www.ndba.com

2027 NDBA MEDIA KIT

North Dakota Bankers Association

NORTH DAKOTA BANKERS ASSOCIATION



Your Message... Amplified.

Cutting-edge Editorial Content

NDBA publications offer clear, comprehensive, sophisticated and up-to-date information that readers can apply immediately in their own organizations. The NDBA Bulletin, eNews and NDBA website deliver a wealth of insight and cover a broad range of subjects, including the following:

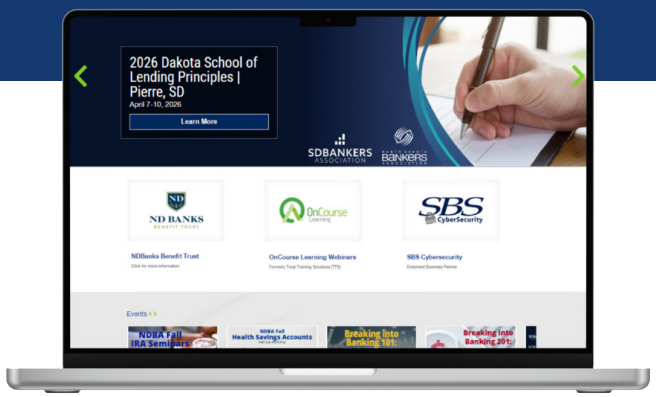
- State and national banking industry news
- Legislative advocacy and legal updates
- Compliance and regulatory issues
- Education and training opportunities
- Technology
- Risk concerns and assessments
- Leadership
- Organizational performance and operations planning
- Personnel updates
- Bank profiles and current events

Advertising Options

Want to stay top of mind?

Advertise with NDBA and get your brand in the hands of the people who you want to reach — North Dakota's banking leaders.





NDBA Bulletin Ads

The NDBA Bulletin is a monthly magazine/newsletter published 12 times a year and circulated to more than 5,000 recipients.

The NDBA Bulletin is read by an array of banking professionals, including CEOs, presidents, directors, senior managers and NDBA associate members. Published by the North Dakota Bankers Association, the Bulletin strives to educate, inform and enlighten readers with important industry news, state and federal legislation, and educational opportunities as well as products and services that fit the needs of North Dakota bankers.

See the following page for sizes and pricing.

Digital Ads

Options for outstanding visibility:

- **NDBA eNews** is distributed 36 times per year. Ads appear on the eNews landing page. Two ads per issue available.
- **NDBA Bulletin landing page** ads appear on the landing page sent to NDBA Bulletin subscribers. Two ads per issue available.
- **NDBA homepage** static ads are available on a month-to-month basis.

NDBA is currently redesigning its website. Digital advertising opportunities will be available beginning **June 1, 2027**, with placements offered through **December 31, 2027**.

See the following page for sizes and pricing.

Contact: lisa@ndba.com | 701.400.5574

Ad Specs, Terms and Pricing

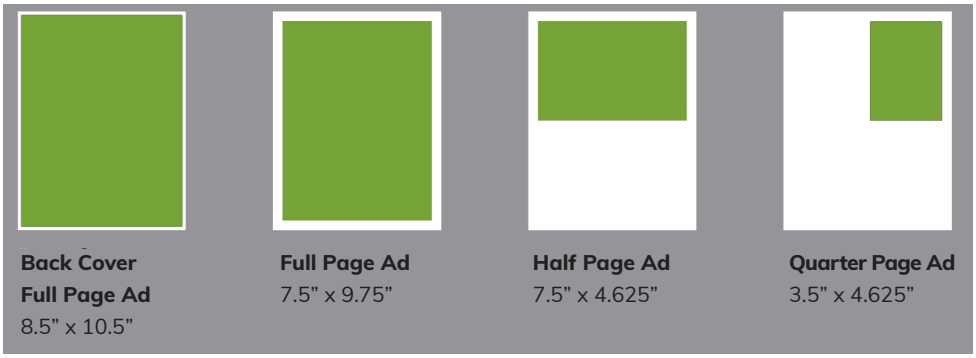
NDBA Bulletin Ads

A high-resolution PDF or PNG file is preferred.

2027 Ad Rates

10% rate increase for 2027 (first increase since 2018).

✓	Ad Size	1x Rate	3x Rate	6x Rate	9x Rate
	Full Page Back Cover	**$825**	**$790 each**	**$750 each**	**$725 each**
	Full Page	**$550**	**$500 each**	**$485 each**	**$440 each**
	Half Page	**$290**	**$260 each**	**$210 each**	**$170 each**
	Quarter Page	**$150**	**$125 each**	**$110 each**	**$100 each**



Back Cover
Full Page Ad
8.5" x 10.5"

Full Page Ad
7.5" x 9.75"

Half Page Ad
7.5" x 4.625"

Quarter Page Ad
3.5" x 4.625"

2027 Publication Dates

Please check issue dates requested.

✓	Issue Date	Materials Due
	January 14	January 7
	February 18	February 11
	March 18	March 11
	April 22	April 15
	May 20	May 13
	June 17	June 10
	July 22	July 15
	August 19	August 12
	September 23	September 16
	October 21	October 14
	November 18	November 11
	December 16	December 9

Digital Ads

PLEASE NOTE: NDBA is currently redesigning its website. Digital advertising opportunities will be available beginning **June 1, 2027,** with placements offered through **December 31, 2027**.

Homepage Hero

Size:
520px X 320 px

File Size:
100KB or smaller

1 month	$200
3 months	$400
6 months	$800

Static ad appears on the NDBA homepage. Placement per month.

JPG or PNG format.

NDBA Bulletin Leaderboard

1 month	$150
3 months	$400
6 months	$550

12 issues per year. Ad will appear on landing page sent to all NDBA Bulletin subscribers. (5000+)

JPG or PNG format.

Size:
300px X 600 px

File Size:
100KB or smaller

Two ads per issue available

eNews Leaderboard

1 month	$200 (3 ads)
3 months	$500 (9 ads)
6 months	$800 (18 ads)

3 issues per month. Ad will appear on landing page sent out to all eNews subscribers. (5000+)

JPG or PNG format.

Size:
300px X 600 px

File Size:
100KB or smaller

Two ads per issue available

Every ad should contain four main components:

1. Your logo or company name
2. A value proposition
3. An image or visual representation of your service
4. A clear call to action with contact information

Contact: lisa@ndba.com | 701.400.5574

2027 NDBA Request for Advertising

Company Information

Prefer to use submit form online? Follow these links:

Print Advertising: https://tinyurl.com/2027BulletinAdvertising

Digital Advertising: https://tinyurl.com/2027DigitalAdvertising

Company/Agency Name _____

Contact Name _____

Title _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____ **E-mail** _____

NDBA Bulletin Ads

Ad Size	# Insertions	Total Cost
Full Page Back Cover		
Full Page		
Half Page		
Quarter Page		

- Placement of all advertisements is at the discretion of NDBA.
- Copy will be printed as submitted.
- A high-resolution PDF or PNG file is preferred.
- Email ads to **lisa@ndba.com**.
- Advertisers or their agencies are responsible for payment for all advertisements.
- Cancellations must be received in writing before the advertising deadline, otherwise advertisers must pay the published rate.
- Questions? Contact: Lisa Dolajak 701.400.5574 or lisa@ndba.com

$ ___ _____ Total NDBA Bulletin Advertising

☐ Invoice full amount for 2027 now
☐ Invoice full amount after first ad appears
☐ Invoice each individual ad cost after each issue

Digital Ads

Ad Size	# Months	Total Cost
Homepage Hero		
NDBA Bulletin Leaderboard *(Landing Page)*		
eNews Leaderboard *(Landing Page)*		

- Placement is prioritized on a "first come, first serve" basis.
- Copy will be displayed as submitted.
- Files must be 100kb or smaller in JPG or PNG format and include destination link.
- Email ads to **lisa@ndba.com**.
- Advertisers or their agencies are responsible for payment for all advertisements.
- If multiple months are purchased, ads do not have to appear consecutively. Ads can be separated through the calendar year.
- After this form is received, Lisa Dolajak with NDBA will be in contact to determine desired months of placement.

$ ___ _____ Total Digital Advertising

☐ Invoice full amount for 2027 now
☐ Invoice full amount after first ad appears

Signature _____ **Date** _____