



# 2024 Media Kit

## *Digital Publications*

- Quarterly Magazine
- Weekly Newsletter
- Website Advertising

Hello

The latest issue of CBA and can be viewed from the

[READ CBA TODAY](#)

## IN THIS ISSUE:

[Highlights from Last Week's Town Hall with Shelman](#)

Last week's Town Hall Talk, hosted by CBA's grassroots marketing team, showcased CBA's grassroots marketing team, featuring a panel of Staff and EVP of Government Affairs, including leading industry experts.



CBA Publication



We are pleased to share the 2024 media kit for the Community Bankers Association of Georgia (CBA). The media kit contains the following items:

- 2024 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 130 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 master's 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 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. He currently serves on the ICBA Political Action Committee SRP Executive (ex-officio) and the ICBA Federal Delegate Board. John serves on the Board of Governors at Atlanta National Golf Club and the Board of The Order of Isshinryu. In addition, John was named to the 2022 and 2023 Georgia Titan 100 program which recognizes the top 100 CEOs & C-level executives as well as Georgia Trend's 2022 and 2023 Georgia 500 Most Influential Leaders.

**Reserve Your Ad Space Today!**

If you want to target top decision makers in Georgia's community banking industry, you will find the CBA offers numerous ways to help you accomplish your goals and stretch your marketing dollars.

Show your support for CBA and promote your business at the same time.

If you have questions, please contact Lindsay Greene at [lindsay@cbaofga.com](mailto:lindsay@cbaofga.com) or (770) 541-0376.

**Georgia Communities First Magazine**

Published four times a year, *Georgia Communities First* provides coverage of community banking industry trends and developments both on a state and national level. The magazine also features upcoming professional development programs, legislative efforts as well as features on CBA members. All issues are published digitally. On average, each issue receives a minimum of 2,000 digital impressions and reaches CEOs, LEAD representatives, regulatory agency Associate Members, officers, and All ads will link directly to your company's website or a link of your choice.



CBA Members	1x	2x	3x	4x
Back Cover	\$1250	\$1225	\$1200	\$1175
Inside Front Cover	\$1150	\$1125	\$1100	\$1075
Inside Back Cover	\$1050	\$1025	\$1000	\$975
Full Page	\$850	\$825	\$800	\$775
Half Page	\$650	\$625	\$600	\$575

Prospective Members	1x	2x	3x	4x
Inside Back Cover	\$1250	\$1225	\$1200	\$1175
Full Page	\$950	\$925	\$900	\$875
Half Page	\$750	\$725	\$700	\$675

**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](http://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

**Ad, Payment & Publication Dates**

Issue	Materials Deadline	Publication Deadline
Quarter 1	January 15, 2024	February 15, 2024
Quarter 2	April 15, 2024	May 15, 2024
Quarter 3	July 15, 2024	August 15, 2024
Quarter 4	October 15, 2024	November 15, 2024

**Learn More About the CBA Preferred Service Provider Program. The 2024 Preferred Service Provider packages include advertising, sponsorships, registrations and more – choose the level that fits your goals and budget. Contact CBA for 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 Homepage**  
860w x 80h pixels

## Order Form

### Georgia Communities First Magazine

CBA Members	1x	2x	3x	4x
Back Cover	<input type="checkbox"/> \$1250	<input type="checkbox"/> \$1225	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$1175
Inside Front Cover	<input type="checkbox"/> \$1150	<input type="checkbox"/> \$1125	<input type="checkbox"/> \$1100	<input type="checkbox"/> \$1075
Inside Back Cover	<input type="checkbox"/> \$1050	<input type="checkbox"/> \$1025	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$975
Full Page	<input type="checkbox"/> \$850	<input type="checkbox"/> \$825	<input type="checkbox"/> \$800	<input type="checkbox"/> \$775
Half Page	<input type="checkbox"/> \$650	<input type="checkbox"/> \$625	<input type="checkbox"/> \$600	<input type="checkbox"/> \$575

Prospective Members	1x	2x	3x	4x
Inside Back Cover	<input type="checkbox"/> \$1250	<input type="checkbox"/> \$1225	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$1175
Full Page	<input type="checkbox"/> \$950	<input type="checkbox"/> \$925	<input type="checkbox"/> \$900	<input type="checkbox"/> \$875
Half Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$725	<input type="checkbox"/> \$700	<input type="checkbox"/> \$675

**Ad Placement**

- Quarter 1 (published Feb. 15)     Quarter 3 (published Aug. 15)  
 Quarter 2 (published May 15)     Quarter 4 (published Nov. 15)

### 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

### CBA Homepage 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

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

Please mark above the advertisements you would like to palce. (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 \_\_\_\_\_





# 2024 MAGAZINE EDITORIAL CALENDAR

Published four times a year, *Georgia Communities First* provides coverage of community banking industry trends and developments both on a state and national level. The magazine also features upcoming professional development programs, legislative efforts as well as features on CBA members. Each issue receives a minimum of 5,000 digital impressions and reaches CEOs, Leadership Division Representatives, officers of regulatory agencies, and Associate Members. Ads link to the provided URL.

## Quarter 1 - February

- Advocacy & Meet the Legislators
- Meet the CBA Committees
- HR/TD League – Talent Recruitment
- Connecting through Compliance
- Scholarships

## Quarter 2 - May

- Convention Preview
- Future Leaders - LEAD Board Initiatives
- Combatting Fraud
- Advanced BSA/AML - Learning Together

## Quarter 3 - August

- Annual Convention Recap
- Solutions Issue – Preferred Service Providers & Associate Members
- Innovation Strategies

## Quarter 4 - November

- Retail Banking Trends
- Exploring Physical Bank Security
- Professional Development Preview
- Customer Acquisition

## In each issue:

- Message from CEO
- Message from CBA Board Chair
- Upcoming training & events
- 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