

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 **5,400 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.



2025 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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Virginia Banking Monthly a digital publication

2025 Advertising and Article Submission Due Dates

Publication Month	Publication Content Due to VBA	Date of Publication
January	1/13/2025	1/21/2025
February	2/3/2025	2/11/2025
March	3/3/2025	3/11/2025
April	3/31/2025	4/8/2025
May	4/28/2025	5/6/2025
June	6/2/2025	6/10/2025
July	7/7/2025	7/15/2025
August	8/4/2025	8/12/2025
September	9/2/2025	9/9/2025
October	9/30/2025	10/7/2025
November	11/3/2025	11/12/2025
December	12/1/2025	12/9/2025

Artwork Specs:

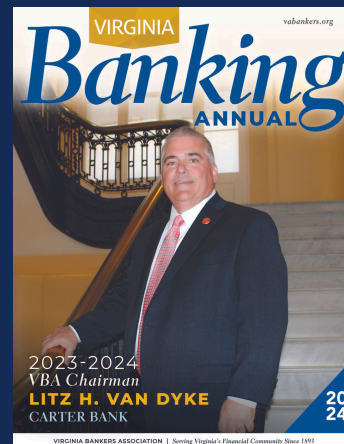
- Header Position — 640 x 150 pixels
- Middle Position — 640 x 150 pixels
- Lower Position — 400 x 150 pixels
- Sidebar Position — 200 x 200 pixels

Questions?

Contact Amy Binns | abinns@vabankers.org | 804.819.4726

Advertise in Virginia Banking Annual!

2025 Media Guide



This publication will serve as a **"year in review,"** covering the Virginia banking industry and the VBA from June 2024-June 2025.



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 **5,400+** 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 **VBA Education Foundation** programs and initiatives...and more!

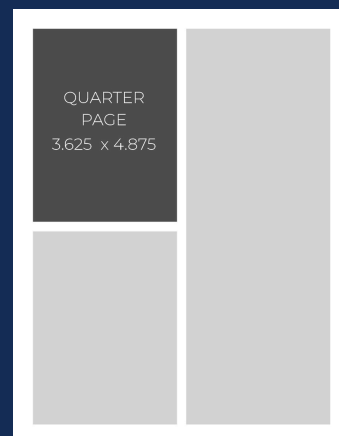
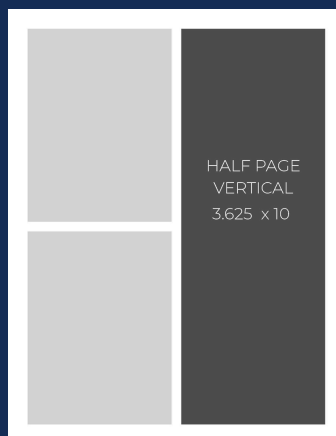
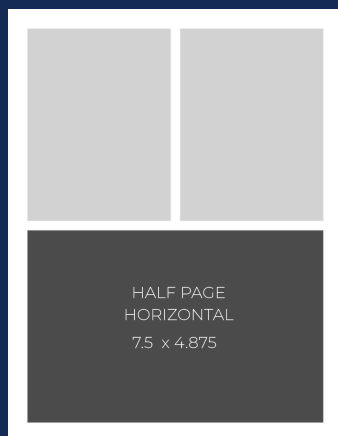
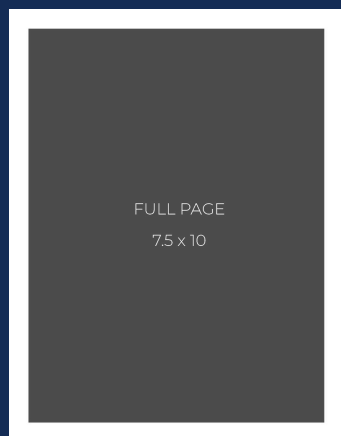
2025 Advertising Rates*

Size	Price**	Dimensions (inches)
Outside Back Cover (full page) <i>Includes company logo on mailing envelope</i>	\$1,550	8.5x11 with bleeds
Inside Front Cover (full page) SOLD	\$1,300	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 25, 2025 and ad artwork is due no later than May 11, 2025.

**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*.