

BANKBEAT MAGAZINE

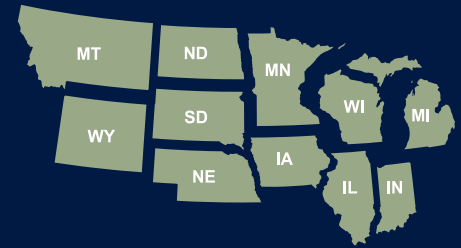
BankBeat is the leading magazine covering banking in the Great Lakes, Upper Midwest and Northern Plains regions. Published monthly, BankBeat is a key resource for bank management teams with features that covers in-depth articles, analysis, opinion and data on trends and topics affecting bankers in the Upper Midwest.

AD SIZES & PRICES

| AD SIZES | 1X | 4X | 6X | 12X |
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| FULL PAGE | \$2,100 | \$1,999 | \$1,895 | \$1,750 |
| 1/2 VERTICAL/ HORIZONTAL | \$1,690 | \$1,620 | \$1,585 | \$1,500 |
| 1/3 SQUARE/ VERTICAL | \$800 | \$750 | \$700 | \$650 |
| 1/4 SQUARE/ HORIZONTAL | \$650 | \$600 | \$550 | \$500 |

REACH

Reach 2,800 bankers and senior industry officials in 12 states. The pass-along rate gives the magazine a reach of more than 5,000 people, making approximately 20,000 impressions over the course of the month.



ISSUE, TOPICS & DEADLINES

| ISSUE | TOPIC | CONTENT DUE/ AD CLOSING | AD MATERIAL DEADLINE |
|-------|--|----------------------------|-------------------------|
| JAN. | Banker of the Year | Dec. 8 th | Dec. 12 th |
| FEB. | How to develop the great culture | Jan. 3 rd | Jan. 10 th |
| MAR. | Continuing education; Amazing outside directors | Feb. 1 st | Feb. 8 th |
| APRIL | Bank Architecture; Branch Considerations; Mobile Banking | Mar. 1 st | Mar. 8 th |
| MAY | Agricultural banking update | April 3 rd | April 10 th |
| JUNE | Tech update/Fintechs | May 1 st | May 8 th |
| JULY | Rising Stars in Banking | Jun. 1 st | Jun. 8 th |
| AUG. | 2023 Resource Guide | July 5 th | July 12 th |
| SEPT. | An Industry Update on M&A | Aug. 1 st | Aug. 8 th |
| OCT. | Regulation, Compliance and Risk Management | Sept. 1 st | Sept. 8 th |
| NOV. | Outstanding Women in Banking | Oct. 2 nd | Oct. 9 th |
| DEC. | The Year in Review - A Look Ahead | Nov. 1 st | Nov. 8 th |

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