2027 Ad Deadlines and Specifications

Directory Ads

- Due Date
  - Friday, January 29, 2027
  - Send ads to Susan Richards at srichards@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.
  - Send ads to Editor@iowabankers.com
- Ad Specifications
  - JPG formatted for web at 300 dpi OR ads can be displayed via an animated video (GIF format only) All; ads must be under 5 MB in size.
  - The ad will be linked to your website. Please specify URL (website address) to be used.
  - Platinum, Gold, Silver & Bronze Banners:
    - 1200 x 200 px
  - Basic Banner
    - 800 x 400 px

The Iowa Banker Ads (Print)

- Due Dates
  - Winter Edition (Feb.) – ads due Jan. 16
  - Spring Edition (May) – ads due April 17
  - Convention Special Edition (August) – ads due July 17
  - Fall Edition (Nov.) – ads due Oct. 16
- 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
  - Half Page Ad
    - 8.4375" W x 5.25" H
    - Please include crop marks