



NORTH DAKOTA
BankERS
ASSOCIATION

2025 NDBA MEDIA KIT

North Dakota Bankers Association



Your Brand... Promoted.

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

Make sure your company is top of mind.
Advertise in NDBA publications and get your brand
in the hands of NDBA members ... AKA your target market.



> NDBA Bulletin Ads

The NDBA Bulletin is a monthly magazine/newsletter published 12 times a year and circulated to more than 4,000 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

New to NDBA's advertising package are digital ads! Three options for outstanding visibility are available:

- **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 12 times per year. Two ads per issue available.
- **NDBA homepage** static ads are available on a month-to-month basis.

All are perfect options to expand your reach and viewership.

See the following page for sizes and pricing.

Ad Specs, Terms and Pricing

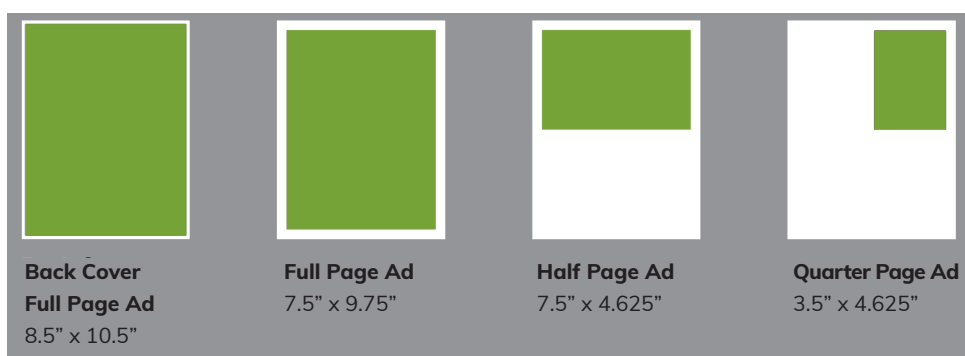


NDBA Bulletin Ads

2025 Ad Rates

No rate increase for 2025. A high-resolution PDF or PNG file is preferred.

✓	Ad Size	1x Rate	3x Rate	6x Rate	9x Rate
	Full Page Back Cover	\$750	\$720 each	\$680 each	\$660 each
	Full Page	\$500	\$460 each	\$440 each	\$400 each
	Half Page	\$265	\$235 each	\$190 each	\$155 each
	Quarter Page	\$135	\$115 each	\$100 each	\$90 each



2025 Publication Dates

Please check issue dates requested.

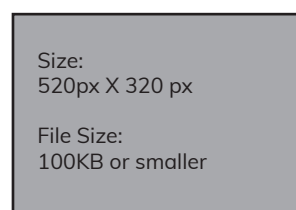
✓	Issue Date	Materials Due
	January 16	January 9
	February 20	February 13
	March 20	March 13
	April 17	April 10
	May 22	May 15
	June 19	June 12
	July 24	July 17
	August 21	August 14
	September 25	September 18
	October 23	October 16
	November 20	November 13
	December 18	December 11



Digital Ads

Please note: Digital ads are placed on a "first come, first served" basis.
Submit your advertising request to reserve your spot now.

Homepage Hero



1 month	\$300
3 months	\$600
6 months	\$1,000

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

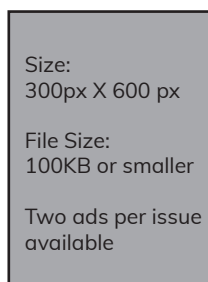
JPG or PNG format.

NDBA Bulletin Leaderboard

1 month	\$200
3 months	\$450
6 months	\$600

12 issues per year.
Ad will appear on landing page sent to all NDBA Bulletin subscribers. (4000+)

JPG or PNG format.

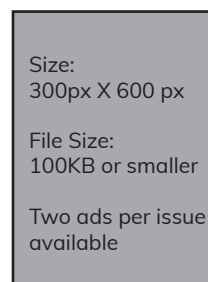


eNews Leaderboard

1 month	\$300 (3 ads)
3 months	\$700 (9 ads)
6 months	\$1,200 (18 ads)

3 issues per month. Ad will appear on landing page sent out to all eNews subscribers. (4000+)

JPG or PNG format.



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

2025 NDBA Request for Advertising



Company Information

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 2025 now
- ☐ Invoice full amount after first ad appears
- ☐ Invoice each individual ad cost after each issue

Signature _____ Date _____

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 2025 now
- ☐ Invoice full amount after first ad appears