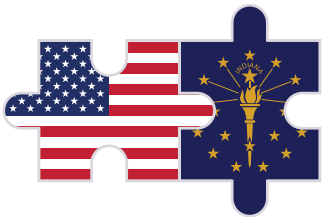
MEDIA KIT
2026

HOOSIER BANKER MAGAZINE AT A GLANCE

SCHEDULE
Bimonthly

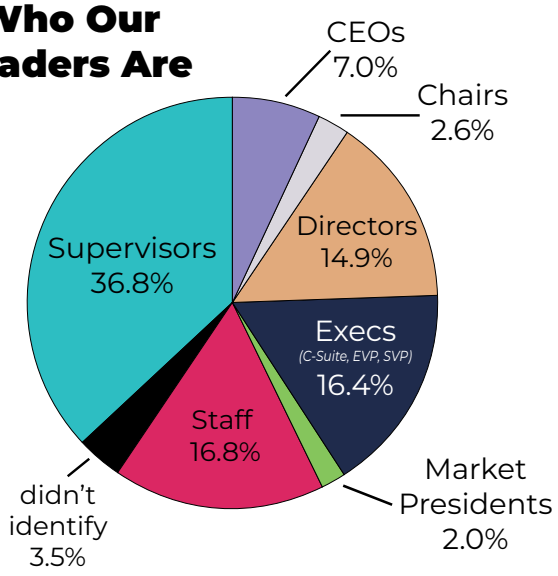
PRINT
3,600 subscribers

DIGITAL
7,700 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

2026 ISSUE	SPACE RESERVATION	ARTWORK DEADLINE	ESTIMATED PRINT DELIVERY*
January/February	Dec. 15, 2025	Dec. 31, 2025	Feb. 16-20, 2026
March/April	Feb. 16, 2026	Feb. 23, 2026	April 6-10
May/June	April 15	April 22	June 8-12
July/August	June 15	June 22	Aug. 3-7
September/October	August 17	August 24	Oct. 19-23
November/December	October 15	October 22	Dec. 14-18

Digital version available one week earlier

HOOSIER BANKER EDITORIAL GUIDELINES & CALENDAR 2026

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 15th of the month, one month prior to publication. When the 15th falls on a weekend or holiday that results in an IBA office closure, the deadline pushes back to the next business day.

2026 ISSUE	NEWS RELEASE DEADLINE	ARTICLE DEADLINE
January/February	Dec. 15, 2025	Dec. 8, 2025
March/April	Feb. 16, 2026	Feb. 9, 2026
May/June	April 15	April 8
July/August	June 15	June 8
September/October	August 17	August 10
November/December	October 15	October 8

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

PRINT ADVERTISING RATES AND SPECS

HOOSIER BANKER MAGAZINE

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-2x	3x-4x	5x-6x
Full Spread*†	$2,440	$2,310	$2,185
Full Page*	$1,350	$1,325	$1,300
Half Page	$990	$960	$935
One-Third Page	$665	$640	$610
Quarter Page	$545	$520	$495
IFC/IBC/Back Cover*	$1,535	$1,500	$1,455

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/Febuary 2026 placements.*

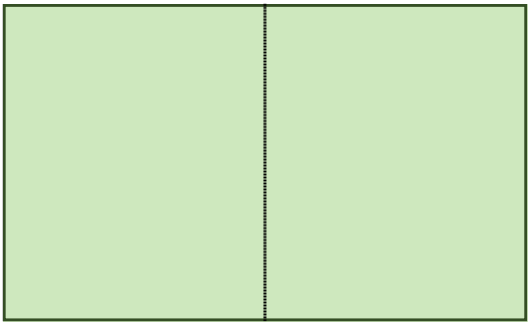
* Allow 1/4" text safe area from all edges on Full Spread, Full Page and Back Cover ads.

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

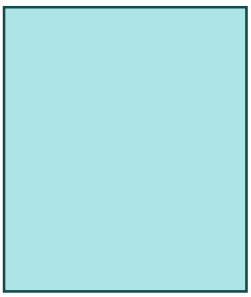
† Limit one (1) full-spread ad per issue, sold on a first come, first served basis. Full-spread ad clients are guaranteed centerfold placement in the print edition and digital flipbook, and receive complimentary banner ads on two (2) article pages of the website.

Email EHoffmeyer@indiana.bank for any advertising requests not listed (e.g., blow-ins). ***Hoosier Banker does not accept advertorials.***





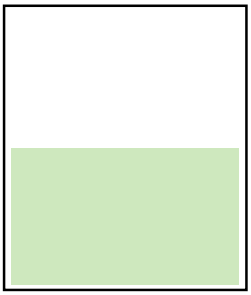
Full Spread w/ Bleed*†
16.75"W x 10.875"H *+ 0.125" bleed on all sides*



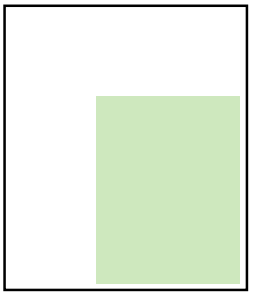
Full Page*
8.375"W x 10.875"H
+0.125" bleeds on all sides



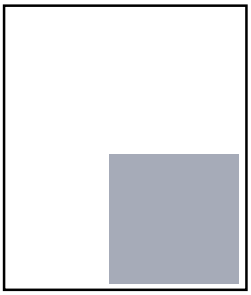
Back Cover*
8.375"W x 8.375"H
+0.125" bleeds on left, right, bottom



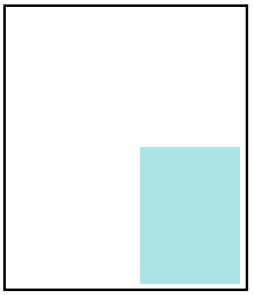
1/2 Horizontal
7"W x 4.625"H



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

EVENT ADVERTISING

Drive home your message with onsite program book ads, hallway signage and more at our 3 largest events!

MEGA CONFERENCE

May 19-21 | approx. 800 bankers

Size	Price
Back Cover	$875
Inside Front Cover	$875
Inside Back Cover	$600
Full Page	$500
Half-Page	$300
Mobile App Banner Ad	$500
Meterboard Hallway Sign	$945
Half Meter Hallway Sign	$600
Tote Bag Insert	$500

ANNUAL CONVENTION

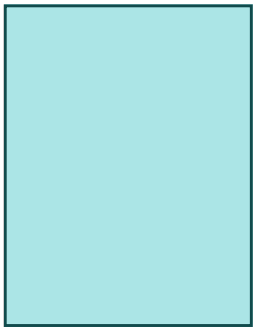
Sept. 13-15 | approx. 250 bankers

Size	Price
Back Cover	$875
Inside Front Cover	$875
Inside Back Cover	$600
Full Page	$500
Half-Page	$300
Mobile App Banner Ad	$500
Meterboard Hallway Sign	$945
Half Meter Hallway Sign	$600
Session Sponsor - video only	$750
Tote Bag Insert	$500

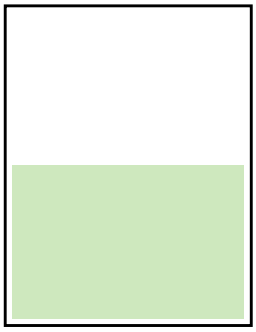
BANKING ON WOMEN

Nov. 4-5 | approx. 425 bankers

Size	Price
Back Cover	$875
Inside Front Cover	$875
Inside Back Cover	$600
Full Page	$500
Half-Page	$300
Mobile App Banner Ad	$500
Meterboard Hallway Sign	$945
Tote Bag Insert	$400



Full-page onsite program ad
7.5"W x 9.5"H
+0.125" bleeds on all sides



Half-page onsite program ad
7.5"W x 4.75"H

MOBILE APP BANNER AD
600px x 100px





Event Advertising Inquiries

Chris Bennett
VP-Meetings & Events
CBennett@indiana.bank
Mega Conference & Annual Convention

Laurie Rees
VP-Education & Training
LRees@indiana.bank
Banking on Women Conference

INDIANA FINANCIAL INSTITUTIONS DIRECTORY

This annual directory provides a geographical listing of all Indiana banks, thirfts and credit unions, alongside "yellow pages" listings of all IBA associate members grouped by product/service category with the opportunity to purchase ads.

Back Cover	$1,500	Full Page	$600
Inside Front Cover	$1,250	Half-Page	$400
Inside Back Cover	$1,250	Extra Listing	$200

Half Page
2.75"W
x
3.75"H

Full Page
2.75"W
x
7.375"H

DIGITAL ADVERTISING RATES AND SPECS

HOOSIER BANKER DIGITAL EDITION

We are excited to unveil the new HB Digital starting with our January/February 2026 issue! Now housed at HoosierBanker.com, our new design is unique to our publication offering flexibility to showcase our content – and a new opportunity for you to further your brand.

First, returning from last year:

- **Sponsor Leaderboard** | 728x90 banner (300x250 for mobile users) in the header of every page on the HoosierBanker.com website for two months
- **Sponsor Skyscraper** | 300x500 skyscraper (300x250 for mobile users) on the HoosierBanker.com home page plus a 300x250 creative in the right rail of every other page on the site for two months
- **Article Banner** | every print advertiser gets a complimentary 600x100 banner ad on one article page

NEW THIS YEAR – People News Sponsor

One of the most popular sections of any trade publication is People News, and Hoosier Banker is no different. This sponsorship gives you a 600x100 banner ad immediately below the heading of every People News page on the site (new hires, promotions, milestone anniversaries, retirements, etc.). Your logo will also be placed in the People News module on the home page.

While our other sponsor opportunities are available on a per-issue basis, this one is only available for 3 or 6 issues (6 or 12 months) at a time. While it must be purchased in 3- or 6-issue bundles, you may change your creative every issue.

Position	1x-2x	3x-4x	5x-6x
Sponsor Leaderboard	$775/ea	$750/ea	$725/ea
Sponsor Skyscraper	$675/ea	$650/ea	$625/ea

People News	Cost
6 issues	$2,500 total
3 issues	$1,500 total

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 5,500 active subscribers with open rates averaging 33.85% in the first 8 months of 2025.

Each weekly issue is capped at no more than two advertisers so your message is not crowded out.

The top Title Sponsor position runs immediately below the newsletter's header graphic. The lower Single Ad position runs roughly a third of the way down. Both positions are 600x100 banners. Animated creatives are allowed. When purchasing multiple insertions, we offer a 4:3 discount (every fourth placement is free) for both positions.

Title Sponsor $550

Single Ad $325

E-NEWS BANNERS
600px x 100px

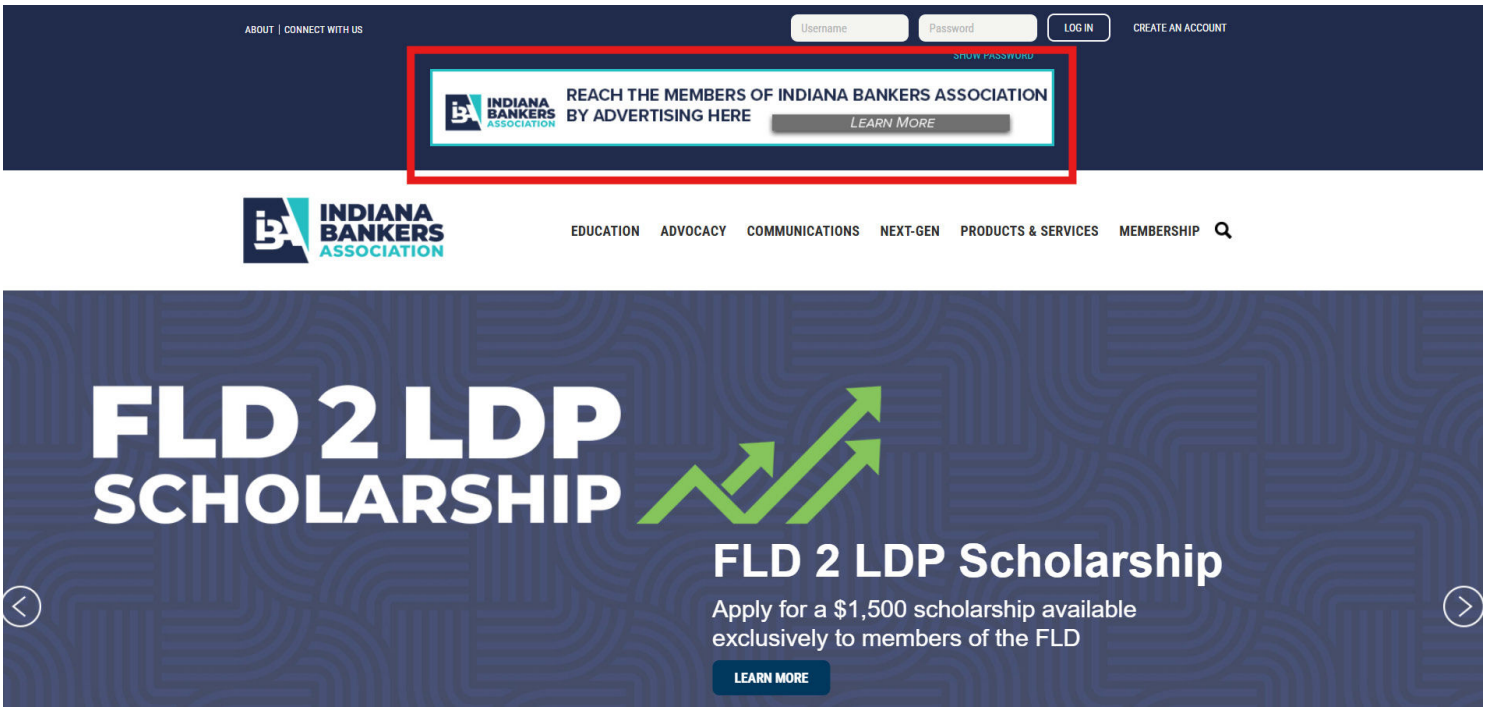


INDIANA.BANK WEBSITE ADVERTISING
NEW THIS YEAR

In partnership with Association Revenue Partners (ARP), we are proud to announce a new digital offering - banner ads directly in the header of every page on indiana.bank, IBA's flagship website.

This new, high-exposure opportunity is capped at 10 companies, purchasable for a 12-month commitment for $2,500. Each advertiser will be rotated through evenly, assuring equal voice among each advertiser. This placement is being filled on a first-come, first-served basis.

Reach out to Alex Wing with ARP or fill out this webform to express your interest.



MARKETING PACKAGES
PAY ONCE, PAY LESS

Tired of generic sponsorships that broadcast across wide audiences and just hoping it hits your target personas? The IBA wants to partner with you to find the best opportunities over the course of the entire year for getting your message in front of the specific audiences you need to reach.

Roll your preferred choices into a **fully customized Marketing Package** so you can **pay a single invoice**. Packages worth $5,000 or more receive a **10% discount** to help your budget go further!

Learn more about Marketing Packages by contacting

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

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 '26 ☐ March/April '26 ☐ May/June '26 ☐ July/Aug '26 ☐ Sept/Oct '26 ☐ Nov/Dec '26

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 ($550 each) _____ Single Ads desired ($325 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: _____

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