UTAH BANKER

2027 Media Kit

This publication offers clear, comprehensive, up-to-date industry information that readers can apply immediately in their own organizations. Advertising in this magazine allows you to reach out to your target audience and reinforce your brand like never before.

UTAH BANKERS ASSOCIATION

Production Schedule

Issue	Editorial | Artwork Dates*	Mail Date
1	Friday, February 12, 2027	March 10, 2027
Directory	Thursday, April 15, 2027	May 11, 2027
2	Thursday, June 10, 2027	July 6, 2027
3	Friday, August 13, 2027	September 8, 2027
4	Tuesday, November 16, 2027	December 10, 2027

* The Editorial | Artwork Due date is the projected production start date and the date we need all content for the issue, including ads.
* Based on the needs of the Association, all publications are published as close to these dates as possible.
* Can advertise with association prior approval.

Scan this QR code to see the latest digital version of this magazine.

utah-banker.thenewslinkgroup.org

Total Distribution: 1,101

Magazine Art Specifications:

Full Page

Page Cut Size: 8.5" x 11"
Bleed: 0.125"
Text Safe Area: 0.25" from all edges
All text should be within this area to avoid being trimmed off.
★ **Final Size with Bleeds*:** 8.75"x 11.25"

Outside Back Cover

Page Cut Size: 8.5" x 8.5"
Bleed: 0.125"
★ **Final Size with Bleeds*:** 8.75"x 8.75"

Half Page

Final Size: 7.5" x 4.625"

Quarter Page

Final Size: 3.625" x 4.625"

PLEASE NOTE:
Magazine Art **CANNOT** be reduced to fit the directory size.

All ads MUST be submitted in a press-ready format (300 dpi PDF [recommended] or 300 dpi JPG format). Do NOT include any spot colors in your artwork.

***If a full page or outside back cover ad is sent in without the 0.125" (1/8th inch) bleed, the artwork will be resized to fit on the page within the "Text Safe Area" (0.25" from all edges).**

Directory Art Specifications:

Directory - Full Page

Page Cut Size: 6" x 9"
Bleed: 0.125"
Text Safe Area: 0.5" from all edges
★ **Final Size with Bleeds*:** 6.25"x 9.25"

Directory - Half Page

Final Size: 5" x 3.75"

Directory - Quarter Page

Final Size: 5" x 1.75"

Digital Ad Specifications

ALL digital ads must have a mobile size version. All artwork files must be submitted in .jpg, .png, or .gif format.

- **Top and Article Leaderboards:** 1180 x 100 pixels
- **Issue Skyscraper:** 300 x 500 pixels
- **Article Skyscraper:** 300 x 300 pixels
- **Email Sponsor and Mobile Size:** 800 x 130 pixels

Print Ad Rates

Issue + Directory	Yearly Rate
Full Page	$3,800
Half Page	$2,850
Quarter Page	$2,138
Inside Front Cover **OR** Inside Back Cover	$4,050
Outside Back Cover **OR** Page 3	$4,300
Double Truck *(Editorial + Full Page Ad)*	$4,550

Digital Ad Rates

Size	Yearly Rate
TOP Leaderboard *(All Pages)*	$4,300
Issue Skyscraper *(Issue Page Only)*	$4,050
Article Skyscraper *(All Article posts)*	$3,800
Article Leaderboard *(Single Article Post)*	$2,850
****NEW OPPORTUNITY**** Email Sponsor	$4,550

No Art? No Designer? NO PROBLEM!

Our award-winning design team will create your ad.

Print Only Ad: $400 per ad design.

Print & Digital: $450 per ad design.

Digital Only Ad: $250 per ad design.

Your design includes up to two rounds of edits. $75/hr. charge for any edits after that.

Making changes to an ad that we previously designed:
$50 to update basic information. Anything beyond that will require additional charges.

mbr CONNECT

1345 E. 3900 S. #206
Millcreek, UT 84124
(801) 676-9722
hello@mbr-connect.com