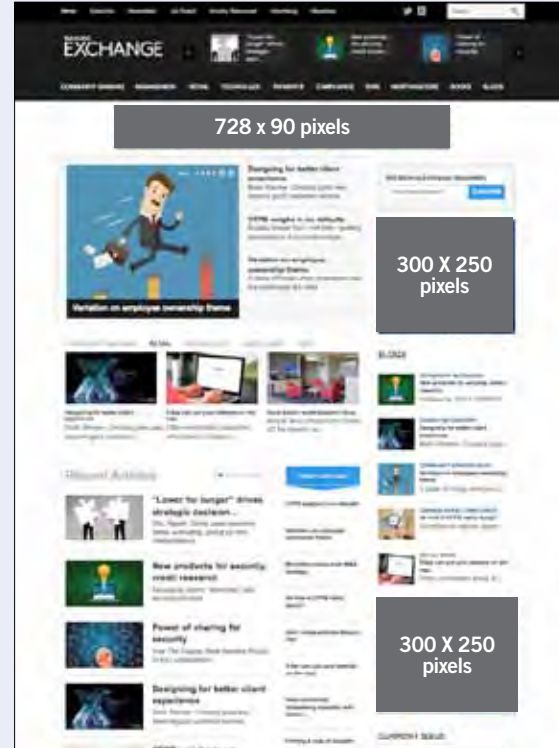
Medium Rectangle (Below the Fold)

A medium rectangle, positioned close to editorial content, is available below the fold. This unit is featured run of site and on the homepage to reach banking professionals across the industry.

IAB Standard: 300 x 250 pixels

NET MONTHLY RATE

1X	3X	6X	9X	12X
\$2,100	\$1,890	\$1,700	\$1,490	\$1,280



31,000

Unique Monthly
Visitors

170,000

Monthly
Impressions

Email Newsletters

Editors Exchange

Editor's Exchange is a weekly email newsletter with over 14,000 subscribers that provides bankers with the most current information and developments to help them compete in a period of rapid change and disruption. News items cover fintech developments, regulatory changes, views from outside the industry, and more.

AD UNIT	RATE	FILE FORMAT	DIMENSIONS
Full Banner	\$3,013	GIF, JPG	468 x 60
Medium Box	\$2,095	GIF, JPG	300 x 250
Both Units	\$4,061	GIF, JPG	468 x 60, 300 x 250

Tech Exchange

Tech Exchange helps bankers make sense of the constantly evolving technological landscape through its coverage of IT developments and research, company and product news, tech leader interviews, and industry blogs. The weekly email newsletter targets bankers specifically interested in IT and lets them know which technologies to pay attention to. Reach over 14,000 subscribers through this editorially driven newsletter.

AD UNIT	RATE	FILE FORMAT	DIMENSIONS
Full Banner	\$2,290	GIF, JPG	468 x 60
Medium Box	\$1,520	GIF, JPG	300 x 250
Both Units	\$3,050	GIF, JPG	468 x 60, 300 x 250

BANKING EXCHANGE NEWSLETTER SPECIFICATIONS

- Ads may be in the following formats: JPEG, GIF.
- Certain email clients do not support animated GIFs.
- All ad files must be under 45 KB. • Advertiser must also include the URL the ad should link to.
- Ad materials should be submitted to Andrea at andrea@bankingexchange.com a minimum of five business days prior to start of schedule.



Custom Sponsored Email

Reach 16,000 Banking Professionals

A custom email allows you to deliver an informative message to over 16,000 engaged members of the Banking Exchange audience, including c-suite executives and bank decision-makers at every level. Your company receives 100% share of voice.

A Trusted Brand

Our custom emails are sent from Banking Exchange and feature our logo at the bottom of the email. This partnership with Banking Exchange allows you to align your brand with our trusted brand.

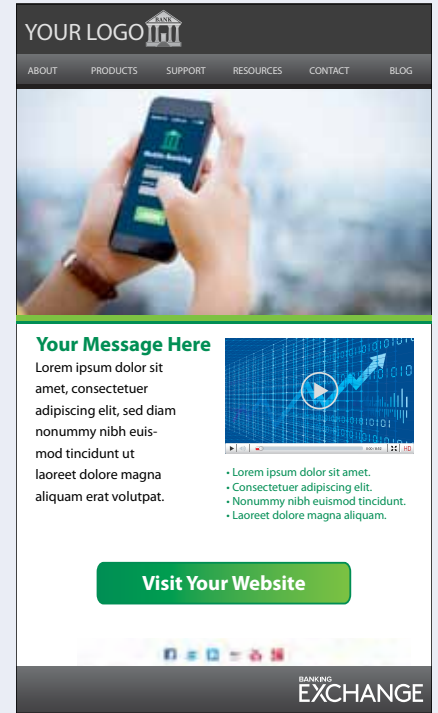
Informative Content

Content should be informative (reports, research, case studies, backgrounders).

Net Rate: \$5,000

Specifications

- All files must be received a minimum of 14 days prior to deployment date. Please note that Banking Exchange must approve all submissions.
- Send a fully assembled HTML file with all links and images in place. All images should be uploaded to advertiser's server and linked by absolute URLs.
- All images should be resized prior to uploading to advertiser's server.
- Maximum file size is 100K.
- Recommended width of HTML is 500 to 700 px.
- To avoid triggering SPAM filters and to increase deliverability, avoid the following items: image maps, animated gifs, forms, style sheets (CSS), background images, third party tags, words in all caps, unusual punctuation, and excessive use of special characters.
- Use proper HTML codes for special characters to ensure proper rendering.
- Use basic HTML to allow for differences in email clients, as in no layers, rollovers, or CSS. Use inline styles only.
- Many email programs automatically block images in emails so please keep all essential information in the text of your file. The use of alt text on images is highly recommended.



Digital Specifications

Website Submission Requirements

Materials should be submitted to the salesperson, Andrea Rovira, at andrea@bankingexchange.com, a minimum of five business days prior to start of schedule.

JPEG/GIF:

- JPEG and GIF files must be below 45K.
- Advertiser must include the clickthrough URL that the banner should link to.

FLASH:

- All Flash banners must be submitted as .SWF files smaller than 150K.
- Shockwave (.SWF) files cannot contain spaces in the names. Please use underscores (_).
- Flash banners must meet Google's DoubleClick for Publishers SWF file requirements. Requirements available at https://support.google.com/dfp_premium/?hl=en
- Submissions must include a getURL action embedded on the topmost layer with the URL set to _levelIO.clickTAG (case sensitive).
- Flash Player set to a version 6 or higher but not above 9.
- The source .FLA file must be included along with any unusual fonts so we can fix the clickTAG if necessary.
- A backup animated GIF or static JPEG must also be provided for browsers that are not Flash-enabled.
- Rich Media Polite Downloads: Up to 3 additional loads of up to 50k each may be initiated after a user moves their cursor over or clicks on the ad. Please follow the IAB recommendations found at <http://www.iab.net>.

- Audio must be user-initiated and is defined as a click based interaction rather than a mouseover or rollover. All ads that include sound must be clearly labeled with "play" and "stop" controls.
- The Flash frame rate must be 18 to 24 frames per second. Flash frame rate must not exceed 24 frames per second.

THIRD PARTY TAGS:

- We accept third party coding.
- Tags must be submitted in a Text or Excel file that has been compressed into a ZIP file. This ensures that no coding gets stripped while being transferred.
- Please include detailed instructions on where to put clickthrough macros and cachebusting macros within your tags. We use Google's DoubleClick for Publishers to serve banners.
- Third party tags must be live at time of submission to enable testing prior to launch.
- We accept creative from most major ad serving networks. Inquire for more information or see accepted formats on DoubleClick for Publisher's Support Center.

Email Newsletter Banner Submission Requirements

- Ads may be in the following formats: JPEG, GIF. NOTE: Certain email clients do not support animated GIFs.
- All ad files must be under 45 KB.
- Advertiser must also include the URL the ad should link to.
- Ad materials should be submitted to Andrea Rovira at andrea@bankingexchange.com