



Community Bankers of Michigan (CBM) is proud to present you advertising and editorial opportunities within its official newsletter:

COMMUNITY SPIRIT

Banking is a dynamic industry. CBM’s *Community Spirit* never stops evolving in order to exclusively provide Michigan’s community banking industry with up-to-date information on current issues, challenges and news about peers and colleagues.

With six (6) publications produced each year, the *Community Spirit* reaches every CBM bank and associate within its membership. By advertising or placing editorial content in this newsletter, your company shows interest in serving Michigan community banks and confirms your support of the one statewide association that exclusively represents them.

2018 Community Spirit Advertisement Size and Per Issue Pricing:

	<u>CBM Member</u>	<u>Non-Member</u>
Full Page (6 ½” x 10”)	\$800	\$1,160
Inside or Outside Back Cover (6 ½”x10”)	\$850	\$1,250
Front Inside Cover (6 ½”x 10”)	\$850	\$1,250
Half Page (6 ½” x 4 ½” horizontal or 4 ¼” x 6 ½” vertical)	\$550	\$ 845
One-Quarter Page (4 ½” x 3 ½” horizontal or 3 ½” x 4 ½” vertical)	\$425	\$ 640

Specifications for securing advertising space:

1. All ads must be submitted electronically via e-mail to info@cbofm.org or by disk mailer to CBM, 3505 Coolidge Road, Suite 200, East Lansing, MI 48823.
2. Resolution: 300 dpi for .jpps or .tifs and 600 dpi for .bmps.
3. The ad, or change of copy, must be received by the due date. (For multiple publication participants: If change of copy does not arrive by the submission due date, the previous ad submitted will be run.)
4. A signed advertising space contract must be completed and submitted to CBM in advance of the publication requested. Editorial content will be reviewed at published at CBM’s discretion.
5. Cancellations will not be accepted after space closing deadlines.
6. Payment for the advertisement will be due 30 days from publication.
7. CBM reserves the right for approval all advertising copy and to re-schedule the publication of these items, if necessary.

COMMUNITY SPIRIT – 2018 Advertising Space Contract

Newsletter Issues and Ad and Editorial Submission Deadline Dates:

√	Issue	Ad Submission Date	√	Issue	Ad Submission Date
	#1February	January 19, 2018		#2April	March 23, 2018
	#3June	May 18, 2018		#4August*	July 20, 2018
	#5October**	September 28, 2018		#6December	November 16, 2018

* Publication is pre-CBM Annual Convention September 12-14, 2018

**Publication is post CBM September Annual Convention

Advertising Company:

Ad Contact:

Phone and E-Mail Address

Mailing Address for Billing:

We will participate in the selected issues above at the ad size of:

- _____ Full Page – 4 Color (6 ½” x 10”)
- _____ Inside Front, Inside or Outside Back Cover (6 ½” x 10”)
- _____ Half Page - _____ (6 ½” x 4 ½”) horizontal OR _____ (4 ¼” x 6 ½”) vertical
- _____ One-Quarter Page – _____ (4 ½” x 3 ½”) horizontal OR _____ (3 ½” x 4 ½”) vertical

Special Information: _____

Signature: _____ Date: _____

Please fax to 517-336-7833 or e-mail kateangles@cbofm.org
 Attention: Kate Angles
 Community Bankers of Michigan
 3505 Coolidge Road
 East Lansing, MI 48823