

# 20 / MEDIA 20 / KIT

**NFR Communications:**  
**Your best partner to engage community bankers**

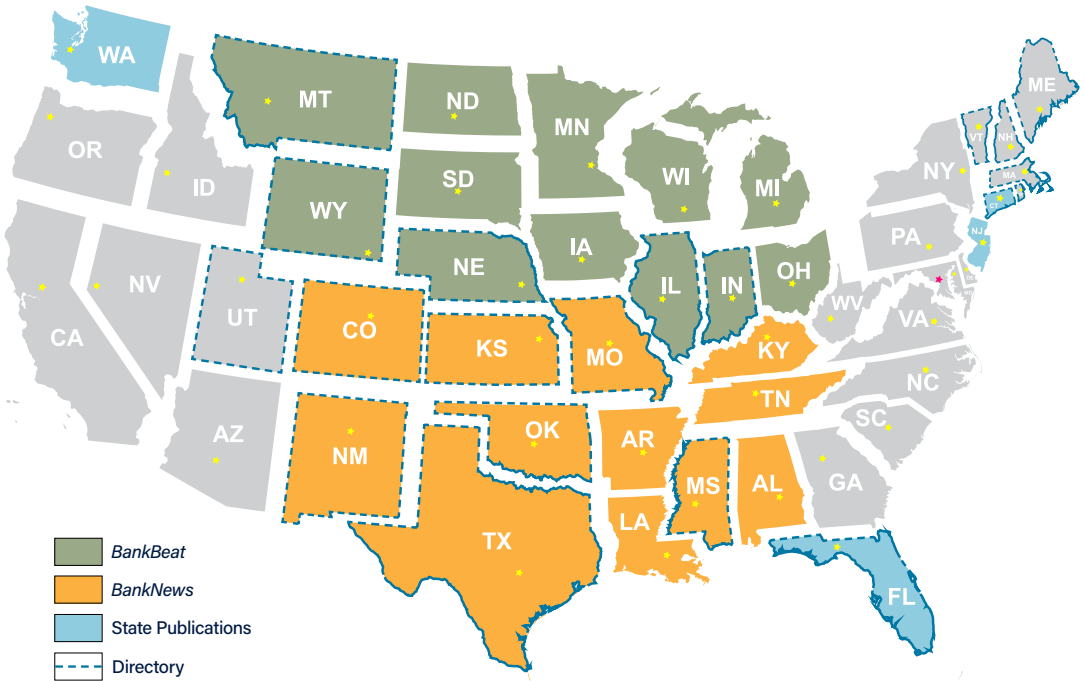
NFR Communications offers straight-line access to community bankers throughout the heartland of the USA. Creator of trusted industry publications and digital forums, NFR Communications is a media company that can build brand awareness, provide a platform for your expertise, and even make handshake introductions to decision-makers in the community banking industry. Whether you hope to leverage your existing company reputation, target "likely to buy" prospects, or introduce an entirely new brand, NFR Communications is your logical partner.

**BankBeat.biz**

**nfr**  
communications

# Reaching decision-makers at the heart of the industry

NFR Communications, the publisher of *BankBeat* magazine, acquired BankNews Media in May 2019, and now the capability of two banking-focused media stalwarts are available to help your company make an impact with decision-makers in this dynamic industry. We are focused on the central corridor of the country, where most of community banks call home. And, because of our custom publishing work for banker associations, we also offer advertising in membership magazines and bank directories that reach people in select additional states.



# Build brand awareness

Reach two-thirds of the banking industry by advertising in *BankBeat* and *BankNews*, two well-established print magazines that offer in-depth analytical articles, lively personal profiles and respected opinions. Complement your print campaign with ads on BankBeat.biz, the industry's most lively, daily news website serving community bankers. Fold in our digital retargeting capability, and you will really drive home your message. Effective retargeting campaigns can increase the visibility of your digital messages by 20 times. Depending on the duration of your program, the cost can be pennies per impression.

## Maximum Impact Packages

Packages consist of full-page ad(s) in *BankBeat* and *BankNews*<sup>1</sup> magazines, banner ad on BankBeat.biz homepage, and digital ad retargeting.<sup>2</sup>

	1 month	3 months	6 months	12 months
Impressions	180,000	495,000	945,000	1,890,000
Package Price	\$5,600	\$14,300	\$25,950	\$49,500
Price/Impression	3.1 cents	2.8 cents	2.7 cents	2.6 cents

<sup>1</sup> *BankNews* is published 6 times per year; 3-month package includes 2 *BankNews* ads, 6-month package includes 3 ads, and 12-month package includes 6.  
<sup>2</sup> Digital retargeting campaigns are figured at one week per month.



# Use our platforms to demonstrate your expertise

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In addition to your name, prospects need to know your expertise. We have the tools to help you establish your credentials with discerning community bankers. Co-brand a webinar with us, and we will spread the word to help build your audience. Have a white paper or case study that showcases your firm's unique solution to a nagging industry problem? We can help you distribute it; we can even provide the names and email addresses of the people who read it. Don't have the staff to write a compelling narrative? We can help you there, too. Ask us about our strategic content options that leverage our journalism expertise and public relations acumen with exceptional industry reach.

# Introductions that set you up for success

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Banking is all about relationships. Many bank presidents want to do business with people they know. Those relationships start with a handshake. As one of the industry's premier event planners, NFR Communications can put you in the room at C-suite events in Minneapolis and Kansas City throughout the year. These are highly specialized opportunities reserved solely for companies that want to take their marketing to the next level.



# Audience overview

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**BankBeat** monthly magazine is mailed on a paid subscription/complementary basis to 2,800 bankers and senior industry officials in 12 states. The pass along rate gives the magazine a reach of over 5,000 people, making approximately 20,000 impressions over the course of the month.

**BankNews** quarterly magazine is mailed on a complimentary basis to 5,700 bankers in 12 states. The pass along rate gives the magazine a reach of nearly 12,000 people, making approximately 45,000 impressions over the course of a two-month period.

**BankBeat.biz** and **BankNews.com** combined as a website providing news about the community banking industry every business day. The site is also home to feature-length articles, industry data, and news archives that go back more than a decade. The site regularly attracts 18,000 visitors per month making more than 35,000 impressions. (Ask us about digital ad rates.)

**BankBeat/BankNews** electronic newsletter, published free each week and emailed to some 20,000 people in the banking industry. Open rate is typically around 20 percent.

**E-blasts** send your message to 20,000 people engaged in the banking industry. This is a great tool for getting the word out on your event, webinar, product or service.

**BankNews Midweek**, with all paid circulation, reaches bankers largely in Kansas and Missouri every week with print and electronic editions.

**Bank Board Letter**, with all paid circulation, reaches directors at community banks largely in Kansas and Missouri every month.

**State Association** membership magazines offer direct access for your message to thousands of bankers around the country on a quarterly or monthly basis. We also publish several state directories which give you the additional opportunity to advertise in reference books used by bankers all year long. Contact us for details.

The **Bank Holding Company Association** hosts one- and two-day seminars in Minneapolis and Kansas City. These events attract up to 340 people, mostly bank owners and senior managers in community banking. As the manager of BHCA events, talk to us about sponsorship and participation opportunities at these events.

# 2020 editorial calendars & rates

## BankNews Quarterly

**Quarter 1** Banking the Under-represented  
(February)

**Quarter 2** Cash or Charge? Let's Talk Payments  
(May)

**Quarter 3** Trends in Bank M&A  
(August)

**Quarter 4** The 21st Century Country Banker  
(November)

**BNQ Special  
Summer Edition**  
(June)

The Best of Gen Next

**BNQ Special  
Winter Edition**  
(December)

Annual Buyers' Guide

Size	Trim	1-2x	3-4x	5-6x
Full Page	8.125 x 10.875	\$2,500	\$2,150	\$1,800
1/2 Page (V/H)	4.5 x 7.5 / 7x5	\$2,100	\$1,850	\$1,600
1/3 Page (Sq/V)	4.5 x 5 / 2.125 x 10	\$1,600	\$1,450	\$1,300
1/4 Page	4.5 x 3.75	\$1,200	\$1,075	\$950

All rates are 4-color.

## BankBeat

**January** Banker of the Year

**July** Rising Stars in Banking

**February** Core Challenges

**August** Buyers' Guide

**March** Amazing Outside Directors

**September** M&A Trends

**April** Bank Architecture +  
Branch Strategies

**October** The 21st Century  
Country Banker

**May** FedNow v. The Clearing House

**November** Outstanding Women  
in Banking

**June** Banking the Under-represented

**December** Banking the Next Gen

Size	1x	4x	6x	12x
Full Page	\$2,100	\$1,999	\$1,895	\$1,750
1/2 Page	\$1,690	\$1,620	\$1,585	\$1,500
1/3 Page	\$800	\$750	\$700	\$650
1/4 Page	\$650	\$600	\$550	\$500

All rates are 4-color. Ad/page sizes the same as BankNews.

# Special opportunities

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**Digital ad retargeting** — Working with our technology partners, we can help you leverage the effectiveness of your digital advertising by 20 or 30 times, or more! We can set up a retargeting campaign for you that places your ad in front of prospects multiple times after they see your ad on BankBeat.biz. Even if they never return to the site, they will continue to see your ad — probably multiple times per day — on subsequent websites for the duration of your campaign. Geo-fencing will focus your campaign to prospects in geographic areas that you identify, such as a particular town, state or region. One-week campaigns start at \$1,500. Contact us for details.

**Sponsored editorial** — Use the pages of *BankBeat* and *BankNews* to share information in an editorial environment of quality. This is a great way to share research results, case studies, informed opinions and other editorial relevant to community bankers. We can incorporate photos and other graphic elements to add strength to your message. If you need help writing, we can help with that too. Packages range from \$3,500 to \$10,000. Call us for details.

**Strategic content** — Leverage our in-house public relations expertise to get your editorial content placed in other media outlets, including newspapers and website viewed by your key audiences. This is a great way to complement your presence in *BankBeat* and *BankNews*. Contact us for details.

**Webinars** — Partner with NFR Communications to produce a top-quality webinar. This is a great way to showcase your expertise in a particular area relevant to community bankers. Successful webinars have addressed topics such as CECL, ownership succession, social media, recruiting, sales training and many other topics. We set up the technology, market the event, and provide a recording for you to keep and use as you like. You provide the presenter. Our price of \$4,500 includes protection against low participation numbers. Contact us for details.



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For complete information on all the ways NFR Communications can help you make an impactful impression in the community banking arena, please see our website, [BankBeat.biz](http://BankBeat.biz). Click on the "advertising" icon. Among the information you will find is mechanical requirements for all ads, and specific instructions about ad sizes and formats.

**Contact us today:**

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**[BankBeat.biz](http://BankBeat.biz)**