

# BANKBEAT MAGAZINE

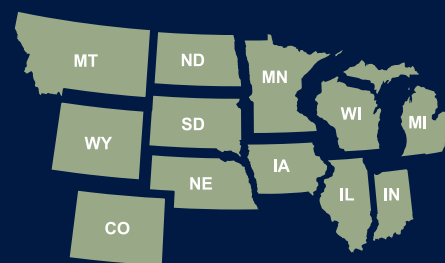
BankBeat is THE source of ideas and inspiration for thriving in community banking. With a legacy that extends back more than a century, BankBeat is an industry beacon with articles on innovative banks and bankers, successful strategies and tactics, thought-provoking opinions and analysis, plus lots of useful data.

## 2024 AD SIZES & PRICES

AD SIZES	1X	4X	6X	12X
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. 1 <sup>st</sup>	Dec. 12 <sup>th</sup>
FEB.	The Search for Talent: A Road Map	Jan. 1 <sup>st</sup>	Jan. 10 <sup>th</sup>
MAR.	Continuing Education; Amazing Outside Directors	Feb. 1 <sup>st</sup>	Feb. 7 <sup>th</sup>
APRIL	Bank Architecture; Branch Considerations; Mobile Banking	Mar. 1 <sup>st</sup>	Mar. 8 <sup>th</sup>
MAY	Agricultural Banking Update	April 1 <sup>st</sup>	April 12 <sup>th</sup>
JUNE	Tech Update/Fintechs	May 1 <sup>st</sup>	May 9 <sup>th</sup>
JULY	Rising Stars in Banking	Jun. 1 <sup>st</sup>	Jun. 7 <sup>th</sup>
AUG.	2024 Resource Guide	July 1 <sup>st</sup>	July 12 <sup>th</sup>
SEPT.	An Industry Update on M&A	Aug. 1 <sup>st</sup>	Aug. 9 <sup>th</sup>
OCT.	Regulation, Compliance and Risk Management	Sept. 1 <sup>st</sup>	Sept. 13 <sup>th</sup>
NOV.	Outstanding Women in Banking	Oct. 1 <sup>st</sup>	Oct. 11 <sup>th</sup>
DEC.	The Year in Review - A Look Ahead	Nov. 1 <sup>st</sup>	Nov. 8 <sup>th</sup>

GET IN  
TOUCH



**Tom Bengtson**  
Publisher & President

Tom@nfrcom.com  
952-835-2275 ext. 101