

2022 Ad Deadlines and Specifications

Directory Ads

- Due Date
 - Monday, January 31, 2022
 - Send ads to Joe Birkestrand at jbirkestrand@iowabankers.com
- Ad Specifications
 - Ad size must be 5" horizontal x 8.35" vertical.
 - Page trim size is 6"x9". Directory is wire-bound. No bleeds.
 - Electronic ads must be submitted as PDF or JPG files, optimized for print.
 - Ads must be 300 DPI resolution.

Bank Note Ads (Electronic)

- Due Dates
 - Bank Note ads may be changed each month.
 - New ads must be submitted before the last week of the month.
 - Send ads to Joe Birkestrand at jbirkestrand@iowabankers.com
- Ad Specifications
 - Ads must be in JPG format, formatted for web at 300 dpi.
 - The ad will be linked to your website. Please specify URL (website address) to be used.
 - Platinum Banner (first ad after feature)
 - Ratio size of 6:1
 - Gold Banner (middle of Bank Note)
 - Ratio size of 6:1
 - Silver Banner (above industry news)
 - Ratio size of 6:1
 - Bronze Banner (above member spotlight)
 - Ratio size of 6:1
 - Basic Banner
 - Ratio size of 2:1

Exchange Ads (Print)

- Due Dates
 - Winter Exchange (Feb.) – ads due Jan. 14
 - Spring Exchange (May) – ads due April 15
 - Summer Exchange (August) – ads due July 15
 - Fall Exchange (Nov.) – ads due Oct. 14
 - Send ads to Joe Birkestrand at jbirkestrand@iowabankers.com
- Ad Specifications
 - Print-ready, high resolution PDF files are preferred. EPS, TIFF or JPG also are acceptable.
 - Full Page Ad
 - 8.4375" W x 11" H (.25" bleed)
 - Half Page Ad
 - 8.4375" W x 5.25" H (.25" bleed)
 - Please include crop marks