



THE 2012/2013
GREENBOOK

THE TEXAS
FINANCIAL INSTITUTION
DIRECTORY & FACT BOOK

The Texas Financial Institutions Directory & Fact Book 2012/2013 Greenbook Advertising Rates

Display Ads:

Black/White	Dimensions	Members	Non-Members
Back Cover*	5 1/8 X 8 3/8	\$ 1544.00	\$ 1704.00
Spine		\$ 1240.00	\$ 1358.00
Inside Cover	4 3/4 x 8 3/8	\$ 1073.00	\$ 1175.00
Full Page Divider	5 1/8 X 7 5/8	\$ 932.00	\$ 1029.00
Full Page (no preference of placement)	5 1/8 X 7 5/8	\$ 838.00	\$ 902.00
Half Page	5 1/8 x 3 5/8	\$ 517.00	\$ 568.00
Buyer's Guide Listing (50 to 75 Words)		\$ 127.00	\$ 144.00
Color**			
Full Page	5 1/8 X 7 5/8	\$ 1300.00	\$1432.00

Color. *Note: Available only in special color section in the front of the Directory. Space is limited.*

Space is allocated on a first-come, first-served basis.

***Gold Foil** Back cover is available in gold foil stamp only. All artwork for this position requires approval of Publisher in advance.

****Color** *Note: Available only in special color section in the front of the Directory. Space is limited.*

Options are listed on the reverse side.

The advertising contract is attached. Please return the order form as soon as possible.

Space is allocated on a first-come, first-served basis.

Ad Deadlines:

- ✓ **Ad space for the 2012/2013 edition (published in July 2012) must be booked by April 13, 2012 (camera-ready ads due by April 30, 2012.)**

If you have any questions please call Jessica Molina at 800/749-4228 or e-mail at jmolina@ibat.org.

The Texas Financial Institutions Directory & Fact Book

2012/2013 Greenbook Advertising Options

Gold Foil- Back cover is only available in gold foil. Publisher must approve artwork.

Color- Space is limited in this special color section located in the front of the directory.

Placement- Dividers are used to separate certain sections in the directory. There are six sections:

- | | |
|---|--------------------------|
| ✓ Facts, Associate Members | ✓ Banks, Savings & Loans |
| ✓ Endorsed Service Providers | ✓ Holding Companies. |
| ✓ Additional dividers are available for major cities. | ✓ The Buyers Guide |

To confirm availability, contact Jessica Molina.

Free Listing- Receive a 50 to 75 word Buyers Guide ad with the purchase of advertising.

Discount- 5% discount off base rate if payment accompanies the Advertising Contract or is received within 15 days.

Payments- An invoice will be sent 15 days after the book is published.

Deadlines:

- ✓ **Ad space for the 2012/2013 edition (published in July 2012) must be booked by April 13, 2012 (camera-ready ads due by April 30, 2012.)**

The following software files are accepted for artwork materials:

FILE Applications for PC or MAC:

- Photo Shop
- Illustrator
- InDesign
- EPS- minimum 600 dpi
- TIF- minimum 600 dpi
- B/W Only PDF (No true type fonts, only type 1 postscript)
- Quark XPress 6.5 (all fonts and graphic files supplied)
- Adobe Acrobat PDF (All fonts created in Outlines should be embedded graphics or supply both font and graphic files)

Format: Ads may be delivered on a formatted disk. No true type fonts, only type 1 postscript fonts accepted. A hard copy of your ad is necessary to ensure the file is correct and the ad appears the way it should. **Artwork must be camera ready.**

For IBAT Endorsed Providers: Remember to include the IBAT Endorsed Provider logo in your ad as appropriate.

Bleeds: If your ad has a bleed, the copy must be $\frac{3}{16}$ " larger around the full page.

B&W: CAMERA READY COPY (CRC): 600 -1200 dpi, laser output, quality paper stock.

Color: A hard copy of your ad is necessary to ensure the file is correct and the ad appears the way it should.

Specifications: Document size: 6" x 9"
Live copy area: 5 $\frac{3}{16}$ " x 8 $\frac{3}{8}$ "
Head trim area: $\frac{1}{4}$ "
Front trim area: $\frac{3}{8}$ "

Send ads and Payment to:

IBAT Greenbook
1700 Rio Grande, Ste 110
Austin, Texas 78701

The advertising contract is attached.

Space is allocated on a first-come, first-served basis.

**The Texas Financial Institutions Directory & Fact Book (The Greenbook) –
Advertising Contract**

I would like to reserve ad space in the: 2012/2013 GREENBOOK

First Choice*

Reserve _____ (full page, ½ page listing) for me.

- Back Cover **SOLD** Outside **SOLD** Spine Inside Front Cover Inside Back Cover ½ Page
 Full Page Divider, _____ Full Page Buyers Guide Listing

Second Choice*

Reserve _____ (full page, ½ page listing) for me.

- Back Cover **SOLD** Outside **SOLD** Spine Inside Front Cover Inside Back Cover ½ Page
 Full Page Divider, _____ Full Page Buyers Guide Listing

I would like a black and white ad **OR** a four-color ad.

This ad is: a new ad **OR** a pick-up from the last issue

Name: _____ Company: _____

Address: _____ Phone: _____

E-Mail: _____ City/State/Zip: _____

Signature: (required to reserve space) _____

Do you use an ad agency? Yes No

If yes, who (company name and contact)? _____

Payment enclosed? Yes No If yes, take 5% discount and enter amount \$ _____

Billing information

Name: _____ Company: _____

Address: _____ City/State/Zip: _____

E-Mail: _____

Fax this completed form to 512/651-6806 or mail with check made payable to:
IBAT 1700 Rio Grande Austin, TX 78701

*Contact Jessica Molina for ad space availability and/or for more information.