

The IBA logo consists of a small white square above the letters 'i' and 'B', which are joined together. The 'A' is a large, bold, white letter. The entire logo is set against a dark blue background.

IBA

MEDIA KIT

2025

HOOSIER BANKER MAGAZINE AT A GLANCE



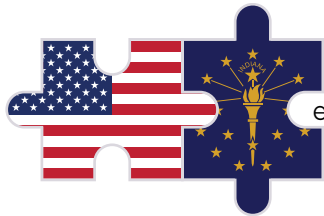
SCHEDULE
Bimonthly



PRINT
3,700 subscribers



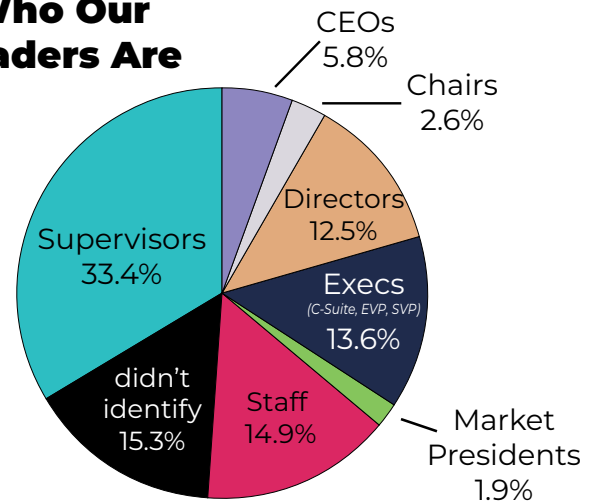
DIGITAL
7,450 subscribers



ELECTED LEADERS

Complementary copies are sent to every elected official at the Statehouse and in Indiana's congressional delegation

Who Our Readers Are



AD MECHANICAL REQUIREMENTS

Acceptable File Formats

Preferred: High-res PDF for press with fonts embedded
Accepted: EPS with fonts converted to paths; hi-res (300dpi or better) TIFF or JPG with fonts converted to outlines

Acceptable Applications (Mac or PC)

InDesign, Illustrator and Photoshop
*All graphics and fonts must accompany open files

Graphics

Photographic and raster images: 300dpi
Line art: 1200dpi
All embedded images must be 300dpi and color images must be CMYK

Submission Procedures

All files must be submitted digitally to EHoffmeyer@indiana.bank

Classified Ads

To post job openings, go to BankTalentHQ.com

AD CREATIVE DEADLINES

2025 ISSUE	SPACE RESERVATION	ARTWORK DEADLINE	ESTIMATED PRINT DELIVERY*
January/February	Dec. 23, 2024	Dec. 30, 2024	Feb. 16, 2025
March/April	Jan. 31, 2025	Feb. 7, 2025	March 31
May/June	March 21	March 28	May 12
July/August	May 16	May 23	July 11
September/October	July 18	July 25	Sept. 23
November/December	Sept. 19	Sept. 26	Nov. 12

*Digital version available two weeks earlier

ADVERTISING RATES & SPECS

Hoosier Banker, as the only magazine in Indiana targeted to the banking community, serves as the ideal vehicle for connecting with Indiana bankers. Hoosier Banker advertising rates are competitive and provide enviable opportunities for businesses of any size looking to reach decision-makers at Indiana banks.

All ads are available in color at no additional charge and appear in the hard copy and digital flipbook. Flipbook iterations will link to any listed websites and emails. Every print advertiser also receives a comped article banner ad on the HB Digital website, linked to the URL of your choice, including UTM code.

Advertising is reserved exclusively for IBA-member banks and associate members.

Size	1x	3x	6x
Full Page*	\$1,300	\$1,275	\$1,250
Half-Page	\$950	\$925	\$900
Third-Page	\$640	\$615	\$585
Quarter-Page	\$525	\$500	\$475
IFC/IBC/Back Cover*	\$1,475	\$1,440	\$1,400

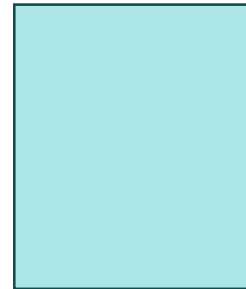
NOTE: All advertisement copy and illustrations are subject to the approval of the editor. Publisher reserves the right to revise rates at any time. Rates are effective as of January/February 2025 placements.

*Allow 1/4" text safe area from all edges on Full Page and Back Cover ads.

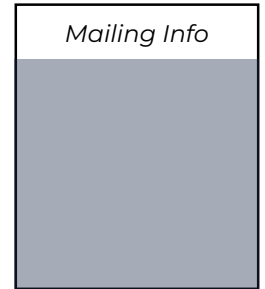
**Print advertisements will run free of additional charge in the flipbook; complimentary banner ad will run on an article page of the website.

Email EHoffmeyer@indiana.bank for full-spread ad opportunities.

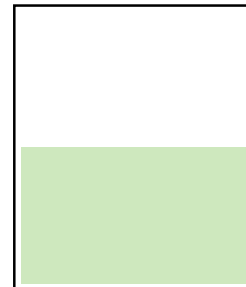
Hoosier Banker does not accept advertorials.



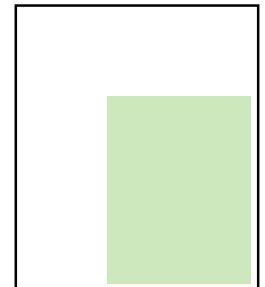
Full Page*
8.375"W x 10.875"H
+0.125" bleeds on all sides



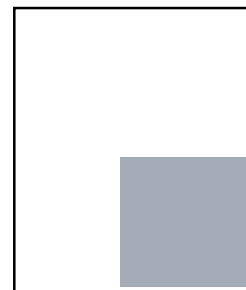
Back Cover*
8.375"W x 8.375"H
+0.125" bleeds on left, right, bottom



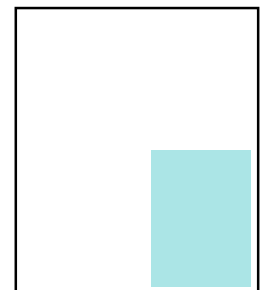
1/2 Horizontal
7"W x 4.625"H



1/2 Vertical
4.5"W x 6.75"H



1/3 Square
4.5"W x 4.5"H



1/4 Vertical
3.375"W x 4.625"H

IBA E-News

This weekly digital newsletter provides information about the latest banking legislative news, industry news, IBA events and educational opportunities, reaching more than 5,400 active subscribers.

TITLE SPONSOR: \$500/ea.

- Name recognition below header
- 600px by 100px ad creative

SINGLE AD: \$300/ea.

- 600px by 100px ad creative

DISCOUNTS AVAILABLE

Discounted rates available when purchasing multiple ads. Contact EHoffmeyer@indiana.bank.

SPONSOR LEADERBOARD & ARTICLE BANNERS (desktop & tablet)

1180px x 90px

HB Digital Advertising

Sponsor Leaderboard

- » 1 placement: \$750
- » 2-3 placements: \$725
- » 4-6 placements: \$700

Sponsor Skyscraper

- » 1 placement: \$650
- » 2-3 placements: \$625
- » 4-6 placements: \$600

ALL MOBILE ADS

600px x 120px

SPONSOR SKYSCRAPER - HOME PAGE (desktop & tablet)

300px x 500px

SPONSOR SKYSCRAPER - ARTICLE PAGES (desktop & tablet)

300px x 300px

HOOSIER BANKER EDITORIAL GUIDELINES & CALENDAR 2025

About Hoosier Banker

The flagship publication of the Indiana Bankers Association, Hoosier Banker reaches 98% of banks and thrifts headquartered in Indiana, plus non-Indiana banks that have a presence in the state. Readership includes directors, stockholders, CEOs and executive management, plus various department leaders. Additionally, the magazine is distributed to elected Indiana officeholders, both state and federal.

Deadlines

Press releases for departments and people news (e.g., Bankers on the Move, Banking on Community, Associate Members Corner) are due the 20th of the month, two months prior to publication. When the 20th falls on a weekend or holiday that results in an IBA office closure, the deadline pushes back to the next business day.

2025 ISSUE	NEWS RELEASE DEADLINE	ARTICLE DEADLINE
January/February	Nov. 20, 2024	Dec. 11, 2024
March/April	Jan. 20, 2025	Jan. 27, 2025
May/June	March 20	March 13
July/August	May 20	May 13
September/October	July 21	July 14
November/December	Sept. 22	Sept. 15

Content

Editorial/non-sales-oriented articles are accepted from IBA-member banks and associate members free of charge as a benefit of membership. Topics may span anything that affects Indiana banks (not consumers or suppliers). Articles are contributed without compensation to the authors, and the IBA holds the copyright to publish on any of the Association's owned and operated media platforms. If your company advertises in the same issue, the ad will be placed inside or adjacent to the article as layout restrictions allow, unless requested otherwise.

Format & Length

Hoosier Banker articles should range from 500 - 750 words in length, based on feedback in our most recent reader survey. Please include at least one photo, graphic, chart, etc., along with relevant caption information. Additional visuals will be included as space allows.

Author Bios

Include name, title, email address, hi-res headshot and 40- to 50-word bio for up to two credited authors.

How to Submit

Articles and all supporting materials should be emailed to EHoffmeyer@indiana.bank. News releases for departments may be emailed to the same or submitted through our online form at indiana.bank/submit-news.

EDITORIAL QUESTIONS

Evan Hoffmeyer, VP-Communications
EHoffmeyer@indiana.bank | 317.333.7143

HOOSIER BANKER ADVERTISING TERMS OF AGREEMENT

1. Space reservations must be made in writing. Contracts are due by the space reservation deadline indicated in the current Media Kit and must include insertion information/instructions.
2. For multiple insertions, if new artwork is not submitted by the deadline, the publisher will repeat materials run in a previous issue.
3. All advertising orders accepted by the Indiana Bankers Association for Hoosier Banker are subject to the terms and provisions of the current Media Kit.
4. Full refund will be made on orders canceled prior to space reservation deadline. No refunds will be made on cancellations following space reservation deadline.
5. Editor and/or publisher reserve the right to reject any advertising on the basis of form, content or unavailability of space.
6. Any document authorizing advertising insertion in the Hoosier Banker indicates advertiser's agreement with and understanding of stated terms of the standard contract for this publication.
7. Advertising artwork is due by the deadline indicated in the current Media Kit. Terms: net 30. Make checks payable to: IBA Service Corporation.
8. Any invoice greater than 60 days past due will be subject to a suspension of the remaining insertions on the contract.
9. If any error in, or omission of, an advertisement occurs due to the fault or neglect of publisher, publisher shall, without cost to advertiser, make additional insertions of the advertisement equal in number to the number of advertisements omitted or in which an error occurred.
10. Hoosier Banker's liability for any such error or omission is limited to the foregoing agreement to insert the advertisement.

HOOSIER BANKER CONTRACT

Jan/Feb '25

March/April '25

May/June '25

July/Aug '25

Sept/Oct '25

Nov/Dec '25

When reserving a mix of ad sizes, frequency is based on the total number of placements, not the number of placements for each ad size (e.g., 3 half-page ads + 3 full-page ads is a frequency of 6x, and all six ads will be charged at their respective 6x rates). Send preferred issues for each ad size to EHoffmeyer@indiana.bank.

Ad Size: _____ Frequency: _____ Cost: _____

Company Name: _____

Agency Name (if applicable): _____

Billing Contact: _____

Billing Address: _____

City: _____ State: _____ Zip: _____ Email: _____

Contact Name (if different from billing): _____

Contact Email: _____

Signature: _____ Date: _____

MARKETING PACKAGE QUESTIONS

Josh Myers, VP-Member Engagement
JMyers@indiana.bank | 317.333.7165

INSERTION ORDER & AD CREATIVE QUESTIONS

Evan Hoffmeyer, VP-Communications
EHoffmeyer@indiana.bank | 317.333.7143

IBA E-NEWS ADVERTISING TERMS OF AGREEMENT

1. Space reservations must be made in writing. Contracts are due the week prior to the date of desired E-News publication and must include insertion information/instructions.
2. For multiple insertions, if new artwork is not submitted by the deadline, the publisher will repeat materials run in a previous issue.
3. All advertising orders accepted by the Indiana Bankers Association for IBA E-News are subject to the terms and provisions of the current Media Kit.
4. Full refund will be made on orders canceled prior to space reservation deadline. No refunds will be made on cancellations following space reservation deadline.
5. Editor and/or publisher reserve the right to reject any advertising on the basis of form, content or unavailability of space.
6. Any document authorizing advertising insertion in IBA E-News indicates advertiser's agreement with and understanding of stated terms of the standard contract for this publication.
7. IBA E-News is published every Friday except in cases of holiday office closures. Advertising artwork is due two days prior to the date of E-News publication. Terms: net 30. Make checks payable to: IBA Service Corporation.
8. Any invoice greater than 60 days past due will be subject to a suspension of the remaining insertions on the contract.
9. If any error in, or omission of, an advertisement occurs due to the fault or neglect of the publisher, the publisher shall, without cost to the advertiser, make additional insertions of the advertisement equal in number to the number of advertisements omitted or in which an error occurred.
10. IBA E-news liability for any such error or omission is limited to the foregoing agreement to insert the advertisement.

IBA E-NEWS CONTRACT

Title Sponsor ads desired (\$500 each) _____ Single Ads desired (\$300 each) _____ Total Cost: _____

Preferred Dates: _____

An IBA representative will review all E-News ad requests to determine availability and final cost. Do not send payment until confirmation is received from the IBA.

Company Name: _____

Agency Name (if applicable): _____

Billing Contact: _____

Billing Address: _____

City: _____ State: _____ Zip: _____ Email: _____

Contact Name (if different from billing): _____

Contact Email: _____

Signature: _____ Date: _____

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