



# Advertising Opportunities

Helping you reach target decision-makers within South Carolina's financial services community

SCBANKERS.ORG     PALMETTO BANKER MAGAZINE





*We are incredibly grateful for your support of the Palmetto Banker Magazine.*

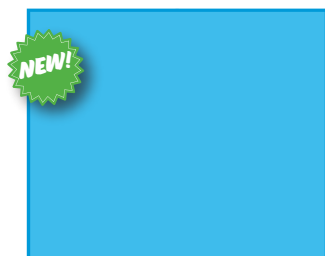
*Your contribution is invaluable and ensures that we can continue to produce and deliver this publication to our readers.*



# Palmetto Banker Magazine Advertising



Full page



Full page center spread



1/2 page



1/2 page spread



1/4 page

## BLACK & WHITE ADVERTISING RATES AND DIMENSIONS

### MEMBER RATE

### NON-MEMBER RATE

Full page = 8" w x 10.5" h **OR** 8.75" w x 11.5" h full bleed

\$750

\$1,000

Half page = 7.5" w x 4.75" h

\$600

\$800

Half page spread = 16" w x 4.75" h **OR** 17.5" w x 5.5" h full bleed

\$1,000

\$1,400

Quarter page = 3.75" w x 4.75" h **OR** 7.5" w x 2.125" h

\$400

\$600

## ADDING COLOR (ADDITIONAL COST)

+ 1 color: add \$150

+ 2 colors: add \$550

+ FULL color: add \$750

## SPECIAL COVER PLACEMENT

Full page center spread = 16" w x 10" h **OR** 17.5" w x 11.5" h full bleed

\$3,500

\$4,000

Inside Front Cover (Full Page, Color) = 8" w x 10.5" h **OR** 8.75" w x 11.5" h full bleed

\$1,750

\$2,250

Inside Back Cover (Full Page, Color) = 8" w x 10.5" h **OR** 8.75" w x 11.5" h full bleed

\$1,750

\$2,250

Back Cover (1/2 page, Color) = 7.5" w x 4.75" h **OR** 8.75" w x 4.75" h full bleed

\$1,600

\$2,100

## ISSUE

### \*PRINT DATE

### \*MATERIAL DEADLINE

1st Quarter

March

February 28

2nd Quarter

June

May 31

3rd Quarter

September

August 31

4th Quarter

December

November 30

## ADVERTISING SPECIFICATIONS

All advertisement copy and illustrations are subject to the approval of the editor. Publisher reserves the right to revise rates at any time. Electronic submission of advertisements is preferred in the form of an E-mail or FTP link.

**Printing Process:** Sheet fed offset/Paper: 80 lb. gloss enamel

**Refunds:** Full refund will be made on orders canceled prior to space reservation deadline. No refunds will be made on cancellations following space reservation date.

*Need assistance with ad design?  
We can help!*

### Print-ready ad guidelines:

- Ad file must meet the required size specifications of the ad size you have agreed to (*see specs above*)
- To ensure best quality, please provide your ad as a print-ready PDF file (**at least 300dpi**) with all text outlined in a CMYK or grayscale format.
- If you cannot provide a PDF file, the following types of files may be accepted: JPG, TIFF, PSD\*, AI\*.

*\*Note that all "working" files should have text outlined and graphics/images embedded to avoid issues when opened.*

Space is limited; ads will be placed on a first-come, first-serve basis. Dates are subject to change. Contact Diane Krell for possible deadline extensions.

# 2025

## South Carolina Bankers Association Advertising

### INSERTION ORDER

#### ADVERTISING SELECTION

#### PALMETTO BANKER MAGAZINE ADVERTISING

#### Publishing Ad

- 2025  1st Qtr. \_\_\_\_\_  
 2nd Qtr. \_\_\_\_\_  
 3rd Qtr. \_\_\_\_\_  
 4th Qtr. \_\_\_\_\_

#### Ad Size

- Full Page  
 1/2 Page Spread  
 1/2 Page  
 1/4 Page

#### Ad Colors

- B&W only  
 B&W + 1  
 B&W + 2  
 Full Color

#### Special Placement Requested *(first come, first served)*

- Full Page Center Spread     Inside Front Cover  
 Inside Back Cover             Back Cover

#### Palmetto Banker Ad Rate Per Insertion

- 2025  1st Qtr. \$ \_\_\_\_\_  
 2nd Qtr. \$ \_\_\_\_\_  
 3rd Qtr. \$ \_\_\_\_\_  
 4th Qtr. \$ \_\_\_\_\_

**Ad Total** \$ \_\_\_\_\_

#### ADVERTISER INFORMATION

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Agency Contact \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

Email \_\_\_\_\_

*(REQUIRED)*

X \_\_\_\_\_

*(Signature - I accept responsibility for this insertion schedule)*

#### PAYMENT INFORMATION:

- Check enclosed. Made payable to SCBA.  
 Payment by Credit Card below:  
 Visa     MasterCard     Amex     Discover

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Zip \_\_\_\_\_ Date \_\_\_\_\_

X \_\_\_\_\_

*(Signature - I accept responsibility for this insertion schedule)*

*\*Insertion orders and ad materials are due by the production deadlines listed on the previous page. Billing will occur upon receiving the insertion order. Please contact Diane Krell for possible deadline extensions.*

#### SEND COMPLETED INSERTION ORDER TO:

#### South Carolina Bankers Association

Attn: Diane Krell  
PO Box 1483  
Columbia, SC 29202

Fax: (803) 779-0890  
Email: dkrell@scbankers.org

**ORDER TOTAL:**

\$ \_\_\_\_\_

**High Resolution advertisement artwork should be sent electronically to Diane Krell at dkrell@scbankers.org**