



2025 Media Kit

Digital Publications

- Georgia Communities First Magazine
- Website Advertising
- Weekly Newsletter
- Innovation Circuit

Hello
The latest issue of CBA
and can be viewed from t

READ CBA TODAY

IN THIS ISSUE:
Highlights from Last Week
Shelman
Last week's Town Hall Talk, he
showcased CBA's grassroots
of Staff and EVP of Gov
leading
Geor



We are pleased to share the 2025 media kit for the Community Bankers Association of Georgia (CBA). The media kit contains the following items:

- 2025 Advertising Rates
- Ad Sizes and Submission Deadlines
- Magazine Editorial Calendar

WHO ARE WE

CBA was founded in 1969 by a group of Georgia community bankers to protect the political interests of locally owned community banks. Representing approximately 120 community banks and 150 associate member companies, CBA offers services in three distinct areas: Legislative, Professional Development and Member Services.

OUR MISSION

Communities are our Passion. Banking is our Purpose. Advocacy is our Power.



John McNair
President & CEO

John has worked in the financial services career his entire 35-year career. Graduating from the University of Delaware with an economics degree, John started his career in the northeast working for the John H. Harland Company (now Vericast). Several early promotions elevated John into a management role and wanting to become the best manager he could be, John went back to school and earned a Masters Degree in Human Resources Management from Wilmington University. From the early 90's until 2004, John worked in the financial forms business as a franchise owner and also in the commercial appraisal industry. In 2004, John went to work for the Independent Community Bankers Association, Washington DC, and ultimately served as the association's Executive Vice President for Member Relations. In October 2018, John assumed the role of President/CEO of the Community Bankers Association of Georgia. Since then, John has transitioned the association into the leading advocate for community banking issues and financial technology offerings and education.

John serves on the Board of Regents of the Paul W. Barret School of Banking, Memphis, Tn, the Board of Governors at Atlanta National Golf Club, and is Board Secretary for The Order of Isshinryu. John is active with his alma matter, University of Delaware, serving as a mentor for students in the Lerner College of Business and Economics. In addition, John was named to the 2022 and 2023 Georgia Titan 100 program which recognizes the top 100 CEOs & C-level executives. He has also been recognized as Georgia Trend's 2022, 2023 and 2024 as Georgia 500 Most Influential Leaders.

Reserve Your Ad Space Today!

Looking to connect with key decision makers in Georgia's community banking industry? CBA offers a variety of options to help you reach your goals and make the most of your marketing budget. Support CBA while promoting your business at the same time! Have questions? Reach out to Lindsay Greene at lindsay@cbaofga.com or (770) 541-0376.

Georgia Communities First Magazine

Published three times a year, **Georgia Communities First** highlights the latest trends and developments in the community banking industry, both in Georgia and nationwide. Each issue covers professional development opportunities, legislative initiatives, and spotlights on CBA members. Delivered digitally, the magazine reaches an average of 2,000 readers per issue, including C-level bankers, LEAD representatives, regulatory agencies, and Associate Members. Plus, all ads feature clickable links to your company's website or preferred landing page.



CBA Members	1x	2x	3x
Back Cover	\$1250	\$1225	\$1200
Inside Front Cover	\$1150	\$1125	\$1100
Inside Back Cover	\$1050	\$1025	\$1000
Full Page	\$850	\$825	\$800
Half Page	\$650	\$625	\$600
Prospective Members	1x	2x	3x
Inside Back Cover	\$1250	\$1225	\$1200
Full Page	\$950	\$925	\$900
Half Page	\$750	\$725	\$700

Ad, Payment & Publication Dates

Issue	Materials Deadline	Publication/Payment Date
Spring	March 10, 2025	Week of April 7, 2025
Summer	July 7, 2025	Week of August 4, 2025
Fall/Winter	October 1, 2025	Week of November 3, 2025

CBA Today eNewsletter Advertising

Published weekly, CBA Today has a distribution of over 5,000. This digital newsletter includes information on upcoming association events, educational opportunities, associate members, as well as state and national industry news. Ads will link directly to the URL of your choice.



	Members	Prospective Members
1 Month	\$500	\$700
3 Months	\$1000	\$1250
6 Months	\$2000	\$2260
12 Months	\$3500	\$3750

CBA Home Page Advertising

CBA's website, www.cbaofga.com, is the source of information on educational programs, events, industry articles, legislative updates, convention information and much more. Ad space is available on a monthly basis and can link to your home page or the destination of your choice.



	Members	Prospective Members
1 Month	\$500	\$700
3 Months	\$1000	\$1450
6 Months	\$2300	\$2500
12 Months	\$3500	\$3750

Explore the 2025 CBA Preferred Service Provider Program! With packages that include advertising, sponsorships, event registrations, and more, you can choose the perfect fit for your goals and budget. Contact CBA today for all the details.

Ad Specifications and Artwork Requirements

Georgia Communities First Magazine
Trim Size
(Width x Height)

Full Page: 8 1/2" x 11"
Back Cover: 8 1/2" x 11"
Half Page: 7 1/2" x 4"

CBA Today eNewsletter
145w x 230h pixels

CBA Website
860w x 80h pixels

Order Form

Georgia Communities First Magazine

CBA Members	1x	2x	3x
Back Cover	<input type="checkbox"/> \$1250	<input type="checkbox"/> \$1225	<input type="checkbox"/> \$1200
Inside Front Cover	<input type="checkbox"/> \$1150	<input type="checkbox"/> \$1125	<input type="checkbox"/> \$1100
Inside Back Cover	<input type="checkbox"/> \$1050	<input type="checkbox"/> \$1025	<input type="checkbox"/> \$1000
Full Page	<input type="checkbox"/> \$850	<input type="checkbox"/> \$825	<input type="checkbox"/> \$800
Half Page	<input type="checkbox"/> \$650	<input type="checkbox"/> \$625	<input type="checkbox"/> \$600

Prospective Members	1x	2x	3x
Inside Back Cover	<input type="checkbox"/> \$1250	<input type="checkbox"/> \$1225	<input type="checkbox"/> \$1200
Full Page	<input type="checkbox"/> \$950	<input type="checkbox"/> \$925	<input type="checkbox"/> \$900
Half Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$725	<input type="checkbox"/> \$700

Ad Placement

- Spring (published week of April 7, 2025)
- Summer (published week of August 4, 2025)
- Fall/Winter (published week of November 3, 2025)

CBA Today eNewsletter

	Members	Prospective Members
<input type="checkbox"/> 1 Month	\$500	\$700
<input type="checkbox"/> 3 Months	\$1000	\$1250
<input type="checkbox"/> 6 Months	\$2000	\$2260
<input type="checkbox"/> 12 Months	\$3500	\$3750

List months: _____

CBA Website Advertising

	Members	Prospective Members
<input type="checkbox"/> 1 Month	\$500	\$700
<input type="checkbox"/> 3 Months	\$1000	\$1450
<input type="checkbox"/> 6 Months	\$2300	\$2500
<input type="checkbox"/> 12 Months	\$3500	\$3750

List months: _____

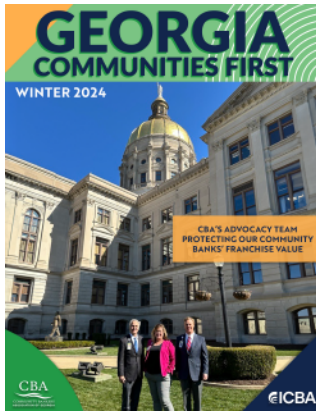
Name _____ Title _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____ Email _____

Please mark above the advertisements you would like to place. (Ad space available on a first-come, first-served basis.)

Payment Method:

Please invoice me for my total of \$ _____
 Please charge \$ _____ to the following credit card: Visa MasterCard Discover American Express
 Credit Card Number _____ Exp. Date _____ Security Code _____
 Is billing address the same as address above? Y N If not, please provide: _____
 Signature _____ Date _____





2025 MAGAZINE EDITORIAL CALENDAR

Published three times a year, *Georgia Communities First* offers coverage of community banking industry trends and developments both on a state and national level. The magazine highlights upcoming professional development programs, networking events, legislative efforts and features on CBA members. Each issue receives a minimum of 5,000 digital impressions and reaches C-Suite bankers, LEAD representatives, officers of regulatory agencies, and Associate Members. Ads link to the provided URL.

Spring – April 2025

- CBA Advocating for You – Legislative Issue
- Advocacy & Networking Events
- Meet the CBA Committees
- Regulation & Compliance/Advanced BSA/AML
- Branch Transformation

In each issue:

- Message from CEO
- Message from CBA Board Chair
- Professional Development programs
- Advocacy efforts & PAC events
- Bankers in the Community
- CBA Committee Chair Feature
- Preferred Service Provider Guide
- Associate Member Guest Articles
- Beyond the Bank - Featured Banker

Summer – August 2025

- CONNECT Preview
- Future Leaders - LEAD Board Initiatives
- 2025 Scholarship Winners
- Solutions– Preferred Service Providers & Associate Members
- Staying Ahead of Cyber Risk & Fraud
- Focus on Innovation

Fall/Winter – November 2025

- CONNECT Convention Recap
- New CBA Leadership Bankers
- Community Banking Supporting Georgia's Top Industries
- HR/TD League – Talent Recruitment
- 2026 Professional Development Preview