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officialmediaguide.com/abamedia



MEDIA GUIDE

The United Voice of America's Banks

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American
Bankers
Association®

The United Voice of America's Banks

The American Bankers Association proudly represents banks of all sizes and their two million dedicated employees. America's banking system remains resilient and a source of strength for our economy. There's no safer place for your money than in a bank.

ABA's Media Program

97.8% of readers consider ABA their primary or secondary source of information about banking news and best practices.

ABA BANKING JOURNAL

By bankers, for bankers.

The American Bankers Association's award-winning flagship publication, *ABA Banking Journal*, delivers timely, accurate and actionable information necessary for professionals to succeed in today's banking industry. Additionally, *ABA Banking Journal* website, eNewsletter, eBlast, Podcast and Programmatic are able to reach your audience wherever they are.



A:Z:B:E:E:S
ASBPE Awards of Excellence



AM&P
XCEL
GOLD WINNER
2020



[View Banking Journal Media Opportunities](#)

ABA Bank Marketing

ABA Bank Marketing

The American Bankers Association's *ABA Bank Marketing* eNewsletter is specially tailored and utilized by bank marketers across the nation's \$24 trillion banking industry.



[View Bank Marketing Media Opportunities](#)

ABA Risk and Compliance

The *ABA Risk and Compliance* print and digital magazine and the *ABA Risk and Compliance* eNewsletter are the banking industry's leading voice on legislation, regulation and case law. Packed with turnkey procedures, flow charts, case studies, and ready-to-use sample forms, the award-winning publication, *ABA Risk and Compliance* from the American Bankers Association delivers need-to-know regulatory analysis—the industry's most critical topic—six times a year.

ABA Risk and Compliance



A:Z:B:E:E:S
ASBPE Awards of Excellence

[View Risk and Compliance Media Opportunities](#)

Don't miss your chance to reach key leaders in America's \$24 trillion banking industry. Positions are sold on a first-come, first-served basis.

ABA BANKING JOURNAL

By bankers, for bankers.

The American Bankers Association's flagship publication, *ABA Banking Journal*, delivers timely, accurate and actionable information necessary for professionals to succeed in today's banking industry. **More than 8 out of 10 readers** consider that *ABA Banking Journal* is the voice of the industry.



ABA Banking Journal Print and Digital Edition

- [View Print Rates](#)
- [View Digital Rates](#)
- [Content Calendar](#)
- [View Direct-Mail Rates](#)



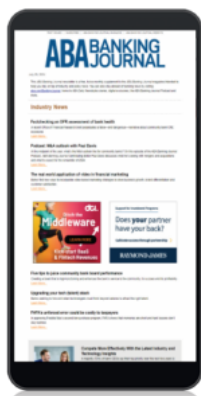
ABA Banking Journal Website

[View Rates](#)



ABA Banking Journal Podcast

[View Rates](#)



ABA Banking Journal eNewsletter

[View Rates](#)



ABA Banking Journal Sponsored eBlast

[View Rates](#)



ABA Banking Journal Advertorial eBlast

[View Rates](#)

ABA Audience Extension

Continue to build your brand beyond the ABA Banking Journal website through ABA's audience extension (also known as site retargeting).

[View Rates](#)



More About Our Readers

95%

Over 95% of readers find the digital edition of *ABA Banking Journal* valuable, and nearly 80% of readers find the print edition valuable.

64.8%

Nearly 65% of readers consider ABA their primary source of information about industry issues.

70%

Nearly 70% of readers are directly involved in the purchasing process for products and services at their institutions.

20,000+

ABA Banking Journal is distributed to more than 20,000 industry leaders.

12,000+

Our magazine reaches more than 12,000 CEOs, presidents, directors, and executive and senior vice presidents.

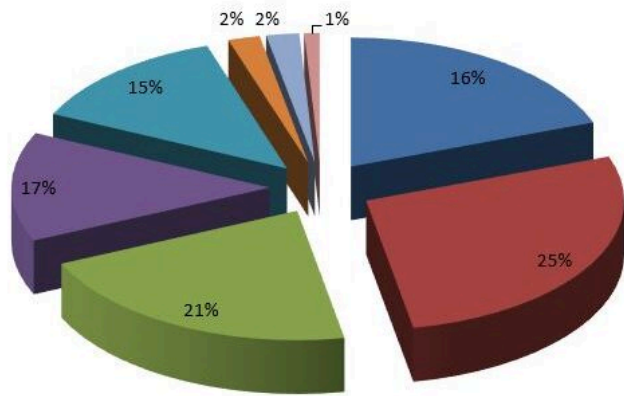
8,000

In addition to C-Suite execs, ABA Banking Journal reaches more than 8,000 mid-management level readers in departments such as technology, compliance, auditing, retail, mortgage, lending and more.

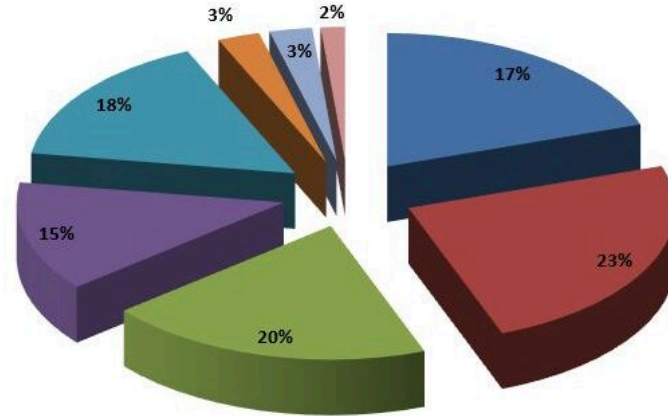
*2023 ABA Readership Survey.

ABA Represents Banks of All Sizes and Types

All Banks by Asset Group



Member Banks by Asset Group



■ Under \$100M ■ \$1-\$5B
 ■ \$100-\$250M ■ \$5-\$10B
 ■ \$250-\$500M ■ \$10-\$50B
 ■ \$500M-\$1B ■ Over \$50B

A Z B E E S
ASBPE Awards of Excellence

2023, 2021, 2020 AZBEE Award

- ABA Banking Journal, Regional Silver Award, Online – How-to Article, “Creating a Strong Complaint Culture” (2023)
- ABA Banking Journal, Regional Silver Award, Print – Special Section, “The ESG Factor(s)” (2023)
- ABA Banking Journal, Overall Excellence – Multi-Platform Package of the Year Award, “We Were Economic First Responders ” (2021)
- ABA Banking Journal, National Bronze Award and Regional Silver Award, Print – Special Section, “How America’s Businesses Get Moving” (2020)
- ABA Banking Journal, Regional Silver Award, Online – Podcast, “The Girl Banker on Career Advancements and Life Lessons” (2020)



2023, 2022 MarCom Platinum Winner

MarCom Awards honors excellence in marketing and communication while recognizing the creativity, hard work, and generosity of industry professionals. ABA Banking Journal was awarded Platinum for the May/June 2023 and July/August 2021 issues.



Gold Winner in 40th Annual EXCEL Awards competition

AM&P declared ABA Banking Journal the winner of the **Magazine Redesign (20,001 – 50,000 distribution)** category. This category focused on the best example of improved design. It covered writing, content, production, and editorial and graphic unity. The American Bankers Association takes pride in continually improving in order to adapt and stay relevant and we are honored to be recognized for our efforts.



2021, 2020 APEX Awards for Publication Excellence

ABA Banking Journal, Best Websites
ABA Banking Journal, Print Media – Special Purpose, “How American’s Businesses Get Moving”

Include your message and reach banking leaders with decision-making authority nationwide today.

ABA Banking Journal Magazine

[Home](#) > [ABA Banking Journal Magazine](#)

DISPLAY ADVERTISING

DIGITAL EDITION

DIRECT MAIL

Categories as PDF

ABA BANKING JOURNAL

The American Bankers Association's flagship publication, *ABA Banking Journal*, delivers timely, accurate and actionable information necessary for professionals to succeed in today's banking industry. **More than 8 out of 10 readers** consider that *ABA Banking Journal* is the voice of the industry.

Include your message and reach banking leaders with decision-making authority nationwide today.



[Content Plan](#)

[Print Advertising Specs](#)

[TIPS: Create A Trackable Print Ad](#)

[Digital Edition Rates](#)

Print ads appear in the page view of the digital editions.

**Our publication features an Index of Advertisers section which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product of service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category. One free category is included with any size ad and additional categories are only \$20 each.*

Rates are net and per insertion. Premium positions are an additional charge. Reservation is on a first-come, first-served basis.

RATES (BAK-S0225)

Select Frequency

1x

6x

Display Advertising - Full Color

	1x	6x	
2 Page Sponsored Content	<input type="checkbox"/> \$14,669.50	\$14,669.50	▼
Double Page Spread FC	<input type="checkbox"/> \$12,159.50	\$10,939.50	▼
1/2 Double Page Spread FC	<input type="checkbox"/> \$7,149.50	\$6,429.50	▼
Full Page FC	<input type="checkbox"/> \$7,149.50	\$6,429.50	▼
1 Page Sponsored Content	<input type="checkbox"/> \$7,119.50	\$6,409.50	▼
2/3 Page FC	<input type="checkbox"/> \$6,149.50	\$5,529.50	▼
1/2 Page Island FC	<input type="checkbox"/> \$5,309.50	\$5,309.50	▼
1/2 Page FC	<input type="checkbox"/> \$4,529.50	\$4,079.50	▼
1/3 Page FC	<input type="checkbox"/> \$3,429.50	\$3,089.50	▼
1/4 Page FC	<input type="checkbox"/> \$2,629.50	\$2,369.50	▼
1/6 Page FC	<input type="checkbox"/> \$2,059.50	\$1,849.50	▼
Top TOC Banner	<input type="checkbox"/> \$1,860.00	\$1,860.00	▼
1/8 Page FC	<input type="checkbox"/> \$1,609.50	\$1,449.50	▼

[REQUEST TODAY!](#)

Premium Position Upcharges

First Available Right Hand Read	15%
Inside Back Cover	\$1,100.00
Inside Front Cover & Opposite Inside Front Cover	15%
Opposite Table of Contents	15%
Outside Back Cover	\$1,500.00

Supplementary Charges

Artwork Creation	\$125.00
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DISPLAY ADVERTISING

DIGITAL EDITION

DIRECT MAIL

Extend your print advertising investment with the unique benefits of digital media.

95% of readers find the digital edition of *ABA Banking Journal* valuable.

Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. Link to the landing page of your choice and maintain your presence on the digital issue for readers to reference at any time.

Switch between views with ease

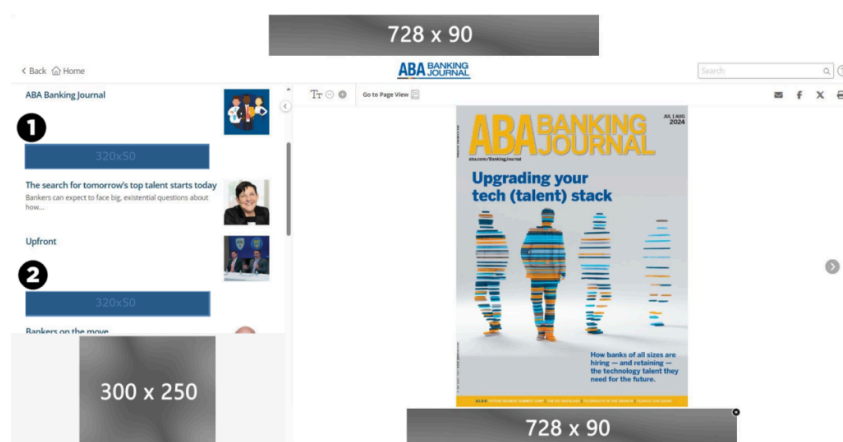
- **Reading view (default):** The HTML-based view of our publication, optimized for all devices. Scrolling articles automatically adjust for comfortable reading.
- **Page view:** The digital replica of the publication. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.



On average, the digital edition of *ABA Banking Journal* receives:

- 53,307 total views
- 47,838 minutes of reading duration

Traffic numbers from April 2024 – September 2024.



1 & 2 TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the left of the publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital publication and are visible on all device types.

Adaptive Ad HTML5

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital publication.

Full-Page Digital Insert with Video

Your message appears as a full page insert in between key articles. The video file will be placed on the bottom portion of the insert to enhance your message for target audiences.



1 Top Run of Site Leaderboard

- Sizes: 728x90 (standard screens) and 320x50 (mobile devices)
- Displays across all device types including Mobile
- Exclusive, no rotations

2 Content Hub Navbar Sponsorship

- 320x50
- Displays on Desktop only
- Exclusive, no rotations

3 Run of Site Rectangle

- 300x250
- Displays across all device types including Mobile
- Exclusive, no rotations

4 Bottom Run of Site Leaderboard

- Sizes: 728x90 (standard screens) and 320x50 (mobile devices)
- Displays across all device types including Mobile
- Exclusive, no rotations

Direct Mail opportunities are also available. [Click here to learn more.](#)

Rates are net and per insertion. Reservation is on a first-come, first-served basis.

Index Listings are not included with digital advertising positions.

RATES (BAK-S0225)

Digital Edition - Full Color	1x	
Digital HTML5	<input type="checkbox"/> \$6,590.00	▼
Digital Top ROS Leaderboard	<input type="checkbox"/> \$5,000.00	▼
Digital Bottom ROS Leaderboard	<input type="checkbox"/> \$4,500.00	▼
Digital ROS Rectangle	<input type="checkbox"/> \$3,500.00	▼
Digital Full Page Insert	<input type="checkbox"/> \$3,310.00	▼
Digital Sponsored Content	<input type="checkbox"/> \$2,770.00	▼
Digital Video Sponsorship	<input type="checkbox"/> \$2,320.00	▼
Digital Full Page Outsert	<input type="checkbox"/> \$1,990.00	▼
2nd TOC Banner	<input type="checkbox"/> \$1,760.00	▼
3rd TOC Banner	<input type="checkbox"/> \$1,660.00	▼
Digital Navbar Sponsorship	<input type="checkbox"/> \$1,600.00	▼

REQUEST TODAY!

Supplementary Charges

Artwork Creation	\$125.00
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- DISPLAY ADVERTISING
- DIGITAL EDITION
- DIRECT MAIL

Direct-Mail Insert Perfect Bound Opportunity

Whether you are promoting an event, a new product or your entire product line, a direct-mail piece with our publication will ensure tremendous exposure for your company. This opportunity is exclusive – available to only one company per issue!

Your perfect bound insert will be a 1-page, 2-surface insert on 100lb Coated stock (thicker than the standard pages) inserted into the publication and bound like a normal page. Rates include printing and distribution.



Rates are net and per insertion. Reservation is on a first-come, first-served basis.

Click here to learn more about advertising opportunities on the ABA Banking Journal Website.

RATES (BAK-S0225)

Direct Mail - Full Color	1x
Insert - Perfect Bound	□ \$18,285.00

REQUEST TODAY!

Supplementary Charges

Artwork Creation	\$125.00
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Content Calendar

[Home](#) > [ABA Banking Journal Magazine](#) > [Content Calendar](#)

2025 Content Calendar*

Our editorial philosophy is focused on helping industry professionals do their jobs more effectively, efficiently and profitably by providing a balance of business-and technical-related content.

*Editorial Calendar is tentative and subject to change.



Jan/Feb

- Cover: Top Bank Risks for 2025
- Wealth Management
- M&A Outlook
- Core Processing
- Leadership Profile: Community Bankers Council Chair Jennifer Jones

Bonus Distribution

- ABA Insurance Risk Management Forum (Jan)
- ABA Conference for Community Bankers (Feb 16-18)
- ABA Wealth Management and Trust Conference (Feb 23-25)

Materials Due: November 8, 2024

Ship Date: December 2024

Mar/Apr

- Cover: Government Relations
- Mutual Banks
- Financial Education
- Mortgage Lending
- State Legislative Outlook
- Leadership Profile: Government Relations Council Chair Ken Clayton

Bonus Distribution

- ABA Washington Summit (Mar 17-19)
- NCBA/ABA American Mortgage Conference (TBD)

Materials Due: January 27, 2025

Ship Date: March 2025

May/June

- Cover: Risk and Compliance
- Payments
- Physical Security
- Leadership Profile: American Bankers Council Chair

Bonus Distribution

- ABA Stonier Graduate School of Banking (Jun 5-12)
- ABA Risk and Compliance Conference (Jun 8-11)

Materials Due: March 19, 2025

Ship Date: April 2025

Jul/Aug

- Cover: 150th Anniversary
- Talent Development/HR Issues
- CSR/Responsible Business
- Diversity, Equity and Inclusion
- Cybersecurity
- Commercial Lending
- Leadership Profile: TBD

Bonus Distribution

- ABA Summer Leadership Meeting (Jul TBD)

Materials Due: May 16, 2025

Ship Date: June 2025

Sep/Oct

- Cover: Technology and Innovation Special Report
- Marketing
- Branch design trends
- AML/BSA issues
- Leadership profile: ABA Treasurer

Bonus Distribution

- ABA Bank Marketing Conference (TBD)
- ABA Financial Crimes Enforcement Conference (Oct 12-14)
- ABA Annual Convention (Oct 19-21)

Materials Due: July 17, 2025

Ship Date: August 2025

Nov/Dec

- Cover: New ABA Chair Kenneth Kelly
- Financial Inclusion
- Succession Planning
- Ag banking
- Tax/Accounting Issues

Bonus Distribution

- ABA Annual Convention (Oct 19-21)
- ABA Agricultural Bankers Conference (Nov TBD)

Materials Due: September 3, 2025

Ship Date: October 2025

*Conferences may be converted to virtual events. Bonus digital distribution will be provided to all attendees.

Regular Features

Compliance Inbox – Questions and answers from the ABA Center for Regulatory Compliance.

Retail Banking – The consumer-facing aspects of the banking industry: branch services, apps, and promotions.

Payments – Transformations in the payments industry: technology, competition, and more.

Operations – Staffing and HR, along with all other aspects of the physical logistics of running a banking business.

Mortgages – Legislative, regulatory, jurisdictional and strategic issues relating to the mortgage industry.

Corporate Social Responsibility – Ultimately, banking and banks are about the communities they serve. This article will highlight the positive effect one bank has on the community it serves.

Featured Banks in ABA Banking Journal

Home > ABA Banking Journal Magazine > Featured Banks in ABA Banking Journal

1st Source Bank	First Bank and Trust	Norway Savings Bank
Adrenaline	First Bank Richmond	OceanFirst Financial Corp.
Air Conditioning Contractors of America	First Citizens Bank	Old National Bank
Allvue Systems	First Financial Bancshares	Oregon Bankers Association
AssetMark	First Merchants Corp.	Passumpsic Bank
Austin Bank	First United Bank and Trust	Penn Community Bank
Bank Five Nine	FirstBank	Peoples Bank of the South
Bank of America Private Bank and Merrill	FirstBank Holding Company	Pinnacle Bank
Bank of the Rockies	Fiserv	Pinnacle Financial Partners
Bank of Utah	Flagship Bank	PNC Bank
Banzai	Frost Bank	Promontory Financial Group
Beneficial State Bank	FTI Consulting	Quontic Bank
BKD	Fulton Financial	Regions Bank
BMO Harris Bank	Gate City Bank	Santa Cruz County Bank
Brookline Bank	Grant Thornton	Santander Bank
Cadence Bank	HAB Bank	ServisFirst Bank
Canapi Ventures	Howard Bank	Shikatani Lacroix Design
Capco	Huntington Bank	Signature Bank
Capital Bank	InsBank	Simmons Bank
CBL State Savings Bank	Isaac Milstein Group	South Atlantic Bank
Century Bank	Jack Henry and Associates	Southern Bancorp
Chatham Financial	Jones Walker	Spinnaker Consulting Group
Citizens	Junior Achievement USA	Strategic Advisory Consulting Group
Citizens Bank and Savings Company	K2 Integrity	TD Bank Group
Citizens Bank of Edmond	KeyBank	TIAA
Citizens Savings Bank and Trust	Kutscher Benner Barsness and Stevens	Traditions Bancorp
Columbia Bank	Lake Central Bank	Truist Bank
Community Development Bankers Association	Lincoln Savings Bank	U.S. Bancorp
Costanoa	Loan Syndications and Trading Association	U.S. Bank
Crowe	M&T Bank	Voya Investment Management
DBSI+CFM	Marquette Bank	Washington Trust Company
Deloitte Risk and Financial Advisory	McKinsey	Wells Fargo
Denim Social	Merchants and Marine Bank	WesBanco Bank
Devon Bank	Midwest Independent BankersBank	Wipfli
Dillon Consulting	National Capital Bank	Wyoming National Bank
Elseware	National Philanthropic Trust	Zions Bank
Enterprise Bank and Trust	New York Community Bancorp	
Financial Venture Studio	Northwest Bank	

ABA Banking Journal Website

Home > ABA Banking Journal Website

DISPLAY ADVERTISING SPONSORED CONTENT

ABA Banking Journal Website

bankingjournal.aba.com

Advertising on the *ABA Banking Journal* website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors to aba.com/BankingJournal get current news as well as archived issues of the *ABA Banking Journal*. This website offers several cost-effective opportunities to position your company as a leader in front of an influential group of bankers.

Features of ABA Banking Journal website advertising:

- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

Site statistics*:

- 78,300+ new users per month
- 161,800+ page views per month

* Traffic from March 2024 – August 2024.



90% of survey respondents find the ABA Banking Journal website valuable.

Lead Generation Fulfillment



1 Top Leaderboard

728x90 pixels • 3 rotations

2 Middle Leaderboard

• 728x90 pixels • 4 rotations
• Located between popular sections of the website

3 Bottom Leaderboard

• 728x90 pixels • 4 rotations

A Top Rectangle

• 300x250 pixels • 4 rotations

B Middle Rectangle

• 300x250 pixels • 4 rotations

C Geo-Targeting Rectangle

• 300x250 pixels
• This location-based ad allows you to reach your target audience in the right place at the right time! Ask your Naylor Account Executive for more information.

D Sponsored Content*

• Your content will be displayed under the categories of your choice.

Content Banner Within Article

• Exclusive, only one per article

***Click here to learn more about Sponsored Content on the ABA Banking Journal Website.**

Rates are net. Reservation is on a first-come, first-served basis.

RATES (BAK-W8024)**Display Advertising****Rate**

Top Leaderboard - 12 Months	□ \$6,080.00	▼
Middle Leaderboard - 12 Months	□ \$5,780.00	▼
Geo-Targeted Rectangle - 12 Months	□ \$5,510.00	▼
Rectangle - 12 Months	□ \$4,870.00	▼
Top or Middle Rectangle - 12 Months	□ \$4,870.00	▼
Bottom Leaderboard - 12 Months	□ \$2,760.00	▼
Content Banner within Article	□ \$2,320.00	▼

REQUEST TODAY!**Supplementary Charges**

Artwork Creation	\$125.00
Editorial Fee (Tier 1)	\$4,500.00
Editorial Fee (Tier 2)	\$2,250.00
Editorial Fee (Tier 3)	\$1,000.00

ABA Banking Journal Website

Home > ABA Banking Journal Website

DISPLAY ADVERTISING

SPONSORED CONTENT

Sponsored Content

Sponsored Content features are available on the *ABA Banking Journal* website! You have the unique opportunity to position yourself as a thought leader in our industry by including content under your specific area of expertise.

Sponsored content will appear on a first-come, first-served basis and only one company is allowed per category.

Features of ABA Banking Journal Sponsored Content advertising:

- Exclusive premium category placement.
 - ◊ Compliance ◊ Cybersecurity ◊ Economy ◊ Mortgage ◊ Retail/Marketing
- Extended company editorial content. Article must focus on category selected and should be 2000 words or less.
- Direct visitors to the landing page of your choice.
- Archived for top searchability on the ABA Banking Journal website.

Article will be accessible through:

- 1 The main sponsored content section on the homepage.
- 2 The thumbnail and hyperlinked article section on all pages of the website.
- 3 The subpage that houses your article.
- 4 The top navigation bar by category. Archived under the Sponsored Content tab.

Site statistics*:

- 78,300+ new users per month
- 161,800+ page views per month

* Traffic from March 2024 – August 2024.

[Sponsored Content Checklist](#)

[Add-on: Content Creation Service](#)

The screenshot displays the ABA Banking Journal website interface. At the top, there are navigation tabs for 'Homepage' and 'Subpage'. The main content area features a search bar, a 'BUYER'S GUIDE' banner for Alacriti, and a 'NEWSBYTES' section with several article thumbnails. A 'SPONSORED CONTENT' section is highlighted with a red box and a '1' callout, showing a featured article titled 'Why It May Be Time for Your Bank to Expand into Dealer Commercial Lending' by DATASCAN. Other articles include 'Podcast: How a Georgia community bank engaged employees at 3X the national rate', 'Nefarious uses of deepfake tech', 'Making way for women leaders', 'Gleaning super app insights for U.S. banking', 'The value of video to social media', 'Podcast: Tackling big goals for Financial Literacy Month', 'Treasury: AI-fueled cyber threats bring new challenges', and 'The core transformation trail'. A 'Help customers move money instantly.' banner is also visible. The bottom of the page shows a 'Sponsored Content' section with a '2' callout pointing to the featured article.

[Click here](#) to learn more about the ABA Banking Journal Sponsored eBlast.

Sponsored Content**Rate****Sponsored Content - 1 Month**

□ \$7,160.00

**REQUEST TODAY!****Supplementary Charges**

Artwork Creation	\$125.00
Editorial Fee (Tier 1)	\$4,500.00
Editorial Fee (Tier 2)	\$2,250.00
Editorial Fee (Tier 3)	\$1,000.00

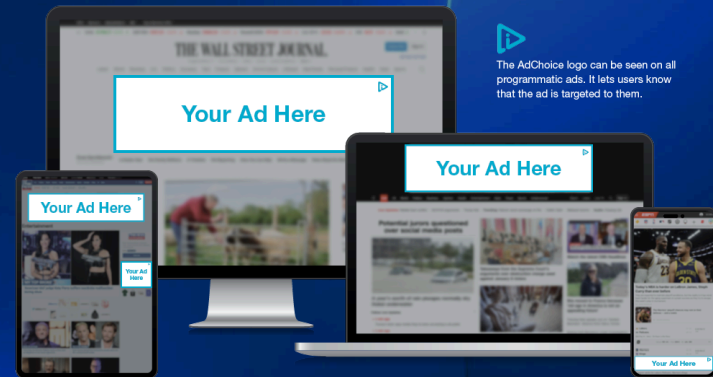
ABA Banking Journal Site Retargeting

[Home](#) > [ABA Banking Journal Site Retargeting](#)
[DISPLAY ADVERTISING](#)
[VIDEO ADVERTISING](#)

Targeted Display Advertising

ABA represents banks of all sizes and their 2 million employees in the field, who visit the ABA Banking Journal website over 161,800 times per month. Our qualified audience is your chance to re-engage them with a completely new level of customization and insight.

Stay at the forefront with proven tactics that target a qualified audience and maximize ROI from your efforts. Whether capturing quality leads, expanding brand recognition, emerging as an industry thought leader or extending your event presence, our data driven targeting allows you to segment key industry decision-makers and accelerate awareness through an omni-channel approach that reinforces your message and helps you achieve your marketing goals via targeted display.



The AdChoice logo can be seen on all programmatic ads. It lets users know that the ad is targeted to them.

Over 50,000 brand-safe websites* included in our programmatic network



*Site placements are examples, not guaranteed.

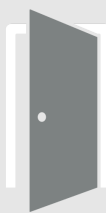
Targeted advertising spend has grown to account for more than 90% of all digital display advertising spend and will continue to grow, accounting for over 91.5% by the end of 2024. *eMarketer*

Buyers and regularly see a marketer's banner as a result of their display advertising are 84% more likely to engage with that marketer and 32% more likely to shortlist them for a future purchase. *TechTarget*

How Retargeting Works



User visits our website



After leaving our site



Your ad displays to that user around the web through our vast brand-safe network



User views ad and may take action

Naylor offers several different tactical strategies to connect your targeted advertising campaign with the best, most qualified audience. Please [click here](#) to see more information on required specs and best practices for each targeting tactic option.

- **Site Retargeting** – target members and prospects who have already visited an association's website
- **Search Retargeting** – target audiences based on specific searches performed across the web
- **Contextual Targeting** – target audiences based on categories or keywords viewed and engaged with on web pages
- **Addressable Geo-Fencing** – target users via geo-fence through specific household/business addresses
- **Event Targeting** – target event-goers and prospects before, during and after a specific event through a mix of site retargeting, addressable geo-fencing and specific event geo-fencing
- **Audience Segments** – target additional audiences based on specific demographic and psychographic traits via 3rd party data providers

CURRENT RATES (BAK-P9024)

Display Advertising	Rate	
200k Impressions - Display	☐ \$8,400.00	▼
150k Impressions - Display	☐ \$6,900.00	▼
100k Impressions - Display	☐ \$5,000.00	▼
75k Impressions - Display	☐ \$3,900.00	▼

REQUEST TODAY!

ABA Banking Journal Site Retargeting

Home > ABA Banking Journal Site Retargeting

DISPLAY ADVERTISING

VIDEO ADVERTISING

Targeted Video Advertising

Increase engagement and conversions beyond the ABA Banking Journal website with the power of targeted video. Leveraging the addition of sight, sound and motion, coupled with our ABA audience targeting tactics will enhance your message and help you cut through the noise.

Deliver compelling :15 or :30 second video ads as non-skippable Pre-Roll, Mid-Roll, or Post-Roll ads across a diverse range of brand-friendly websites, keeping your brand and your message top of mind as the ABA audience navigates the web.



Over 50,000 brand-safe websites* included in our programmatic network

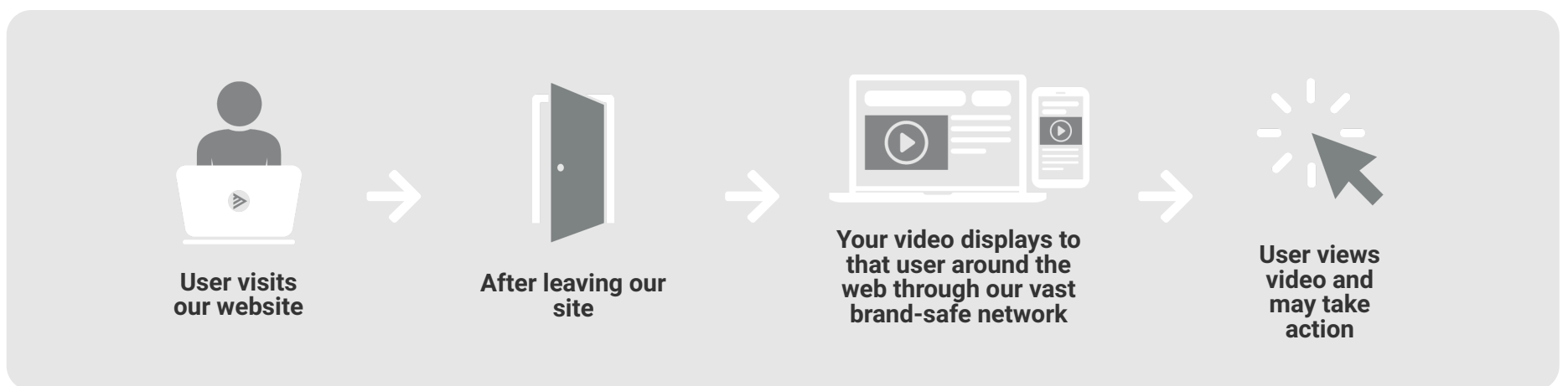


*Site placements are examples, not guaranteed.

ABA represents banks of all sizes and their 2 million employees in the field, who visit the ABA Banking Journal website over 161,800 times per month. Our qualified audience is your chance to re-engage them with a completely new level of customization and insight.

- **Site Retargeting** allows you to re-engage association members on sites across the web.
- **Audience Targeting** allows you to pinpoint industry professionals with multiple strategies catered to your campaign goals.
- **Event Extension** allows you to deliver your message to event attendees.

How Retargeting Works



Contact your media consultant for customized campaign options.

Rates are net. Reservation is on a first-come, first-served basis.

CURRENT RATES (BAK-P9024)

Video Advertising	Rate
200k Impressions - Video Pre-Roll - 12 Months	☐ \$10,400.00
150k Impressions - Video Pre-Roll - 12 Months	☐ \$8,700.00
100k Impressions - Video Pre-Roll	☐ \$6,400.00
75k Impressions - Video Pre-Roll	☐ \$5,025.00

REQUEST TODAY!

Banking Journal Sponsored eBlast

Home > Banking Journal Sponsored eBlast

DISPLAY ADVERTISING

ABA Banking Journal Sponsored eBlast

When each issue of *ABA Banking Journal* magazine is available, TWO emails are sent to all ABA members and subscribers making them aware of the digital edition magazine.

- The first email will be announcing the new issue of the magazine.
- The second email will be sent out two weeks later to remind readers of the digital edition magazine.



Enjoy the benefits of a targeted email blast:

- Delivers your message directly to the inbox of over 17,500 decision-makers
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Frequently forwarded to others for additional exposure

1 2 eBlast Sponsor | Exclusive Ad Space

- 640x100 pixels
- Only one spot available – NO ROTATION
- Located at the top of the email blast
- **NEW!** A second position is added to the middle of the email blast to increase your ad exposure

Rates are net. Reservation is on a first-come, first-served basis.

RATES (BAK-N8024)

Display Advertising

Rate

Sponsored eBlast Banner - 1 Issue

☐ \$4,630.00

REQUEST TODAY!

Supplementary Charges

Artwork Creation

\$125.00

ABA Advertorial eBlast

Home > ABA Advertorial eBlast

DISPLAY ADVERTISING

Advertorial eBlast

Use this highly-visible opportunity to educate readers about the benefits of using a product or service similar to what you provide. Position your company as a thought leader and valued solution provider.

Guiding principles for the sponsored eBlast:

- Content should be educational in nature and solution-based, geared toward solving a problem or need for banking professionals. The educational content should not promote the company's product or service but rather communicate best practices or innovative ideas that would allow bankers to be more effective and efficient in their roles.
- Content should include practical, useful information that banking professionals would find valuable, which should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- In the author's biography at the end of the article, editorial advertisers are encouraged to include information about their company, testimonials and other helpful resources, but these mentions should be separate from the main messaging.
- ABA reserves the right to edit or alter content as it deems necessary to meet the above requirements and provide maximum value for its members.



10,900+

Delivered to over 10,900 subscribers.

25%

The average open percentage is 25% (as of October 2024).

Sponsorship Opportunity

Frequency – Weekly
Distribution – All ABA Members

Materials Needed:

Desired Landing Page URL
Email Subject Line

- [Click here](#) to learn more about design specifications for Sponsored eBlasts

RATES (BAK-NB224)

Display Advertising

Rate

Advertorial - 1 issue

\$4,410.00

REQUEST TODAY!

ABA Banking Journal eNewsletter

Home > ABA Banking Journal eNewsletter

DISPLAY ADVERTISING

ABA Banking Journal eNewsletter

www.naylornetwork.com/bak-nwl

Now more than ever, professionals consume information on the go. Our biweekly *ABA Banking Journal* eNewsletter helps ABA members stay informed about timely industry topics and association news, whether they are in the office or on the road.

Enjoy the benefits of a targeted *ABA Banking Journal*:

- Delivers your message directly to over 12,000 decision-makers biweekly.
- Directs visitors to the landing page of your choice to facilitate the purchasing process.
- Limited ad space is available making each position exclusive.
- The newsletter has an average open rate of 27% (as of October 2024).



Over 90% of readers find the *ABA Banking Journal* eNewsletter valuable.



1 Top Rectangles

- 300x250 pixels
- Only two spots available – NO ROTATION.

2 Rectangles

- 300x250 pixels
- Only two spots available – NO ROTATION.

3 Sponsored Content

- Display your company in between popular sections of the newsletter along with text.
- Image/Logo must be 180 x 150 px
- Headline: Advertiser supplies up to 64 characters, including spaces
- Summary text: Advertiser supplies up to 465 characters, including spaces
- Call to Action text: Advertiser supplies up to 64 characters, including spaces (e.g., Click Here, Read More)
- Advertiser supplies call to action URL

[Click here to learn more about the ABA Banking Journal Sponsored Podcast.](#)

Rates are net. Reservation is on a first-come, first-served basis.

RATES (BAK-N0024)

Display Advertising	Rate
Top Rectangle - 12 Months	☐ \$8,940.00
Sponsored Content - 12 Months	☐ \$7,900.00
Rectangle - 12 Months	☐ \$7,680.00

REQUEST TODAY!

Supplementary Charges

Artwork Creation \$125.00

ABA Banking Journal Sponsored Podcast

[Home](#) > [ABA Banking Journal Sponsored Podcast](#)

DISPLAY ADVERTISING

ABA Banking Journal Sponsored Podcast

bankingjournal.aba.com/category/aba-banking-journal-podcast

The *ABA Banking Journal Podcast* is a 20-minute podcast that showcases conversational updates on top banking news items, plus interviews with bankers, ABA staff experts and thought leaders 3-4 times per month.

Episode outline:

- A 3-4 times per month, 20-minute-long recording hosted by Evan Sparks, Shaun Kern, and Joan Gregory Saenz.
- In-depth interview with top bank executives, industry thought leaders and ABA experts on banking strategy and top issues in the news.

Promoted on ABA social media platforms:

- Facebook: 15,100+ followers
- Twitter: 29,600+ followers
- LinkedIn: 147,850+ followers

Promoted on ABA eNewsletters:

ABA Daily Newsbytes (85,000+ readers), and on other relevant ABA email bulletins.

Podcasts are embedded on [ABA.com](#) and on the *ABA Banking Journal* website

Sponsorship opportunity includes:

1 Sponsored Banner (728 x 90 pixels or 320 x 50 pixels)

- Featuring the sponsored company. Placed in the podcast's page for increased exposure.

Sponsor Read (70 words/30 seconds)

- Sponsorship of individual episodes includes notice of sponsorship and a link on each podcast page. Text to read as follows: "This episode is presented by ____."
- Within each episode, sponsors will be acknowledged in the shows' open and close ("presented by ____"). There will be a sponsor read about 10 minutes into each episode, using pre-determined text that describes the sponsor, any featured product or service and, if desired, a sponsor website for listeners to visit.
- Sponsored read is of approximately 70 words for a total of approximately 30 seconds.
- Sponsorship should be written in third person.

Hyperlink on promotions

- The sponsored company's name will be hyperlinked to on promotions of the podcast in the text that will read "This episode is presented by ____"

Categories on the ABA Banking Journal website

- Podcasts are filed on the *ABA Banking Journal* site under multiple categories. Podcasts – and sponsors – are filed under 6 categories, ensuring added exposure.

Rates are net. Reservation is on a first-come, first-served basis.

RATES (BAK-W0124)

Display Advertising	Rate
Podcast (1 Month, 1-3 Times A Year)	☐ \$8,260.00
Podcast (1 Month, 4-6 Times A Year)	☐ \$7,380.00
Podcast (1 Month, 7-9 Times A Year)	☐ \$6,610.00
Podcast (1 Month, 10-12 Times A Year)	☐ \$5,950.00

REQUEST TODAY!



ABA Bank Marketing

ABA Bank Marketing

The American Bankers Association's *ABA Bank Marketing* eNewsletters are specially tailored and **utilized by bank marketers across the nation's \$23.5 trillion banking industry**. Bank marketers use *ABA Bank Marketing* to find the latest news and tips, networking opportunities, a thorough array of training opportunities, timely briefings, the national *ABA Bank Marketing Conference* and *ABA Bank Marketing School*, and credentials that position bank marketers as experienced professionals.

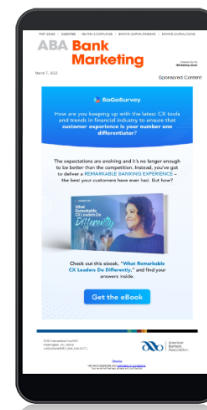


ABA Bank Marketing eNewsletter

[View Rates](#)

[eNewsletter Archives](#)

ABA sends a bi-weekly eNewsletter covering new content and resources on bankingjournal.aba.com/Marketing. Visitors opt in to receive the eNewsletter, which is another vehicle to get your message out to this engaged audience.



ABA Bank Marketing Advertorial eBlast

[View Rates](#)

Position your company as a thought leader and solution provider in the industry by including your thought leadership marketing piece in *ABA Bank Marketing* resources. Improve the credibility of your company and educate bank marketers nationwide regarding the benefits of using a product or service you provide. Articles, white papers, videos, infographics or other content of interest to our audience can be submitted.

Your Message, Our Reach



8,000+

Bank Marketing Professionals Nationwide

ABA Bank Marketing resources reach 8,000+ bank marketing professionals with decision-making authority. Some of the titles of our subscribers include:

- Chief Marketing Officers
- Vice Presidents of Marketing
- Marketing Directors
- Presidents / CEOs
- Advertising Directors
- Customer Relationship Managers
- Chief Strategists
- Retail Banking and Personal Financial Services Executives
- Sales Managers
- Branding Consultants
- CFMPs
- Account Directors

100%

of readers think *ABA Bank Marketing eNewsletter* is very valuable or somewhat valuable.

Our Members Are Looking For You

Nationally, **banks spend more than \$181 billion on products and services each year**, and bank marketers are users of third-party vendors for services, including:

- Advertising Services: Traditional and Web-based
- Online Marketing Initiatives & Technologies
- Premiums and Incentive Programs
- Affinity and Loyalty Programs
- Marketing Technologies, Interactive Agencies
- E-mail-based Customer Relationship
- Direct Marketing Technologies
- Sales Training
- Direct Marketing Technologies
- Sales Training
- Internet Advertising Sales
- Payments
- Media, Marketing, and Branding Consultative Services
- Advertising Management Software Technologies
- Media Services
- Market Research and Direct Marketing
- Promotions and Promotion Solutions
- CRM/Customer Care Initiatives, Technologies & Services
- Branch Design, Merchandising & Signage
- Retail Banking Products & Services
- And more!

Don't miss your chance to reach bank marketing leaders in the nation's \$23.5 trillion banking industry. Contact your Naylor account executive today!

DISPLAY ADVERTISING

SPONSORED CONTENT

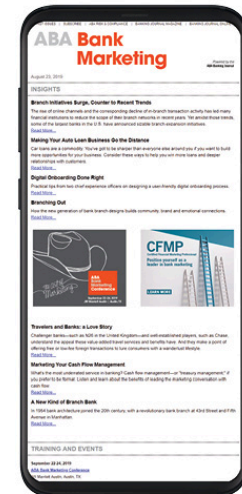
ABA Bank Marketing eNewsletter

View the Archive

Now more than ever, professionals consume information on the go. Our *ABA Bank Marketing* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 6,350+ bank marketing decision-makers every week
- The average open percentage is 27% (as of October 2024)
- In addition to members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other *ABA Bank Marketing* communication pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



95.6%

of survey respondents find the *ABA Bank Marketing* eNewsletter valuable.

95.6%

of survey respondents take actions upon seeing an advertisement in *ABA Bank Marketing* eNewsletter, including visiting the advertiser's website, contacting the advertiser for more information, and purchasing a product/service from the advertiser.



Rectangle 1 and Rectangle 2 (300x250 pixels)

- NO ROTATION
- Located between popular sections of the eNewsletter

Rectangle 3 and Rectangle 4

- NO ROTATION

A Top Sponsored Content

- Image/Logo must be 180 x 150 px
- Headline: Advertiser supplies up to 64 characters, including spaces
- Summary text: Advertiser supplies up to 465 characters, including spaces
- Call to Action text: Advertiser supplies up to 64 characters, including spaces (e.g., Click Here, Read More)
- Advertiser supplies call to action URL

B Bottom Sponsored Content

- See above specs

All advertisers will receive an invoice for the total amount, due upon activation. Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

Rates are net. Reservation is on a first-come, first-served basis.

[Click here to learn more about Sponsored Content in the ABA Bank Marketing eNewsletter.](#)

Display Advertising

Rate

Top Rectangle - 12 Months

□ \$3,310.00



Rectangle - 12 Months

□ \$2,210.00



REQUEST TODAY!

Supplementary Charges

Artwork Creation

\$125.00

ABA Bank Marketing eNewsletter

Home > ABA Bank Marketing eNewsletter

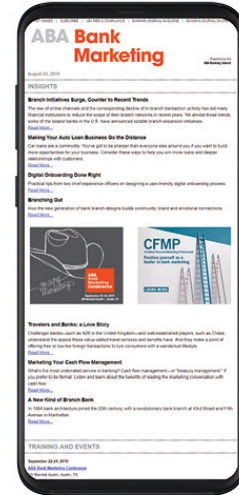
DISPLAY ADVERTISING

SPONSORED CONTENT

ABA Bank Marketing eNewsletter Sponsored Content

Position your company as a thought leader and solution provider in the industry! Our *ABA Bank Marketing* eNewsletter sponsored content opportunities allow you to reach key decision-makers at their workplace or on the go, educate our members regarding the benefits of using your product or service, and improve the credibility of your company.

Sponsored content opportunities are paid advertising messages that allow you to nurture your leads, enhance brand awareness and position your company as an industry thought leader. Draw attention to a recent research study, infographic, white paper or in-depth blog post by publishing in our eNewsletter. The association and Naylor will have final approval of text in the sponsored content. Contact your sales representative for additional details on content guidelines. Space is limited and going fast.



Rates are net. Reservation is on a first-come, first-served basis.

RATES (BAK-N0224)

Sponsored Content	Rate
Top Sponsored Content - 12 Months	\$2,760.00
Bottom Sponsored Content - 12 Months	\$2,210.00

REQUEST TODAY!

Supplementary Charges

Artwork Creation	\$125.00
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ABA Bank Marketing Advertorial eBlast

Home > ABA Bank Marketing Advertorial eBlast

DISPLAY ADVERTISING

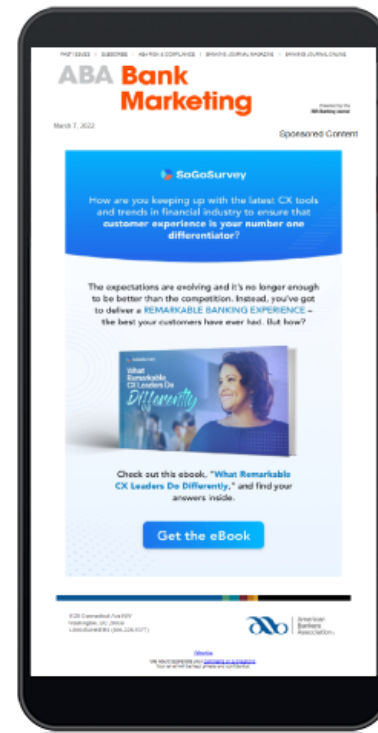


American Bankers Association. **Bank Marketing Advertorial eBlast**

Use this highly-visible opportunity to educate ABA Bank Marketing (CFMP) readers about the benefits of using a product or service similar to what you provide. Position your company as a thought leader and valued solution provider to bank marketers.

Guiding principles for the sponsored eBlast:

- Content should be educational in nature and solution-based, geared toward solving a problem or need for banking professionals. The educational content should not promote the company's product or service but rather communicate best practices or innovative ideas that would allow bankers to be more effective and efficient in their roles.
- Content should include practical, useful information that banking professionals would find valuable, which should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- In the author's biography at the end of the article, editorial advertisers are encouraged to include information about their company, testimonials and other helpful resources, but these mentions should be separate from the main messaging.
- ABA reserves the right to edit or alter content as it deems necessary to meet the above requirements and provide maximum value for its members.



The eBlast is delivered to nearly 6,000 recipients and has an average open rate of 30% (as of October 2024).

Sponsorship Opportunity

Frequency— Weekly

Distribution— ABA Bank Marketing distribution

- [Click here](#) to learn more about design specifications for Sponsored eBlasts

Materials Needed:

Desired Landing Page URL

Email Subject Line

RATES (BAK-N8324)

Display Advertising

Rate

Advertorial (610x1024) - 1 Issue

□ \$2,210.00

REQUEST TODAY!

Supplementary Charges

Artwork Creation

\$125.00

ABA Risk and Compliance

About ABA Risk and Compliance Media

ABA's risk and compliance products are the banking industry's leading voice on legislation, regulation and case law.

- *ABA Risk and Compliance* is a print and digital magazine available exclusively to paid subscribers. Six times a year the award-winning publication provides compliance officers and executives with turnkey procedures, flow charts, case studies, and ready-to-use sample forms. Each new issue is announced to subscribers through an Eblast.
- The *ABA Risk and Compliance* biweekly eNewsletter is packed with need-to-know regulatory information and analysis on the industry's most critical topics.



2024, 2023, 2022, 2021, 2020 APEX Awards for Publication Excellence

- *ABA Risk and Compliance*, Magazines, Journals, & Tabloids – 1-2 Person-Produced
- *ABA Risk and Compliance*, Writing/Topics – Education & Training, Detecting and Preventing Elder Financial Exploitation
- *ABA Risk and Compliance*, Writing/Topics – Education & Training, Domestic Terrorism: Understanding the Threat and How Banks can Counter It
- *ABA Risk and Compliance*, Writing – Financial & Investment Writing, Crypto is Here
- *ABA Risk and Compliance*, Environmental, the Increasingly Hot Topic of Climate Change
- *ABA Risk and Compliance*, Writing – Diversity, Equity, & Inclusion, Leaning Against Racial Injustice
- *ABA Risk and Compliance*, Writing – Education & Training, Human Trafficking: Closer to Home Than You Think
- *ABA Risk and Compliance*, Financial & Investment Writing, "Crypto is Here"
- *ABA Risk and Compliance*, Education & Training Writing, "Domestic Terrorism: Understanding the Threat and How Banks can Counter It"
- *ABA Risk and Compliance*, Magazines, Journals & Tabloids – 1-2 Person-Produced
- *ABA Risk and Compliance*, Financial & investment Writing, "E-sign: The Dinosaur in the Room"



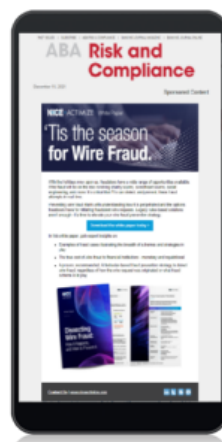
2020 AZBEE Award

ABA Risk and Compliance, Regional Bronze Award, All Content – Technical Article, "SAR Quality: Practical Tips to Enhance Reports for Law Enforcement"



ABA Risk and Compliance Magazine

[View Rates](#)



ABA Risk and Compliance Advertorial eBlast

[View Rates](#)



ABA Risk and Compliance eNewsletter

[View Rates](#)

ABA Risk and Compliance Audience



7,300+

ABA Risk and Compliance magazine is delivered to 7,300+ leading compliance professionals nationwide.



100%

100% of the circulation is paid. Your advertising message reaches engaged readers who invest their time and money in the magazine.



96%

96% of respondents value that ABA Risk and Compliance magazine is a product of the American Bankers Association.



15+

More than half of subscribers have 15 or more years of direct experience in regulatory compliance, and nearly 70% have 10 years of experience in regulatory compliance.



4

More than 4 out of 5 readers save each issue of ABA Risk and Compliance for future reference.



93%

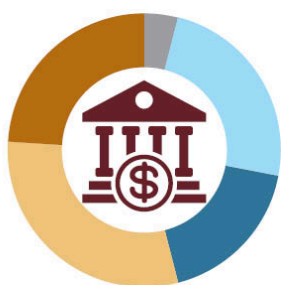
93% of subscribers are Certified Regulatory Compliance Manager (CRCM) who use the magazine to earn continuing education credit to maintain their certification through ABA Professional Certifications.

21.4% of survey respondents have taken actions including **visiting the advertiser's website, contacted the advertiser for more information, and purchased a product/service from the advertiser** upon seeing an advertisement in ABA Risk and Compliance media platforms.

ABA Risk and Compliance Reader Profile

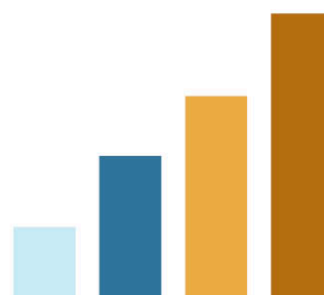
Your prospects—senior compliance professionals and key decision makers at their institutions—are reading *ABA Risk and Compliance*. Place your message where they will find it!

ABA Risk and Compliance reader institutions by asset size:



- 4% Less than \$100 Million
- 24% \$100 - \$499 Million
- 18% \$500 - \$999 Million
- 30% \$1 Billion - \$14.9 Billion
- 24% More than \$15 Billion

ABA Risk and Compliance reader's years of experience in compliance:



- 55% 15 years or more
- 23% 5 to 9 years
- 19% 10 to 14 years
- 3% 1 to 4 years

Actions taken after viewing an ad in *ABA Risk and Compliance*:



ABA Risk and Compliance readers have direct involvement in the purchase of:

- 52% Anti-money laundering monitoring products / services
- 65% Complaint management software
- 57% Consulting services
- 22% Data Security Products
- 28% Disaster recovery services
- 28% Document storage / management / shredding
- 28% Email/social archiving and management
- 41% Fraud detection solutions
- 39% Identity authentication products / services
- 29% Legal services
- 53% Mortgage compliance services
- 50% OFAC monitoring services / software
- 64% Reference manuals / software
- 69% Regulatory reporting products / software
- 47% Risk analysis software
- 71% Training services / materials
- 49% USA Patriot Act compliance products
- 41% Vendor / 3rd party risk management software

Reach leading compliance professionals nationwide throughout the year with ABA's Risk and Compliance resources!

ABA Risk and Compliance Magazine

Home > ABA Risk and Compliance Magazine

DISPLAY ADVERTISING

Advertise in *ABA Risk and Compliance Magazine*

ABA Risk and Compliance magazine is the banking industry's leading voice on legislation, regulation, and case law. Packed with turnkey procedures, flow charts, case studies, and ready-to-use sample forms, the award-winning publication from the American Bankers Association delivers need-to-know regulatory analysis—the industry's most critical topic—six times a year.

When each print edition of *ABA Risk and Compliance* magazine is distributed, an email is sent to all **7,300** subscribers making them aware that the digital edition is available for viewing.

Rates are net and per insertion. Premium positions are an additional charge. Reservation is on a first-come, first-served basis.



April 2024 - September 2024 Reader Engagement

7,467

Unique Readers

148,184

Total Views

20

Average Views Per Reader

25.26 Minutes

Average Duration Per Reader

60%

Nearly 60% of readers say they spend **more than 28 minutes** reading each issue of *ABA Risk and Compliance* magazine.*

- "I benefit [from *ABA Risk and Compliance* magazine] by staying current with industry news and trends, earning continuing education credits for my CRCM, and being able to communicate valuable information to our compliance team as part of training and development." – Latasha McGee, CRCM, CAMS, CCEP, *Compliance Risk Manager Senior* at USAA*
- "Great articles from knowledgeable writers. I have kept some articles over the years for reference." – Melissa Komarnitzky, *Director of Compliance* at Minnwest Bank*
- "Articles offer a high level perspective that I can sometimes miss when mired in the day to day. Also good to share with bank leadership that backs my stand on actions I think we should be taking." – Mary Rochelle, *SVP – Director of General Compliance* at Susser Bank*

*Results from the 2023 ABA Risk and Compliance Readership Survey.

[Content Calendar](#)

[Print Advertising Specs](#)

[TIPS: Create A Trackable Print Ad](#)

Extend your print advertising investment with the unique benefits of digital media

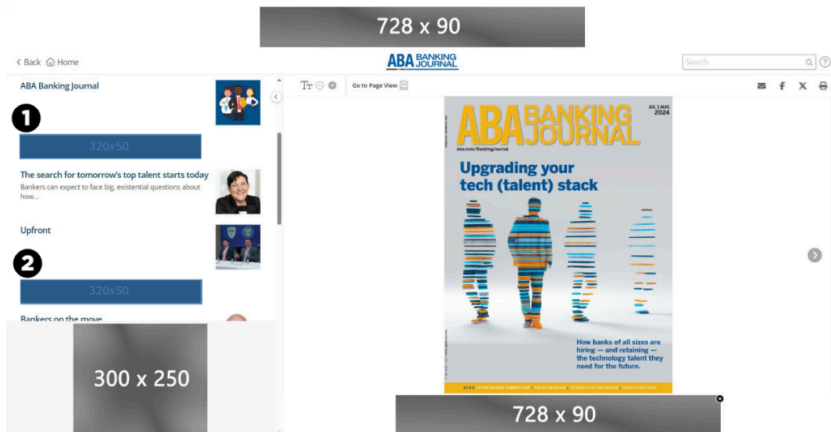


ABA Risk and Compliance is available in a fully interactive digital magazine. An archive of full issues is available, giving your advertisement additional exposure and a lasting presence. The digital magazine lets you:

- **Link to the landing page of your choice, generating an immediate response from customers**
- **Maintain your ad presence on the digital issue for readers to reference at any time**

Format available for readers

Page view: The digital replica of the print magazine. Flip through this digital book in either a 1- or 2-page format. Determine your preferred zoom setting for an optimal experience.



1 & 2 TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the left of the publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital publication and are visible on all device types.

Adaptive Ad HTML5

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital publication.

Full-Page Digital Insert with Video

Your message appears as a full page insert in between key articles. The video file will be placed on the bottom portion of the insert to enhance your message for target audiences.

1 Top Run of Site Leaderboard

- Sizes: 728x90 (standard screens) and 320x50 (mobile devices)
- Displays across all device types including Mobile
- Exclusive, no rotations

2 Content Hub Navbar Sponsorship

- 320x50
- Displays on Desktop only
- Exclusive, no rotations

3 Run of Site Rectangle

- 300x250
- Displays across all device types including Mobile
- Exclusive, no rotations

4 Bottom Run of Site Leaderboard

- Sizes: 728x90 (standard screens) and 320x50 (mobile devices)
- Displays across all device types including Mobile
- Exclusive, no rotations



Digital Edition Sponsored Eblast Banner

When each print edition of *ABA Risk and Compliance* magazine is distributed, an email is sent to all subscribers making them aware that the digital edition is available for viewing.

- Only one spot available- NO ROTATION
- Located at the top of the email blast
- Distributed with each edition of the magazine
- 960x90, 728x90, 320x50, 300x50 Static images only (gif, jpg, png)
- Ability to link to URL of your choice
- No flash or animated gifs

Rates are net and per insertion. Reservation is on a first-come, first-served basis.

Select Frequency

1x



6x

Display Advertising - Full Color

Digital Sponsored Content	<input type="checkbox"/> \$2,900.00	\$2,900.00	▼
2 Page Spread FC	<input type="checkbox"/> \$2,500.00	\$2,080.00	▼
Top ROS Leaderboard	<input type="checkbox"/> \$2,500.00	\$2,500.00	▼
Bottom ROS Leaderboard	<input type="checkbox"/> \$2,000.00	\$2,000.00	▼
Digital Edition Sponsored Eblast Banner	<input type="checkbox"/> \$2,000.00	\$2,000.00	▼
Rectangle	<input type="checkbox"/> \$1,500.00	\$1,500.00	▼
Full Page FC	<input type="checkbox"/> \$1,400.00	\$1,160.00	▼
1/2 Page FC	<input type="checkbox"/> \$1,100.00	\$910.00	▼
Mobile Banner	<input type="checkbox"/> \$725.00	\$725.00	▼
Belly Band	<input type="checkbox"/> \$695.00	\$695.00	▼
Digital Navbar Sponsorship	<input type="checkbox"/> \$675.00	\$675.00	▼

REQUEST TODAY!

Premium Position Upcharges

Center Spread	10%
Inside Back Cover	\$1,100.00
Inside Front Cover	\$1,100.00
Opposite Masthead	10%
Outside Back Cover	\$1,100.00

Content Calendar

[Home](#) > [ABA Risk and Compliance Magazine](#) > [Content Calendar](#)

2025 Content Calendar*

Our editorial philosophy is focused on helping industry professionals do their jobs more effectively, efficiently and profitably by providing a balance of business-and technical-related content.

**Editorial Calendar is tentative and subject to change.*

Features & Bonus Distribution Info

Our editorial focuses on innovation, inspiration, and impact. Our 2025 issues will dive deep into trends that shape the industry, telling stories that spark conversation and providing insights that empower our members. Readers can expect fresh perspectives, expert voices, and timely content that will keep you ahead of the curve.



Jan/Feb 2025

- What to expect in 2025
- Personal Liability of Compliance Officers
- Laws, Regs and Guidance
- Fair Servicing

Ad Space Closing: November 20, 2024

Ad Materials Due: December 2, 2024

Mar/Apr 2025

- Appraisals and Valuation
- UDAAP
- Synthetic Identities

Ad Space Closing: January 28, 2025

Ad Materials Due: February 3, 2025

May/Jun 2025

Ad Space Closing: March 27, 2025

Ad Materials Due: April 2, 2025

Jul/Aug 2025

Ad Space Closing: May 27, 2025

Ad Materials Due: June 2, 2025

Sept/Oct 2025

Ad Space Closing: July 29, 2025

Ad Materials Due: August 4, 2025

Nov/Dec 2025

Ad Space Closing: September 26, 2025

Ad Materials Due: October 2, 2025

DISPLAY ADVERTISING

SPONSORED CONTENT

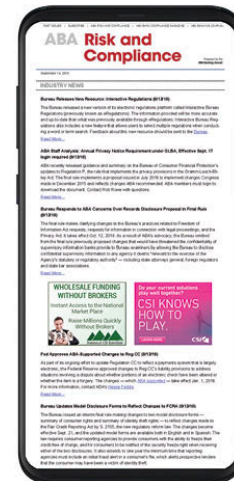
ABA Risk and Compliance eNewsletter

Visit the archive here

Now more than ever, professionals consume information on the go. Our *ABA Risk and Compliance* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of over 9,200 decision-makers on a regular basis
- The average open rate 33% (as of October 2024)
- In addition to members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other *ABA Banking Journal* communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



Price Per Rectangle ① and Rectangle ② (300 x 250 pixels)

- 2 rotations
- Located between popular sections of the eNewsletter

Price Per Rectangle ③ and Rectangle ④ (300 x 250 pixels)

- 2 rotations
- Placed next to content and visible the entire time the eNewsletter is being viewed

A Top Sponsored Content

- Image/Logo must be 180 x 150 px
- Headline: Advertiser supplies up to 64 characters, including spaces
- Summary text: Advertiser supplies up to 465 characters, including spaces
- Call to Action text: Advertiser supplies up to 64 characters, including spaces (e.g., Click Here, Read More)
- Advertiser supplies call to action URL

B Bottom Sponsored Content

- See above specs

All advertisers will receive an invoice for the total amount, due upon activation.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

Rates are net. Reservation is on a first-come, first-served basis.

[Click here to learn more ABA Risk and Compliance eNewsletter Sponsored Content.](#)

RATES (BAK-N0124)

Display Advertising

Rate

Top Rectangle - 12 Months

\$4,960.00



Rectangle - 12 Months

\$3,860.00



REQUEST TODAY!

Supplementary Charges

Artwork Creation

\$125.00

ABA Risk and Compliance eNewsletter

Home > ABA Risk and Compliance eNewsletter

DISPLAY ADVERTISING

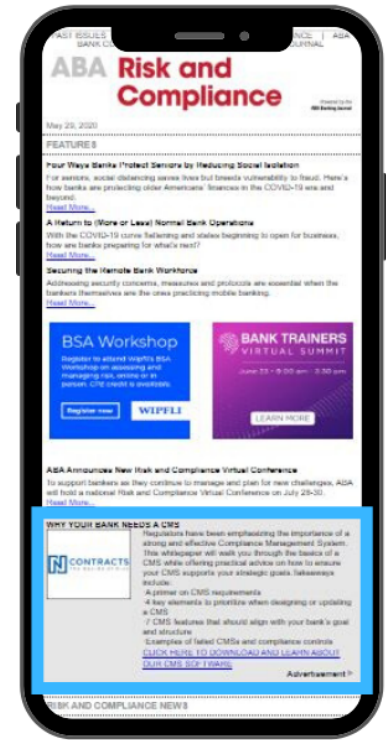
SPONSORED CONTENT

ABA Risk and Compliance eNewsletter Sponsored Content

Position your company as a thought leader and solution provider in the industry! The *ABA Risk and Compliance* eNewsletter sponsored content opportunities allow you to reach key decision-makers at their workplace or on the go, educate our members regarding the benefits of using your product or service, and improve the credibility of your company.

Sponsored content opportunities are paid advertising messages that allow you to nurture your leads, enhance brand awareness and position your company as an industry thought leader. Draw attention to a recent research study, infographic, white paper or in-depth blog post by publishing in our eNewsletter. The association and Naylor will have final approval of text in the sponsored content. Contact your sales representative for additional details on content guidelines. Space is limited and going fast.

Rates are net. Reservation is on a first-come, first-served basis.



[Click to view this issue](#)

RATES (BAK-N0124)

Sponsored Content	Rate
Top Sponsored Content - 12 Months	☐ \$4,130.00
Bottom Sponsored Content - 12 Months	☐ \$3,860.00

REQUEST TODAY!

Supplementary Charges

Artwork Creation	\$125.00
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ABA Risk and Compliance Advertorial eBlast

Home > ABA Risk and Compliance Advertorial eBlast

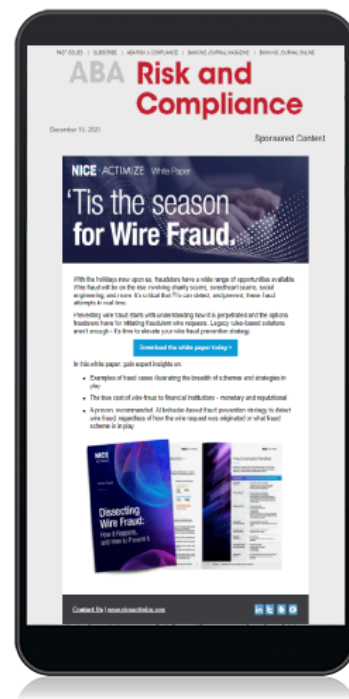
DISPLAY ADVERTISING

Risk and Compliance Advertorial eBlast

Use this highly-visible opportunity to educate readers about the benefits of using a product or service similar to what you provide. Position your company as a thought leader and valued solution provider.

Guiding principles for the sponsored eBlast:

- Content should be educational in nature and solution-based, geared toward solving a problem or need for banking professionals. The educational content should not promote the company's product or service but rather communicate best practices or innovative ideas that would allow bankers to be more effective and efficient in their roles.
- Content should include practical, useful information that banking professionals would find valuable, which should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- In the author's biography at the end of the article, editorial advertisers are encouraged to include information about their company, testimonials and other helpful resources, but these mentions should be separate from the main messaging.
- ABA reserves the right to edit or alter content as it deems necessary to meet the above requirements and provide maximum value for its members.



8,800+

Recipients

29%

Open percentage (as of October 2024)

Sponsorship Opportunity

Frequency – Weekly

Distribution – ABA Risk & Compliance Digital Edition distribution

Materials Needed:

Desired Landing Page URL

Email Subject Line

- [Click here](#) to learn more about design specifications for Sponsored eBlasts

RATES (BAK-NB124)

FUTURE RATES (BAK-NB125)

Display Advertising

Rate

Advertorial (610x1024) - 1 Issue

☐ \$4,410.00

REQUEST TODAY!

Supplementary Charges

Artwork Creation

\$125.00

ABA Brand and Lead Gen Packages

Home > ABA Brand and Lead Gen Packages

Marketing Solutions to Drive Brand Awareness & Generate Leads

In today's digital age, **reaching the right audience** and **building a strong brand presence** are key factors for success in the banking industry. We offer two distinct media kit packages featuring **omnichannel solutions**, which utilize a variety of channels to deliver your message consistently. These packages address your marketing goals, whether you're looking to amplify brand awareness and reach a wider audience or establish yourself as an industry thought leader and capture valuable leads.

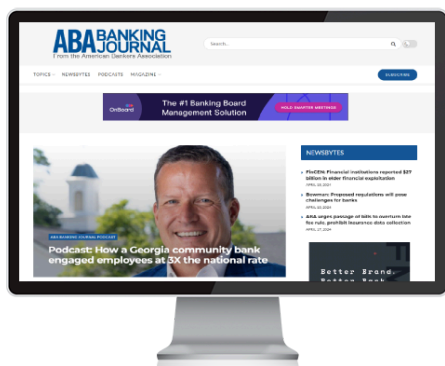
Brand Awareness Package

Research by the Ehrenberg-Bass Institute shows consistent brand messaging drives results. Reach your target audience across ABA products. We craft powerful campaigns that build memorability and influence decisions. Ready to Unleash Your Brand Power?



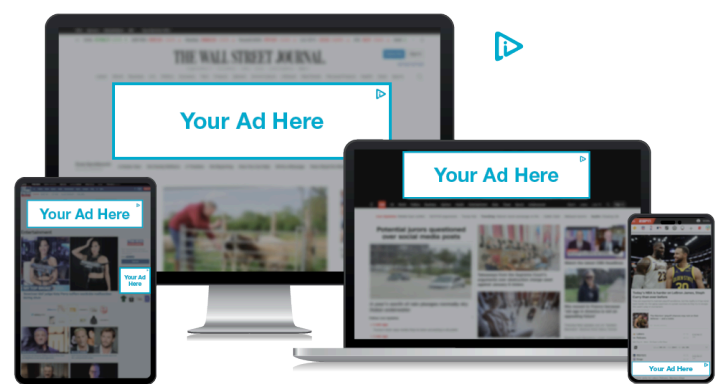
[Get a Free Quote](#)

Package Includes:



Sponsored Content and Digital Content Banners on ABA Banking Journal Website

Secure prominent positions on the *ABA Banking Journal* website with a sponsored content and digital content banner ad, reaching key decision-makers in the banking industry.



Programmatic Ad in Retargeting Campaign

Leverage our retargeting campaign for one month to keep your brand at the forefront with targeted ads across the web.

Lead Gen Package

Target banking decision-makers and generate a pipeline of qualified leads through gated content crafted by Naylor. We'll craft engaging content that resonates with the banking industry, accelerating awareness, engagement, and conversions across touchpoints. Discover how Naylor can fuel your lead generation with gated content!



[Get a Free Quote](#)

Package Includes:



Content Creation

Our content team creates content just for you that resonates with banking decision-makers. We craft strategic narratives that capture attention and showcase your brand as a banking leader.



Lead Generation Form

Naylor designs a landing page for your gated content, ensuring a seamless experience in capturing leads. We handle the entire process to allow you to focus on nurturing leads and driving sales.



Channels for Promotion

Stand out in ABA's media platforms with gated sponsored content in an advertorial and on *The Banking Journal* website. Become an industry leader and generate qualified leads.