



Connecticut
Bankers Association

CBA Quarterly

4-COLOR AD RATES

AD SIZES	1X	2X	4X
FULL PAGE INSIDE FRONT COVER	\$1,950	\$1,750	\$1,600
FULL PAGE INSIDE BACK COVER	\$1,800	\$1,650	\$1,450
FULL PAGE OUTSIDE BACK COVER	\$1,600	\$1,400	\$1,200
FULL PAGE	\$1,300	\$1,100	\$900
2/3 PAGE	\$1,150	\$950	\$800
HALF PAGE HORIZONTAL	\$900	\$800	\$700

RECOGNITION ADVERTISING

CBA Quarterly offers you the opportunity to recognize industry stars.

Single placements only.

One-sixth page
(2 inches wide by 4 inches tall)
\$475 each

BONUS CONTENT FOR FREQUENT ADVERTISERS

CBA Quarterly encourages Associate Members to support the magazine with multiple insertions. Companies who commit to four, FP placements in one year are allowed to run a one-page advertorial once per year at no additional charge.

Associate Members who commit to two FP insertions in one year can buy space for sponsored content at a reduced price of \$1,000 per page.

EDITORIAL CALENDAR AND AD DATES

ISSUE	AD CLOSING	AD MATERIAL DEADLINE	CONTENT DUE DATE
1ST QTR.	February 3 rd	February 10 th	February 5 th
2ND QTR.	May 4 th	May 11 th	May 6 th
3RD QTR.	August 3 rd	August 10 th	August 5 th
4TH QTR.	October 26 th	November 2 nd	October 28 th

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communications