

IBAT 2012 Magazine Content & Production Schedule

Issue	Focus	Article/Ad Space Deadline	Ad Materials Deadline
January/February	Legislative/Regulatory <ul style="list-style-type: none"> • A Look Back at 2011 <i>Special distribution at TechMecca</i>	November 23, 2011	December 2, 2011
March/April	Community <ul style="list-style-type: none"> • IBAT Awards • Disaster Recovery • Financial Literacy Month 	January 20, 2012	January 27, 2012
May/June	Leadership <ul style="list-style-type: none"> • Leadership Conference Preview • Succession Planning <i>Special Distribution at Leadership Conference</i>	March 23, 2012	March 30, 2012
July/August	Technology & Product Innovation <ul style="list-style-type: none"> • Convention Preview • Emerging Tech Issues • Non-interest income 	May 25, 2012	June 1, 2012
September/October	Sales, Marketing & Branding <ul style="list-style-type: none"> • Successful Community Banking Culture • Customer Service • Leadership Conference Review <i>Special Distribution at Convention</i>	July 20, 2012	July 27, 2012
November/December	Education & Training <ul style="list-style-type: none"> • 2013 IBAT Education Preview • Educating Your Customers • Convention Review <i>Associate Member Directory</i>	September 21, 2012	September 28, 2012