



# FLORIDA BANKING

Florida Banking – the magazine of the Florida Bankers Association, the proud voice of Florida banking since 1888. Reaching 4,500 Florida Banker Association-members and industry colleagues.



## AD RATES, SPECS & DEADLINES

Distribution: Approximately the 15th of the month of the first month of the issue (i.e. Dec 15 for Dec-Jan issue).

Special issues:  
**April-May**  
*Annual Legislative Issue*  
**June-July**  
*Bonus Distribution at Annual Convention*

### BONUS VISIBILITY!

A digital version of each issue is shared via FBA Bulletin, on FloridaBanker.com and in social media posts!

AD SIZES	DIMENSIONS (W X H)	1X	3X	6X
INSIDE COVERS	8.375" x 11.125" *	\$2,979	\$2,759	\$2,369
OPPOSITE INSIDE FRONT COVER	8.375" x 11.125" *	\$2,979	\$2,759	\$2,369
TWO PAGE SPREAD	16.5" x 11.125" **	\$3,299	\$3,099	\$2,669
FULL PAGE	8.375" x 11.125" *	\$2,659	\$2,469	\$2,129
1/2 PAGE	7" x 5"	\$1,729	\$1,609	\$1,379
1/4 PAGE	4.5" x 3.75"	\$939	\$869	\$769

AD DEADLINE	
ISSUE	DATE
DEC - JAN	NOV 8
FEB-MAR	JAN 10
APR-MAY	MAR 10
JUNE-JULY	MAY 9
AUG-SEPT	JULY 10
OCT-NOV	SEPT 10

\* Trim size 8.125" x 10.875" - extend no less than 1/8" beyond trim on all sides. Keep live matter 1/2" inside trim.

\*\* Trim size 16.25" x 10.875", Live Area: 15.25" x 9.875" - Keep live matter within 0.5" from trim. Designer Note: Be mindful of the magazine spine.

GET IN TOUCH



**Erica Nelson**  
 Advertising Sales Executive

erica@nfrcom.com  
 763-497-1778