

20 / DIRECTORY 20 / MEDIA 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

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Kansas & Missouri Bank Directories

NFR Communications LLC is one of the nation's leading publishers of state and regional bank directories — with directories available in print and online editions. Plus, ebooks are available for Illinois and Texas.

Our directories offer a variety of cost-effective advertising opportunities, including cover positions, premium pages, Yellow Pages and, for some directories, tab positions, bookmarks and belly bands.

Ebook editions also feature hyperlinks to websites and email addresses, expanding the effectiveness of your advertising. Banner advertising is available for online directories.

DISPLAY AD RATES

DISPLAY AD POSITION**AD SIZE****RATE**

BACK COVER	2.75 x 7.63	\$1,125
INSIDE COVER (FRONT OR BACK)	2.75 x 7.63	\$925
FULL PAGE	2.75 x 7.63	\$850
HALF PAGE	2.75 x 3.75	\$500
DEALER LISTING	n/a	\$300

The Kansas Bank Directory and Missouri Bank Directory are published twice a year: **Spring and Fall**

**Contact:**

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Texas Banking Red Book

The *Texas Banking Red Book* is published on behalf of the Texas Bankers Association. The bank directory includes information on all financial institutions in the state of Texas and is the go-to source for bank executives throughout the state. Red Book is published twice a year.

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DISPLAY AD RATES

DISPLAY AD POSITION	AD SIZE	RATE
INSIDE COVER	5.5 x 7.5	\$1,000
PREMIUM FULL PAGE	5.5 x 7.5	\$800
FULL PAGE	5.5 x 7.5	\$725
HALF PAGE	5.5 x 3.5	\$400

The Texas Banking Red Book is published twice a year: **Spring and Fall**

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CBAI Directory of Financial Institutions

The *CBAI Directory of Illinois Financial Institutions*, the official directory of the Community Bankers Association of Illinois, is a comprehensive registry of all banks, thrifts and credit unions in the state.

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Our directories offer a variety of cost-effective advertising opportunities, including cover positions, premium pages, Yellow Pages and, for some directories, tab positions, bookmarks and belly bands.

DISPLAY AD RATES

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BACK COVER	5.5 x 7.5	\$1,000	PREMIUM PAGE	5.5 x 7.5	\$1,000
INSIDE COVER FRONT OR BACK	5.5 x 7.5	\$750	FULL PAGE VENDOR SECTION	5.5 x 7.5	\$750
FULL PAGE TAB	5.5 x 7.5	\$650	HALF PAGE VENDOR SECTION	5.5 x 3.5	\$650

Published in the Spring

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CBAO

Financial Institutions Directory

The *Oklahoma Financial Institutions Directory* is published on behalf of the Community Bankers Association of Oklahoma. The bank directory includes information on all financial institutions in the state of Oklahoma and is the go-to source for bank executives throughout the state.

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DISPLAY AD RATES

DISPLAY AD POSITION	AD SIZE	MEMBERS	NON-MEMBERS
BACK COVER	2.75 x 8	\$1,000	\$1,300
INSIDE COVER	2.75 x 8	\$870	\$1,000
FULL PAGE	2.75 x 8	\$600	\$750
HALF PAGE	2.75 x 3.5	\$500	\$650
QUARTER PAGE	2.75 x 1.875	\$300	\$450

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Florida Financial Institutions Directory

The Florida Financial Institutions Directory is one of the top resources among bank executives in the state. If you want to reach key decision-makers, then you need to advertise in the Florida Financial Institutions Directory.

NFR Communications LLC is one of the nation's leading publishers of state and regional bank directories — with directories available in print and online editions. Plus, ebooks are available for Illinois and Texas.

Our directories offer a variety of cost-effective advertising opportunities, including cover positions, premium pages, Yellow Pages and, for some directories, tab positions, bookmarks and belly bands.

DISPLAY AD RATES

DISPLAY AD POSITION	AD SIZE	RATE
INSIDE COVER (4 COLOR) FRONT OR BACK	5.5 x 7.5	\$900
TAB/FULL PAGE (4 COLOR)	5.5 x 7.5	\$600
PREMIUM FULL PAGE	5.5 x 7.5	\$450
ENHANCED ASSOCIATE MEMBER LISTING	n/a	\$90

Published in February

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MIBA

Missouri Membership and Financial Resource Directory

The *MIBA Missouri Membership and Financial Resource Directory* includes all Missouri banks, thrifts and credit unions. Financial data is presented in an easily-viewed, balance-sheet format. An extensive reference section provides data on state and national regulators, industry associations and multi-bank holding companies.

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Our directories offer a variety of cost-effective advertising opportunities, including cover positions, premium pages, Yellow Pages and, for some directories, tab positions, bookmarks and belly bands.

DISPLAY AD RATES

DISPLAY AD POSITION	AD SIZE	RATE
BACK COVER	3.5 x 8	\$2,150
COVER 2 OR 3	3.5 x 8	\$1,200
TAB, FRONT	3.5 x 8	\$725
TAB, BACK	3.5 x 8	\$400

Published in the Spring

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Montana

Financial Services Directory

The *Montana Financial Services Directory* is known in the industry as the most accurate, timely and comprehensive resource for Montana financial institutions.

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Our directories offer a variety of cost-effective advertising opportunities, including cover positions, premium pages, Yellow Pages and, for some directories, tab positions, bookmarks and belly bands.

DISPLAY AD RATES

DISPLAY AD POSITION	AD SIZE	RATE
TAB FULL PAGE (4 COLOR)	3.5 x 7.875	\$500
YELLOW PAGES FULL PAGE (B&W)	3.5 x 7.875	\$450
YELLOW PAGES HALF PAGE (B&W)	3.5 x 3.875	\$250

Published in January

**Contact:**

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Mountain States, Nebraska & Oklahoma Directories

The *Mountain States Bank Directory*, *Nebraska Bank Directory* and *Oklahoma Bank Directory* are published annually in the spring. The *Mountain States Directory* contains information for Colorado, Montana, New Mexico, Utah and Wyoming.

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DISPLAY AD POSITION	AD SIZE	RATE	DISPLAY AD POSITION	AD SIZE	RATE
FRONT COVER	2.75 x 4.25	\$1,125	FULL PAGE	2.75 x 7.63	\$725
BACK COVER	2.75 x 7.63	\$900	HALF PAGE	2.75 x 3.75	\$300
INSIDE COVER	2.75 x 7.63	\$800	DEALER LISTING	n/a	\$200

Published in the Spring

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New England Bank Directory

The *New England Bank Directory*, published on behalf of the Massachusetts Bankers Association, includes information on all financial institutions in the states of Massachusetts, Maine, New Hampshire, Rhode Island and Vermont. It is the go-to source for bank executives throughout the area.

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PREMIUM PAGE	5.5 x 7.5	\$2,000	\$2,750
FULL PAGE YELLOW PAGES	5.5 x 7.5	\$770	\$995
HALF PAGE YELLOW PAGES	5.5 x 3.5	\$385	\$595
QUARTER PAGE YELLOW PAGES	2.75 x 3.5	\$195	\$395

Published in February