



2023 MEDIA KIT

HOMETOWN BANKER

The Official Publication of the Pennsylvania
Association of Community Bankers

**Your First Choice to Reach
Community Bankers throughout PA!**

Advertise in Hometown Banker to increase your visibility.
Make Hometown Banker a part of your marketing plan!

Get Your Message in Front of Key Decision-Makers and Members – in Print or Digitally, with PACB’s Hometown Banker!

PACB’s Hometown Banker magazine and digital newsletter, is the perfect way to advertise and promote your business to the readers of our magazine!

In addition to our community bankers and associate members who provide an array of bank-related products and services, Hometown Banker also reaches legislative representatives and those who follow the news and trends of community banking in Pennsylvania. You can target directly to all of these groups by targeting your visibility in Hometown Banker.

Informative and educational features, guest columns by many subject-matter experts from the financial services field, news on people and companies in an ever-changing business climate and more – all are great reasons to keep up-to-date with information and insight that our readers can quickly adopt and model from and put to use in their own organizations.

Select from PACB’s **four print issues each year** – and from **8 digital newsletters** delivered directly to our recipient’s email box.

EACH ISSUE INCLUDES:

- A column from PACB’s Chairman of the Board of Directors
- A column and insight from PACB’s CEO & President
- A column which highlights current news about government relations and advocacy on behalf of Pennsylvania community banks
- An informative and insightful article from our Association partners (such as ICBA)
- News dedicated to highlighting new members that have recently become members of PACB
- A main article that involves news coming to the market, or which showcases a major Association event such as PACB’s INSPIRE Awards gala, Annual Convention, or the Year In Review
- Stories on organization performance, workplace strategies and best practices, and HR-related topics

... AND MUCH MORE!



Hometown Banker magazine is the official publication of the Pennsylvania Association of Community Bankers.

2023 PRODUCTION, ARTWORK, AND DATES		
Product	Editorial/Ad Artwork Due	Distribution Date
Digital	January 18, 2023	February 1, 2023
Digital	February 15, 2023	February 28, 2023
PRINT	March 15, 2023	March 31, 2023
Digital	April 21, 2023	May 4, 2023
PRINT Inspire Awards Issue	May 15, 2023	June 1, 2023
Digital	June 14, 2023	July 3, 2023
Digital	July 13, 2023	July 31, 2023
Digital	August 11, 2023	August 25, 2023
PRINT Convention Issue	September 1, 2023	September 15, 2023
Digital	October 4, 2023	October 23, 2023
Digital	November 8, 2023	November 22, 2023
PRINT Year-in-Review Special Section	December 1, 2023	December 22, 2023

DIGITAL AD SPECIFICATIONS & PRICING

2023 DIGITAL ADVERTISING RATES	
<i>Includes logo in message with link</i>	
Unit Size	1x Rate
Home Page Skyscraper	\$1,000
Article Leaderboard Top <i>(exclusive to entire e-issue)</i>	\$750
Article Leaderboard in editorial <i>(exclusive to one article)</i>	\$600

COMBO PRINT & DIGITAL PACKAGES	
Total 1x Rate	Total Multiple Rate
One Full Page + One Homepage Skyscraper \$1,800	Four Full Page + Eight Homepage Skyscrapers \$11,250
One 1/2 Page + One Homepage Skyscraper \$1,600	Four 1/2 Page + Eight Homepage Skyscrapers \$10,000
One 1/2 Page + One Leaderboard Top \$1,400	Four 1/2 Page + Four Leaderboard Tops \$5,500

Digital ad formats:

.jpeg, .jpg, .png, .gif

File size: 50KB or smaller

Issue Homepage Skyscraper:

300px X 500px

Issue Homepage Skyscraper

(mobile): 600px X 120 px

Article Leaderboard:

970px X 90px

Article Leaderboard

(mobile): 600px X 120px

Resolution: 72-150 ppi

125 characters of text or less.

Images that consist of more than 20% text may experience reduced delivery.

PRINT AD SPECIFICATIONS & PRICING

2023 PRINT ADVERTISING RATES		
Unit Size	1x Rate	4x Rate
Full Page	\$1,000	\$3,550
1/2 Page	\$800	\$2,800
1/4 Page	\$600	\$2,100
Premium Position (Pgs 3 or 5)	\$1,100	\$3,900
Inside Front	\$1,250	\$4,500
Inside Back Cover	\$1,250	\$4,500
Outside Back Cover	\$1,300	\$4,700
Centerfold - As Available; <i>Call for rates</i>		

ARE YOU READY FOR GROWTH?

CONTACT US TODAY!

717-231-7447

pacb@pacb.org

www.pacb.org

Full Page Ad
8.5" x 11"
0.125" bleed and type safety on all sides

Outside Back Cover Ad
8.5" x 8.5"
0.125" bleed & type safety on sides and bottom

1/2 Page Ad
7.5" x 4.625"

1/4 Page Ad
3.625" x 4.625"

--- Type Safety

— Bleed

Ad Space

Page

AD PURCHASE FORM FOR HOMETOWN BANKER MAGAZINE

Name	Company	Title	
Phone	Email	Website	
Address			
City	State	Zip Code	Country
Production Contact Name		Production Contact Email	

Print Ad	# of Insertions	Run Dates	Total Cost
Full Page			
1/2 Page			
1/4 Page			
Premium Position (Pgs 3 or 5)			
Inside Front/Back Cover			
Outside Back Cover			

Digital Ad	# of Issues	Run Dates	Total Cost
Issue Homepage Skyscraper			
Article Leaderboard Top (all articles)			
Article Leaderboard (one article)			

Print + Digital Packages	Print Ad Size	Digital Ad Size	Run Dates	Total Cost
Package 1	One Full Page	One Homepage Skyscraper		\$1,800
Package 2	One 1/2 Page	One Homepage Skyscraper		\$1,600
Package 3	One 1/2 Page	One Leaderboard Top		\$1,400
Package 4	Four Full Page	Eight Homepage Skyscraper		\$11,250
Package 5	Four 1/2 Page	Eight Homepage Skyscraper		\$10,000
Package 6	Four 1/2 Page	Four Leaderboard Top		\$5,500

AD DESIGN:

We will provide an ad in the required format/specifications. We will pay you to design our ad for \$250.

PAYMENT METHOD:

Please invoice me Credit Card

Hometown Banker Magazine
Pennsylvania Association of Community Bankers
800 N. 3rd Street, Suite 304 • Harrisburg, PA 17102

CC Number	Signature	
Exp. Date	CVV Code	Date

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders cannot be canceled. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

