



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

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 in the magazine, on our website, or submitting editorial content, your company shows interest in serving Michigan community banks and confirms your support of the one statewide association that exclusively represents them.

- 2020 **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 SOLD
Front Inside Cover (6 ½"x 10")	\$850	\$1,250 SOLD
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

- 2020 **Website Banner** Advertising: \$250 for each month advertising on website

Specifications for securing advertising (for magazine or website) and editorial space:

1. All ads must be submitted electronically via e-mail to info@cbofm.org or by mail to CBM, 830 W. Lake Lansing Road, Suite 250, 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 listed on the contract. (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 and published at CBM's discretion.
5. Advertising 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 of all advertising and editorial copy and to re-schedule the publication of these items, if necessary.

COMMUNITY SPIRIT/WEBSITE – 2020 Advertising/Editorial Contract

Ad, Editorial, and Website Submission Deadline Dates:

√	Issue	Submission Date
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	#1 February	January 17, 2020
	#3 June	May 22, 2020
	#5 October**	October 2, 2020

√	Issue	Submission Date
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	#2 April	March 13, 2020
	#4 August*	July 17, 2020
	#6 December	November 20, 2020

* Publication is pre-CBM Annual Convention September 23-25, 2020

**Publication is post CBM September Annual Convention

Company: _____

Advertising 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
- _____ Website banner advertising

Special Information: _____

Signature: _____ Date: _____

Please fax to 517-336-7833 or e-mail info@cbofm.org
 Community Bankers of Michigan
 830 W. Lake Lansing Road, Ste. 250
 East Lansing, MI 48823