



BankBeat

Get the most out of your marketing budget.
Call Tom Bengtson today to get started.
(952) 835-2275 or Tom@NFRcom.com.

Digital

All ad zones support multiple ads. Reloading the page will randomly display an ad assigned to each ad zone. High impression count.

HOME PAGE

Zone 1 - Leaderboard (TOP)

Dimensions - 728x90
File type - JPG/PNG (<50KB)
Location - Run of Site (ROS)

Zone 2 - Med-Rectangle (TOP RH COL)

Dimensions - 300x250
File type - JPG/PNG (<50KB)
Location - Run of Site (ROS)

Zone 3 - Med-Rectangle (LOW RH COL)

Dimensions - 300x250
File type - JPG/PNG (<50KB)
Location - Run of Site (ROS)

Zone 4 - Leaderboard (SECTION BREAK, BOTTOM)

Dimensions - 728x90
File type - JPG/PNG (<50KB)
Location - Home page

INTERIOR PAGE(S)

Zone 1 - Leaderboard (TOP)

Dimensions - 728x90
File type - JPG/PNG (<50KB)
Location - Run of Site (ROS)

Zone 2 - Med-Rectangle (TOP RH COL)

Dimensions - 300x250
File type - JPG/PNG (<50KB)
Location - Run of Site (ROS)

Zone 3 - Med-Rectangle (LOW RH COL)

Dimensions - 300x250
File type - JPG/PNG (<50KB)
Location - Run of Site (ROS)

Zone 4 - Med-Rectangle (IN ARTICLE)

Dimensions - 300x250
File type - JPG/PNG (<50KB)
Location - In-Article, auto-insert (para. 4)

Email

Targeted delivery every week

BankBeat E-newsletter

Delivered every Thursday to 1,800 bankers and industry followers in Colorado, Indiana, Illinois, Iowa, Michigan, Minnesota, Missouri, Montana, Nebraska, North Dakota, South Dakota, Wisconsin, Wyoming, and more.

BankBeat NW Weekly E-newsletter

Delivered every Thursday to 800 bankers and industry followers in California, Oregon, Washington, Idaho, and more.

BankBeat Great Lakes Weekly E-newsletter

Delivered every Tuesday to 650 bankers and industry followers in Michigan, Ohio, Pennsylvania, Indiana, Kentucky, and more.

E-Newsletters feature

- ✓ Consistently strong open and click rates.
- ✓ All BankBeat newsletters open with timely, personalized editor's note.
- ✓ All newsletters link to top industry news and analysis culled from across the web.
- ✓ Customize your buys. Purchase only the weeks and regions you want.

E-NEWS ADS

Leaderboard (top)

Dimensions - 750x250
File type - JPG/PNG (<50KB)

Sidebar box (BB only)

Dimensions - 150x350
File type - JPG/PNG (<50KB)

Horizontal (NWW, MOPIK only)

Dimensions - 600x175
File type - JPG/PNG (<50KB)



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Print

Bank Beat (DBA *NorthWestern Financial Review*) is the leading trade journal in banking. Published monthly, Bank Beat reaches 2,800 bank officers, senior managers, directors and owners located in 14 states: Colorado, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Montana, Nebraska, North Dakota, South Dakota, Wisconsin and Wyoming. Bank Beat delivers original content developed by professional journalists, making a real contribution to industry dialogue. Majority of distribution is to paid or requested subscribers.

Print Ad Rates

Frequency discounts increase value

	1X	6X	12X
Full Page	\$2,100	\$1,895	\$1,750
Two-Thirds	1,865	1,765	1,670
Half Page	1,690	1,585	1,500
One-Third	1,470	1,400	1,360
One-Quarter	1,385	1,345	1,315
One-Sixth	1,225	1,185	1,160

Print Ad Sizing

Width x Height (inches)

Magazine Trim Size — 8.25 x 11.00

Full Page (live area)	8.0 x 10.75
Full Page (bleed)	8.375 x 11.125
2/3-Page	4.5 x 9.75
1/2-Page Island	4.50 x 7.0
1/2-Page Horizontal	7.0 x 4.50
1/3-Page Horizontal	4.5 x 4.75
1/3-Page Vertical	2.125 x 9.75
1/4-Page	4.5 x 3.5
1/6-Page Vertical	2.125 x 4.75
1/6-Page Horizontal	4.5 x 2.25

Industry Marketplace

Just \$715 for a six month placement

Standard ad: 2.25 inches wide x 1.5 inches tall

Double ad: 2.25 inches wide x 2.75

Submit all materials as 300 dpi, press-optimized PDF files with fonts embedded. Be sure all components are high resolution, CMYK. Full page ads should include crop marks set to 8.25 by 11 inch page trim. Ads that bleed need image to extend outside the trim for at least 0.125 inches.

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