

# The Banking Marketplace



## Gives You More

AMERICAN BANKER

btn

USBanker

### More Exposure

Keeping your company and products top-of-mind in today's competitive arena is challenging. To guarantee your product ads reach who you want, you need to place your ads where they will be seen and acted on all year long. With the combined **2011 Banking Marketplace** from *American Banker*, *U.S. Banker* and *Bank Technology News*, you get triple the exposure.

### More Options

With the annual **Banking Marketplace** — our redesigned product and services directory — you can reach banking decision-makers both in print and online.

- ➔ **Print** advertisements in our **2011 Banking Marketplace** mean your ad and listing are seen all year long. Distributed with the November issues of *U.S. Banker*, *Bank Technology News* and with *American Banker*, this edition also offers bonus distribution at industry trade shows and events.
- ➔ **Online** placements are available now and featured on the AmericanBanker.com, US-Banker.com and BankTechNews.com. This means your ad is seen immediately and it is updatable throughout the year. Start your listing today — no need to wait for the print version!

**Call today—we can help you develop a custom Marketplace campaign designed to drive leads and get your company in front of the **RIGHT** buyers at the **RIGHT** time in the **RIGHT** location.**

#### MARKETPLACE ANNUAL PRINT AND ONLINE LISTING RATES

	Primary Listing	Optimum Listing	Premiere Listing	Maximum Exposure
<b>COST Per Category</b>	\$775	\$1,195	\$2,495	\$3,495
<b>Online Exposure</b>	12 months	12 months	12 months	12 months
<b>Business Name</b>	X	X	X	X
<b>Business Address</b>	X	X	X	X
<b>Business Phone/Fax</b>	X	X	X	X
<b>Business URL</b>	X	X	X	X
<b>Business Description</b>	n/a	35 words	65 words	85 words
<b>Categories</b>	1 category	2 categories	3 categories	5 categories
<b>1/3 Page Ad</b>	n/a	n/a	1	2
<b>Company Logo</b>	n/a	Color	Color	Color
<b>Contact Name/Title</b>	X	X	X	X
<b>Contact Email/Phone</b>	X	X	X	X

**Contact your sales representative to get started today!**

Steven Gallego, *Marketplace/Classified Sales Manager*  
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# The Banking Marketplace

A SourceMedia eProduction



## LIST YOUR PRODUCTS TODAY The Banking Marketplace Gives You More

### MARKETPLACE ANNUAL ONLINE LISTING RATES

	Online Only
<b>COST Per Year</b>	\$3,000
<b>Size/(file size)</b>	
<b>Referring URL</b>	X
<b>Business Name</b>	X
<b>Business Address</b>	X
<b>Business Phone/Fax</b>	X
<b>Business URL</b>	X
<b>Business Description</b>	100 words
<b>Categories</b>	3 categories

### MARKETPLACE ANNUAL DISPLAY OPTIONS AND RATES

(PLACED IN AMERICAN BANKER, U.S. BANKER AND BANK TECHNOLOGY NEWS)

		AB & USB	BTN
1/3 Page	\$4,995	4.5" x 4"	4.75" x 5"
Half Page Horizontal	\$7,495	7" x 4"	9.75" x 5"
Full Page	\$9,995	8.375" x 11"	11.375" x 14.25"
Front Cover (1/2 Page)	\$14,500	8.375" x 4.75"	11.375" x 6"
Inside Front Cover	\$12,995	8.375" x 11"	11.375" x 14.25"
Back Cover	\$16,000	8.375" x 11"	11.375" x 14.25"



**ALL PRINT ADVERTISERS WILL BE INCLUDED  
IN THE eBOOK VERSION OF THE 2011  
MARKETPLACE & BUYER'S GUIDE AT NO COST.**

eBOOK	COST
Virtual Belly Band	\$10,000
Co-Branded Email Sponsorship	\$15,000
Combo (Belly Band and Email Sponsorship)	\$22,000
Video (30 Seconds)	\$500

#### Total Reach Of:

- 85,000+ print readers\*
- Access to AmericanBanker.com  
100,000+ unique visitors \*\*

### MARKETPLACE ANNUAL ADDITIONAL CATEGORY RATES

PRINT	
1 Additional	\$400
3 Additional	\$1,100
ONLINE	
1 Additional	\$190
3 Additional	\$495

#### Close Date

August 27, 2010

#### Materials Due

September 3, 2010

\*Publishers own data

\*\*HBX Analytics May 2010

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