

Advertising Opportunities Also Available in Virginia Banking Annual!

VIRGINIA Banking

VIRGINIA BANKERS ASSOCIATION

VIRGINIA BANKERS ASSOCIATION SERVING VIRGINIA'S FINANCIAL COMMUNITY SINCE 1893



Published digitally **monthly** and circulated to more than **5,900 recipients**.



Reach top level decision-makers including **CEOs, presidents, directors** and **executive** and **senior vice presidents**.



Reach **more than 1,500** mid-management level readers in departments such as **retail, mortgage, lending, marketing** and more.



Each issue is devoted to **legal, legislative** and **informational articles** related to the state of the banking industry, technology issues, bank profiles and personnel updates.



2024 Virginia Banking Monthly Ad Rates

Pricing is Per Quarter - One Ad Per Month for Three Months*

Position 1: Header - \$1,050
640 x 150 pixels

Position 2: Middle - \$800
640 x 150 pixels

Position 3: Lower - \$550
400 x 150 pixels

Position 4: Sidebar - \$300
200 x 200 pixels

**Rates listed are for VBA members. There is an additional \$225 fee for non-members.*

Interested in advertising in Virginia Banking Monthly, Virginia Banking Annual or contributing an article for possible inclusion in the next digital issue? Contact Amy Binns at abinns@vabankers.org. Learn more about our publications by visiting our website, www.vabankers.org/news-publications.



VIRGINIA *Banking*

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SERVING VIRGINIA'S FINANCIAL COMMUNITY SINCE 1893

Virginia Banking Monthly a digital publication

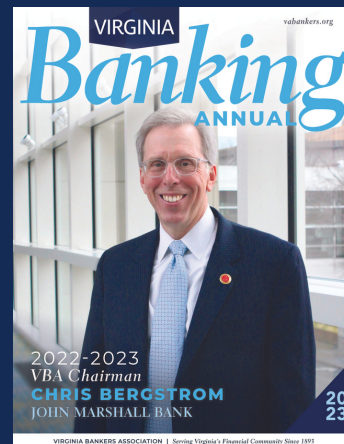
2024 Advertising and Article Submission Due Dates

Publication Month	Publication Content Due to VBA	Date of Publication
January	1/8/2024	1/16/2024
February	2/5/2024	2/13/2024
March	3/4/2024	3/12/2024
April	4/8/2024	4/16/2024
May	5/6/2024	5/14/2024
June	6/10/2024	6/18/2024
July	7/8/2024	7/16/2024
August	8/5/2024	8/13/2024
September	9/3/2024	9/10/2024
October	10/7/2024	10/15/2024
November	10/28/2024	11/5/2024
December	12/2/2024	12/10/2024

Artwork Specs: Header Position — 640 x 150 pixels
 Middle Position — 640 x 150 pixels
 Lower Position — 400 x 150 pixels
 Sidebar Position — 200 x 200 pixels

Advertise in Virginia Banking Annual!

2024 Media Guide



This publication will serve as a "year in review," covering the Virginia banking industry and the VBA from June 2023-June 2024.



This commemorative keepsake will be available in a select number of **print copies** for bank CEOs, VBA committee chairs, and VBA Associate Member CEOs and will be distributed **digitally** to **5,900+** bankers, legislators and industry partners.



Features will include **reflective thoughts** on the year from VBA staff and the VBA Chairman; highlights and pictures from VBA **education and training events**; a recap of industry and VBA efforts in **diversity, equity and inclusion**...and more!

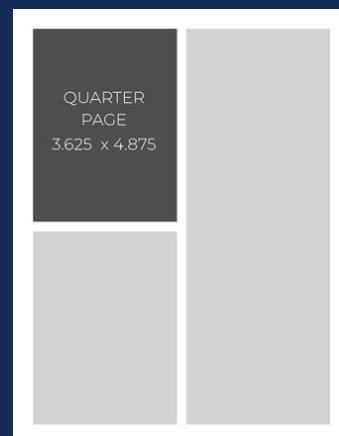
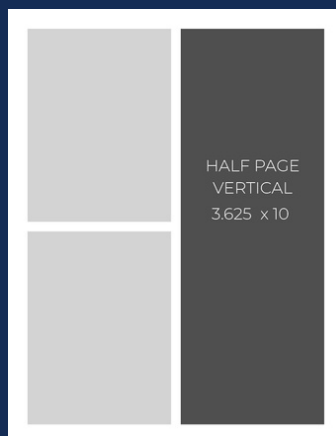
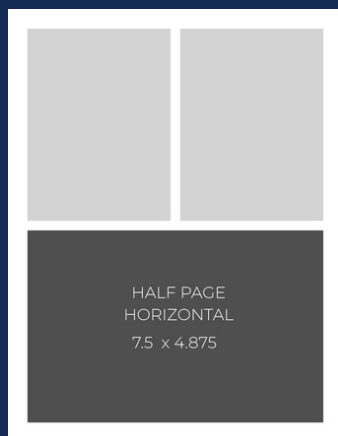
2024 Advertising Rates*

Size	Price**	Dimensions (inches)
Outside Back Cover (full page) <i>Includes company logo on mailing envelope</i>	\$1,550 SOLD	8.5x11 with bleeds
Inside Front Cover (full page)	\$1,300 SOLD	8.5x11 with bleeds
Inside Back Cover (full page)	\$1,300	8.5x11 with bleeds
Full Page	\$1,050	8.5x11 with bleeds
Half Page Horizontal	\$800	7.5 x 4.875
Half Page Vertical	\$800	3.625 x 10
Quarter Page	\$550	3.625 x 4.875



*All ad sales must be secured by April 26, 2024 and ad artwork is due no later than May 17, 2024.

**Companies that advertise in issues of Virginia Banking Monthly will receive a 10% discount on Virginia Banking Annual rates.



Interested in advertising in *Virginia Banking Annual*?
Please contact Amy Binns at abinns@vabankers.org.

Visit www.vabankers.org/virginia-banking to view past issues of *Virginia Banking Annual*.