



# UTAH BANKER

The Official Publication of the Utah Bankers Association (UBA)



## Moving Forward.

As Americans, we are quickly coming together to make the best of our current situation.

WHILE WE CONTINUE OPENING OUR ECONOMY,  
MAKE SURE YOUR COMPANY IS TOP OF MIND.

If you would like to advertise in this publication or have questions, we look forward to speaking with you. Call **855.747.4003** or email [sales@thenewslinkgroup.com](mailto:sales@thenewslinkgroup.com).



# Why advertise?

COMMUNICATION WITH MEMBERS IS ALWAYS AN IMPORTANT THING — RIGHT NOW IT'S EVEN MORE SO. THE UTAH BANKER IS AN EXCEPTIONAL PLATFORM FOR YOUR MESSAGE.

As our economy moves towards stability and future growth, now is a great time for you to reach out to your customers and let them know you appreciate their business and are also open for more business. Print magazines offer a tactile experience of trust, authority and credibility that stands out in today's world.

## Cutting-edge editorial content:

Utah Banker magazine offers clear, comprehensive, sophisticated and up to date information that readers can apply immediately in their own organizations. Contributed to by the association's Board of Directors, as well as the financial service industry's most authoritative practitioners and consultants, Utah Banker magazine delivers a wealth of insight. Utah Banker covers a broad range of subjects, including the following:

- Growth management
- Marketing & branding
- Compliance & regulatory issues
- Adding value & relevancy to client services
- Organizational performance & operations planning
- Finance management
- Tax considerations
- Legislative advocacy & legal updates
- Technology
- Communication concerns
- Leadership
- Risk concerns & assessments
- Cash flow & investment portfolio management
- UBA events & training opportunities

2021 Advertising Rates	
Size	Per Term (4 Issues and Directory)
Full Page	\$2,884
1/2 Page	\$2,163
1/4 Page	\$1,622
Page 3, 5, or Premium	\$4,263
Inside Front/Back Covers	\$3,955
Outside Back Cover	\$4,263
Centerfold space available; call for rates.	

2021 Publication and Advertising Schedule		
Issue	Editorial   Artwork Due	Mail Date
1	Jan 11, 2021	Feb 8, 2021
2	Mar 8, 2021	Apr 5, 2021
Directory 2021	Jun 7, 2021	Jul 6, 2021
3	Aug 10, 2021	Sep 7, 2021
4	Nov 2, 2021	Dec 3, 2021

**Full Page Ad**  
8.5" x 11"  
with a 0.125"  
bleed and type safety  
on all sides

**1/2 Page Ad**  
7.5" x 4.625"

**1/4 Page Ad**  
3.625" x  
4.625"

**Outside Back Cover Page Ad**  
8.5" x 8.5"  
with a 0.125"  
bleed and type safety  
on sides and bottom

— — Type Safety    Ad Space  
— — Bleed    Page

# Purchase an ad in Utah Banker.

Name		
Company Name		
Title		
Website		
Phone		
Address		
City		
State	Zip Code	Country
Email		
Production Contact Name		
Production Contact Email		

Ad size	Number of insertions	Ad Placement	Total cost
Full Page			
1/2 Page			
1/4 Page			
Outside Back Cover			

**Ad Design:**  We will provide an ad in CMYK and 300 PPI, jpg or PDF format with bleed if needed.  
 We will pay you to design our ad for \$250.

**Payment Method:**  Please invoice me  Credit Card

Ad Purchaser	Signature of Purchaser
Ad Agency	Ad Purchased For

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders are non-cancelable. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

# Print or Digital? We say both.

Digital magazines are not competing with print – they have their own, very solid place in the mix of marketing and communication campaigns. Digital publications are available on readers and phones, allowing for a different level of engagement that supports information bites, if you will, as opposed to the more immersive reading that happens with print. And readers have access to this digital content anytime, anywhere because most people are not far away from their mobile devices. Technology has enhanced the way we communicate with one another, find information and experience the world. And it has expanded the possibilities in publishing as well.

## WHICH IS WHY UTAH BANKER IS PUBLISHED IN BOTH PRINT AND DIGITAL FORMATS.



Utah Banker offers these value added services to help you reach your target audience:

- A digital version of the publication – pdf, “flipping book” and a true built-out digital version for SEO and social media sharing
- A magazine website with your company logo, linked to your website and housing a multiyear archive of the publication
- An additional email distribution of the publication, so UBA members and magazine readers will enjoy the benefits of both print and digital experiences



VIEW IN DIGITAL FORMAT AT:

[utah-banker.thenewslinkgroup.org](http://utah-banker.thenewslinkgroup.org)



## Reach your customers with print and digital.

To advertise in this magazine, contact us today.