



2024 ADVERTISING OVERVIEW

Reserve Your Ad Space Today!

If you want to target top decision makers in Michigan’s community banking industry, you will find the CBM offers numerous ways to help you accomplish your goals and stretch your marketing dollars. Show your support for CBM and promote your business at the same time. If you have questions, please contact Kate Angles at kateangles@cbofm.org or 517.336.4430.

Community Spirit Magazine

Banking is a dynamic industry. CBM’s *Community Spirit* never stops evolving 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 our 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.

CBM Members	1X	2X	3X	4X	5X	6X
Back Cover	\$1250	\$1225	\$1200	\$1175	\$1150	\$1125
Inside Front Cover	\$1150	\$1125	\$1100	\$1075	\$1050	\$1025
Inside Back Cover	\$1050	\$1025	\$1000	\$975	\$950	\$925
Full Page	\$850	\$825	\$800	\$775	\$750	\$725
Half Page	\$650	\$625	\$600	\$575	\$550	\$525
One Quarter Page	\$450	\$425	\$400	\$375	\$350	\$325
Non-Members	1X	2X	3X	4X	5X	6X
Inside Back Cover	\$1250	\$1225	\$1200	\$1175	\$1150	\$1125
Full Page	\$950	\$925	\$900	\$875	\$850	\$825
Half Page	\$750	\$725	\$700	\$675	\$650	\$625

CBM Connect Weekly eNewsletter

Published weekly, CBM *Connect* has a distribution of over 2,100. This digital newsletter includes information on upcoming association events, educational opportunities, associate members, as well as state and national industry news. Ads will link directly to the URL of your choice.

	Members	Non-members
1 month	\$350	\$410
6 months	\$1800	\$2160
12 months	\$2600	\$3120

CBM Website Advertising

CBM’s website, www.cbofm.org, is the source of information on educational programs, events, industry articles, legislative updates, convention information and much more. Ad space is available monthly and can link to your home page or the URL of your choice.

	Members	Non-members
1 month	\$400	\$600
6 months	\$2000	\$2400
12 months	\$3500	\$4000

Ad and Payment Deadlines

Issue	Materials Deadline	Publication Date
Jan/Feb	January 19, 2024	February, 2024
Mar/Apr	March 22, 2024	April, 2024
May/June	May 20, 2024	June, 2024
Jul/Aug	July 22, 2024	August, 2024*
Sep/Oct	September 23, 2024	October, 2024**
Nov/Dec	November 18, 2024	December, 2024

*Publication is pre-CBM Annual Convention September 2024
 **Publication is post CBM September Annual Convention

Learn more about CBM Bundled Member Options
 Bundled Member Options include advertising, sponsorships, registrations and more – choose the level that fits your goals and budget. Contact CBM for details!

AD SPECIFICATIONS AND ARTWORK REQUIREMENTS

Community Spirit Magazine

Size	Width x Height
Back cover	6½" x 10"
Inside Front Cover	6½" x 10"
Inside Back Cover	6½" x 10"
Full page	6½" x 10"
Half page	6½" x 4½"
One Quarter Page	4½" x 3½"

CBM Connect Weekly eNewsletter

145x x 230h pixels

CBM Website Advertising

860w x 80 h pixels

1. All ads must be submitted electronically via e-mail to info@cbofm.org.
2. Resolution: Quality PDF preferred, 300 dpi for .jpgs 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 (see next page) along with the order form below 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.

ORDER FORM

CBM Spirit Magazine

CBM Members	1x	2x	3x	4x	5x	6x
<input type="checkbox"/> Back Cover	\$1250	\$1225	\$1200	\$1175	\$1150	\$1125
<input type="checkbox"/> Inside Front Cover	\$1150	\$1125	\$1100	\$1075	\$1050	\$1025
<input type="checkbox"/> Inside Back Cover	\$1050	\$1025	\$1000	\$975	\$950	\$925
<input type="checkbox"/> Full Page	\$850	\$825	\$800	\$775	\$750	\$725
<input type="checkbox"/> Half Page	\$650	\$625	\$600	\$575	\$550	\$525
<input type="checkbox"/> ¼ Page	\$450	\$425	\$400	\$375	\$350	\$325
CBM Non-Members	1x	2x	3x	4x	5x	6x
<input type="checkbox"/> Inside Back Cover	\$1150	\$1125	\$1100	\$1075	\$1150	\$1125
<input type="checkbox"/> Full Page	\$950	\$925	\$900	\$875	\$850	\$825
<input type="checkbox"/> Half Page	\$750	\$725	\$700	\$675	\$650	\$625

CBM Connect eNewsletter

	Members	Non-Members
<input type="checkbox"/> 1 month	\$350	\$410
<input type="checkbox"/> 6 months	\$1800	\$2160
<input type="checkbox"/> 12 months	\$2600	\$3120

CBM Website Advertising

	Members	Non-Members
<input type="checkbox"/> 1 month	\$400	\$600
<input type="checkbox"/> 6 months	\$2000	\$2400
<input type="checkbox"/> 12 months	\$3500	\$4000

Ad Placement

- | | |
|---|---|
| <input type="checkbox"/> Jan/Feb (Published February) | <input type="checkbox"/> Jul/Aug (Published August) |
| <input type="checkbox"/> Mar/Apr (Published April) | <input type="checkbox"/> Sep/Oct (Published October) |
| <input type="checkbox"/> May/June (Published June) | <input type="checkbox"/> Nov/Dec (Published December) |

COMPANY INFORMATION

Company: _____

Name: _____

Title: _____

Address: _____

Phone: _____

Email: _____

Please mark the type of advertisement you would like to place on the order form (previous page) and return. Ad space available on a first-come, first-served basis.

PAYMENT METHOD:

Please invoice me for my total of \$ _____

I have enclosed a check in the amount of \$ _____

Please charge \$ _____ to the following credit card:

Visa MasterCard Discover American Express

Credit Card Number: _____

Exp. Date: _____ Security Code: _____

Is billing address the same as above? If not, please provide:

Signature: _____ Date: _____



Complete and return with your payment to:
Community Bankers of Michigan
830 W. Lake Lansing Road, Suite 250, East Lansing, MI 48823
Phone: 517-336-4430 • Fax: 517-336-7833 • info@cbofm.org