



## 2022 Advertising and Editorial Opportunities

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.

- 2022 **Community Spirit** Advertisement Size and Per Issue Pricing:

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

- 2022 **Website** 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](mailto:info@cbofm.org).
2. Resolution: Quality PDF preferred, 300 dpi for .jpps or .tifs and 600 dpi for .bmpps.
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 (see reverse side) and submitted to CBM in advance of the publication requested. Editorial content submitted does not require a contract and 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 – 2022 Advertising/Editorial Contract

Ad, Editorial, and Website Submission Deadline Dates:

v	Issue	Submission Date
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	#1 February	January 21, 2022
	#3 June	May 20, 2022
	#5 October**	September 30, 2022

v	Issue	Submission Date
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	#2 April	March 25, 2022
	#4 August*	July 22, 2022
	#6 December	November 18, 2022

\* Publication is pre-CBM Annual Convention September 28-30, 2022

\*\*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 advertising
- Month(s) requested \_\_\_\_\_

Special Information: \_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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