

# ADVERTISING OPPORTUNITIES FOR ASSOCIATE MEMBERS

# NH Bankers ASSOCIATION

*With an ad in our e-newsletters, your business will reach decision makers in every facet of the banking industry across NH and beyond, including CEOs, presidents, and executive and senior vice presidents.*

## E-NEWSLETTER ADVERTISING

### ▶ LEGISLATIVE BULLETIN

**What is it?** Our Legislative Bulletin provides the latest developments on state legislative issues impacting the NH banking industry on a weekly basis during the legislative session, typically January through June.

**Who is our audience?** This very targeted audience of almost 350 consists of CEOs and our Legislative Committee, and those who are actively involved in government relations.

**What is the format?** Weekly - The Legislative Bulletin is an electronic newsletter which is emailed at the beginning of each week during the legislative session.

### ▶ PROFESSIONAL DEVELOPMENT NEWS

**What is it?** Content is specific to human resources and training information and includes educational opportunities from classes to webinars, in-person events, and much more.

**Who is our audience?** Exclusive to Human resource and training professionals at our member banks.

**What is the format?** Monthly - The Professional Development News is generally emailed the third Wednesday of the month.

### ▶ NH BANKERS BANK NOTE E-NEWSLETTER

**What is it?** A general monthly update which may include topics such as: up-to-the-minute information from the state legislature or Congress, upcoming events, topical webinars, helpful tools and more.

**Who is our audience?** Over 2200 of our member bank employees, associate members, endorsed partners and trust companies at all levels.

**What is the format?** Monthly - This e-newsletter is generally sent out the first Wednesday of the month.



## WEBSITE BANNER ADVERTISING

**What is it?** Take advantage of nhbankers.com home page rotating image area for your business.

**Who is our audience?** All our website visitors - including members and non-members, averaging over 800 users a month.

**What is the format?** Monthly - The rotating banner will be available exclusively for one on a monthly basis.



*Get this entire rotating space for one month!*

# ADVERTISING OPPORTUNITIES FOR ASSOCIATE MEMBERS



## TERMS OF ADVERTISING AGREEMENT

### CONTACT/BILLING INFORMATION

Company \_\_\_\_\_

Company Billing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Email Address \_\_\_\_\_

### ADVERTISING INFORMATION

Please select media:

Legislative Bulletin     Professional Development News     NH Bankers eNewsletter     Website Banner

Frequency  1 Ad     3-6 Ads (indicate #) \_\_\_\_\_ Total Cost \$ \_\_\_\_\_

**Send agreement to:** Betsy Beaulac, Office Manager/Project Assistant: [bbeaulac@nhbankers.com](mailto:bbeaulac@nhbankers.com) 603-224-5373

**Please note:** When emailing agreement, please indicate to Betsy which month (or week) you wish ad(s) to be placed.

**Send ad to:** Sue McKee, Marketing and Communications Manager: [smckee@nhbankers.com](mailto:smckee@nhbankers.com)

### PAYMENT METHOD

Please invoice me     I have enclosed a check     Please call me for credit card information (Visa/MC only)

Ad Location	Ad Specifications	Frequency:	1 Ad*	3-6 Ads*	Ad Deadline
NH Bankers Bank Note Newsletter	750px W x 135 px H - 72 dpi - jpg format		\$500	\$475	4th Monday of preceding month
Professional Development News	300px W x 250 px H - 72 dpi - jpg format		\$500	\$475	2nd Monday of preceding month
Legislative Bulletin	300px W x 250 px H - 72 dpi - jpg format		\$500	\$475	Thursday noon preceding week
Website hero ad	Call for details		\$800	\$760	4th Monday of preceding month

*\*Within calendar year. Prices are per ad - first come first served. Legislative Bulletin and website ads are exclusive per week/month respectively. NH Bankers Newsletter and Professional Development News can contain up to 2 ads per issue.*

1. Space reservations must be made in writing. Agreements are due 2 weeks prior to chosen location ad deadline and must include insertion information/instructions.
2. For multiple insertions, if new artwork is not submitted by the deadline, we will repeat ad run in a previous issue.
3. All advertising orders accepted by the NH Bankers Association are subject to the terms and provisions of the current agreement.
4. Full refund will be made on orders canceled prior to space reservation deadline. No refunds will be made on cancellations following space reservation date.
5. NH Bankers Association reserves the right to reject any advertising on the basis of form, content or unavailability of space.
6. Any document authorizing advertising insertion indicates advertiser's agreement with and understanding of stated terms of the agreement.
7. Advertising artwork is due according to chart above. Terms: net 30. *Make checks payable to: New Hampshire Bankers Association.*
8. Any invoice greater than 60 days past due will be subject to a suspension of any remaining insertions on the contract.
9. If any error in, or omission of, an advertisement occurs due to the fault or neglect of NH Bankers Association, NH Bankers Association shall, without cost to advertiser, make additional insertions of the advertisement equal in number to the number of advertisements omitted or in which an error occurred.
10. NH Bankers Association's liability for any such error or omission is limited to the foregoing agreement to insert the advertisement.