

2022 BANKNEWS BUYER'S GUIDE

With financial institutions continually striving to remain up-to-date and competitive in an ever-changing industry, it has never been more important to keep your company's products and services in front of decision-makers when they are ready to buy. The 2022 *BankNews* Buyers' Guide is the best way to accomplish this goal.

Companies appearing in the Buyers' Guide print edition — read by some 12,000 banking professionals each month, will also be featured on our website under the Resources tab.

Let the *BankNews* Buyers' Guide work year-round to enhance your company's brand and increase your company's sales.

Sponsorship Package \$4,995

(Limited to one advertiser)

- Back cover placement
- Inside front cover placement
- 3 expanded category listings
- 6 banner ads in BankBeat weekly eNews
- 3 month banner ad on BankBeat.biz
- Twitter post featuring your company

Platinum Package \$3,995

(Limited to one advertiser)

- Inside back cover placement
- Full-page ad (Premium Placement)
- 3 expanded category listings
- 2 banner ads in BankBeat weekly eNews
- 1 month banner ad on BankBeat.biz
- Twitter post featuring your company

FOR MORE INFORMATION CONTACT:

Valerie Fischer

T. 913-261-7055 | C. 913-522-8114

E. valerie@nfrcom.com

Gold Package \$2,495

- Full-page advertisement
- 2 expanded category listings
- 1 banner ad in BankBeat weekly eNews

Silver Package \$1,495

- Half-page advertisement
- 2 expanded category listings
- 1 banner ad in BankBeat weekly eNews

Bronze Package \$995

- One third-page advertisement
- expanded category listing

Sponsored Content \$1,495

- 350 word article about your products and/or services.
- Includes headshot or a photo of your product.
- 2 expanded category listings

Expanded Category Listing \$300

- Company name, city, state, website
- Contact name/title
- Contact info: phone/email
- 50 word description
- Company logo (300dpi & CMYK)
- Company listed in up to FOUR categories

ADVERTISER INFORMATION:

Company Name _____

Website _____

Address, City, State _____

Contact Name _____

Title _____

Phone _____ Email _____

2021 Buyers' Guide Listing Categories

Listing Categories: First category is complimentary; Choose up to 4 additional categories at \$50 each. (Please check categories)

ATMs Authentication/
Fraud Solutions Bank Card Services

Checks Compliance Digital Banking Services
Solutions

Education/Training Equipment Financial Services

Human Resources Insurance Investments

Lending/Loans Bank Card Services Security

Technology Solutions Other

Valerie Fischer

Advertising Sales Account Exec.

T. 913-261-7055 | C. 913-522-8114

E. valerie@nfrcom.com