

## 4-COLOR AD RATES

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|----------------------|---------|---------|
| QUARTER PAGE         | \$800   | \$650   |
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| FULL PAGE            | \$1,750 | \$1,500 |
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## EDITORIAL CALENDAR AND AD DATES

| ISSUE      | TOPIC (TENTATIVE)                   | CONTENT DUE/ AD CLOSING | AD MATERIAL DEADLINE   | TO PRESS (ESTIMATED)   |
|------------|-------------------------------------|-------------------------|------------------------|------------------------|
| JAN.-FEB.  | A look ahead                        | Nov. 23 <sup>rd</sup>   | Dec. 7 <sup>th</sup>   | Dec. 18 <sup>th</sup>  |
| MAR.-APRIL | Women in Banking                    | Feb. 14 <sup>th</sup>   | Feb. 21 <sup>st</sup>  | Mar. 2 <sup>nd</sup>   |
| MAY-JUNE   | HR & Marketing                      | April 10 <sup>th</sup>  | April 17 <sup>th</sup> | April 28 <sup>th</sup> |
| JULY-AUG.  | Training & Professional Development | June 12 <sup>th</sup>   | June 19 <sup>th</sup>  | June 30 <sup>th</sup>  |
| SEPT.-OCT. | Compliance (Cannabis Banking)       | Aug. 14 <sup>th</sup>   | Aug. 21 <sup>st</sup>  | Sept. 1 <sup>st</sup>  |
| NOV.-DEC.  | The year in review                  | Oct. 16 <sup>th</sup>   | Oct. 23 <sup>rd</sup>  | Nov. 3 <sup>rd</sup>   |

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