

Kentucky Banker

2025 Advertising Rate Card
KBA's bi-monthly publication
that offers THE most
concentrated readership of the
decision makers YOU want to
reach.

1300+

*PRINT EDITION
 SUBSCRIBERS*

3000+

*PER PRINT EDITION
 READERS*

4000+

*DIGITAL EDITION
 SUBSCRIBERS*

8000+

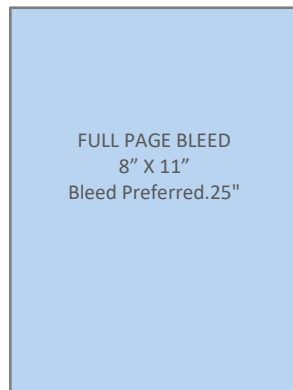
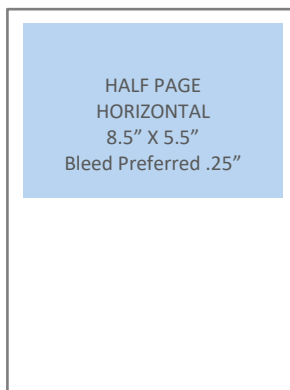
*DIGITAL
 IMPRESSIONS*

ADVERTISING PACKAGES

Print Ad Size	1X	3X	6X
Full Page	\$1400	\$1300	\$1200
Half Page	\$1000	\$900	\$800
Inside Front Cover FP	\$1400	\$1300	\$1200
Advertorial	\$1400	\$1300	\$1200

ADVERTISING SIZE AND DIMENSIONS

AD SIZE	DIMENSION
Half Page	8.5" X 5.5"
Full Page	8" X 11"



2025 Issue	Ad Deadline	Issue Published
January/February	February 14	February
March/April	April 11	April
May/June	June 13	June
July/August	August 15	August
September/October	October 11	October
November/December	December 13	December



KENTUCKY BANKER MAGAZINE | 2025 INSERTION ORDER

DATE	
COMPANY/ADVERTISER	
CONTACT NAME	
BILLING ADDRESS	
EMAIL	

- | | | | |
|---|------------------------------------|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Jan/Feb 2025 | <input type="checkbox"/> Full Page | <input type="checkbox"/> Half Page | <input type="checkbox"/> Advertorial |
| <input type="checkbox"/> Mar/April 2025 | <input type="checkbox"/> Full Page | <input type="checkbox"/> Half Page | <input type="checkbox"/> Advertorial |
| <input type="checkbox"/> May/June 2025 | <input type="checkbox"/> Full Page | <input type="checkbox"/> Half Page | <input type="checkbox"/> Advertorial |
| <input type="checkbox"/> Jul/Aug 2025 | <input type="checkbox"/> Full Page | <input type="checkbox"/> Half Page | <input type="checkbox"/> Advertorial |
| <input type="checkbox"/> Sept/Oct 2025 | <input type="checkbox"/> Full Page | <input type="checkbox"/> Half Page | <input type="checkbox"/> Advertorial |
| <input type="checkbox"/> Nov/Dec 2025 | <input type="checkbox"/> Full Page | <input type="checkbox"/> Half Page | <input type="checkbox"/> Advertorial |

- BILLING
- Invoice full amount now
 - Invoice after each individual ad runs
 - Eligible for discount per Annual Sponsorship
 - Ads included in Annual Sponsorship

SIGNATURE	
PRINTED NAME	
TITLE	
DATE	
SEND INVOICE TO:	
	Please Invoice Me <input type="checkbox"/> Please Send Link to Pay via Credit Card <input type="checkbox"/>

RETURN COMPLETED INSERTION ORDER FORM TO: **Nina Gottes** ngottes@kybanks.com

TERMS & CONDITIONS

1. Kentucky Banker Magazine Ratecard (RC) as published for the year in which the requested Insertion Order (IO) appears and its specifications are incorporated herein by reference.
2. Regular rates for an IO are as they appear in the 2025 RC.
3. Any requested variation from the specifications provided in the RC shall be made or not at the sole discretion of the Managing Editor and shall result in the imposition of additional charges.
4. Finished artwork (ready for printer) must be received by Managing Editor by the agreed-upon due date provided in the RC, or by the Managing Editor, for the selected issues for insertion.
5. A new finished artwork file is needed before each subsequent issue due date, even if it is the same as a previous issue.
6. Insertion requests or changes must be made in writing to the Managing Editor.
7. Any insertion requests or changes submitted after the finished artwork has been received or after the due date, whichever is earlier, shall be accepted at the sole discretion of the Managing Editor. If such requests or changes are denied, advertiser may elect to pull the finished artwork, but there shall be no refund or credit for the contract amount and such amount shall be invoiced as if the ad had been included.
8. Insertions cancelled prior to the due date will be billed at the agreed to rate. Insertions cancelled after the due date will be made at the sole discretion of the Managing Editor and additional charges shall be imposed.
9. Insertion space is sold on a first-come, first-served basis. Available insertion space will be determined at the Managing Editor's sole discretion.
10. Advertiser represents that the content of artwork or advertorial language is authorized for publication, in its entirety. Advertiser shall indemnify Kentucky Bankers Association and its affiliates and subsidiaries from and against any loss or expense, including, without limitation, reasonable attorney's fees resulting from claims or suits based upon the contents or subject matter of any Insertion including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.
11. Advertiser is fully responsible for all errors in content or finished artwork provided.
12. Insertions simulating editorial style are not acceptable and such designation, including appropriate advertorial content, will be determined at the sole discretion of the Managing Editor. Managing Editor may reject, at his sole discretion, any advertising for any reason including on the basis of form, content, or availability of space.
13. Invoices not paid within 30 days of the invoice date may result in late fees and/or revocation of future insertions revoked. Such revocation shall not void payment of contract amounts owed.
14. Advertiser may provide credit card information to publisher for automatic billing.