**2023** Media Kit

# BANKERSDIGEST

**Over 1,800 banking professionals** look to Bankers Digest to keep their finger on the pulse of the industry.

Delivers **late-breaking news** about the banking industry in Texas, as well as insightful commentary from a wide range of **financial experts**.

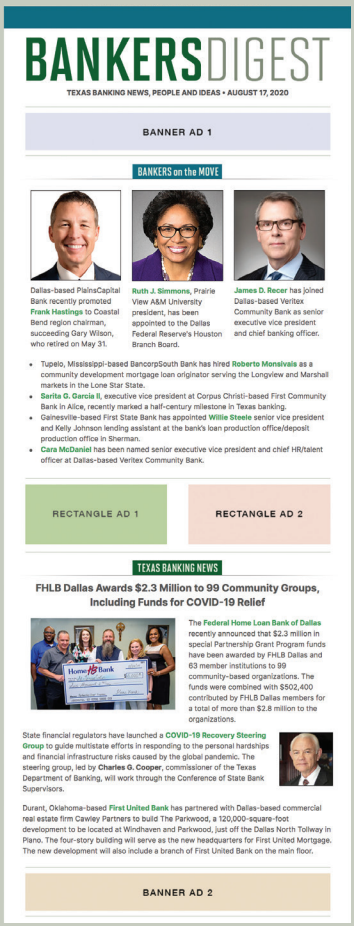
**Reliable source of job openings** listed in a classified section.

Beth Sheahan | 512-275-2202 | bsheahan@ibat.org

# BANKERSDIGEST

## BANKERS DIGEST ENEWSLETTER

- Sent twice a month; 1st and 3rd Mondays
- Reaches over 1,800 banking professionals in Texas.


BANKERSDIGEST

TEXAS BANKING NEWS, PEOPLE AND IDEAS • AUGUST 17, 2020

BANNER AD 1

BANKERS on the MOVE

Dallas-based PlainsCapital Bank recently promoted Frank Hastings to Coastal Bend region chairman, succeeding Gary Wilson, who retired on May 31.

Ruth J. Simmons, Prairie View A&M University president, has been appointed to the Dallas Federal Reserve's Houston Branch Board.

James D. Recer has joined Dallas-based Veritex Community Bank as senior executive vice president and chief banking officer.

- Tupelo, Mississippi-based BancorpSouth Bank has hired Roberto Monsivais as a community development mortgage loan originator serving the Longview and Marshall markets in the Lone Star State.
- Sarita G. Garcia II, executive vice president at Corpus Christi-based First Community Bank in Alice, recently marked a half-century milestone in Texas banking.
- Gainesville-based First State Bank has appointed Willie Steele senior vice president and Kelly Johnson lending assistant at the bank's loan production office/deposit production office in Sherman.
- Cara McDaniel has been named senior executive vice president and chief HR/talent officer at Dallas-based Veritex Community Bank.

RECTANGLE AD 1

RECTANGLE AD 2

TEXAS BANKING NEWS

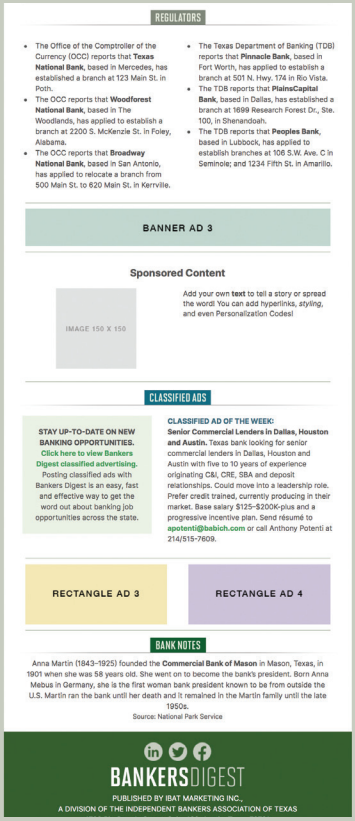
FHLB Dallas Awards $2.3 Million to 99 Community Groups, Including Funds for COVID-19 Relief

The Federal Home Loan Bank of Dallas recently announced that $2.3 million in special Partnership Grant Program funds have been awarded by FHLB Dallas and 63 member institutions to 99 community-based organizations. The funds were combined with $502,400 contributed by FHLB Dallas members for a total of more than $2.8 million to the organizations.

State financial regulators have launched a COVID-19 Recovery Steering Group to guide multistate efforts in responding to the personal hardships and financial infrastructure risks caused by the global pandemic. The steering group, led by Charles G. Cooper, commissioner of the Texas Department of Banking, will work through the Conference of State Bank Supervisors.

Durant, Oklahoma-based First United Bank has partnered with Dallas-based commercial real estate firm Cawley Partners to build The Parkwood, a 120,000-square-foot development to be located at Windhaven and Parkwood, just off the Dallas North Tollway in Plano. The four-story building will serve as the new headquarters for First United Mortgage. The new development will also include a branch of First United Bank on the main floor.

BANNER AD 2


REGULATORS

- The Office of the Comptroller of the Currency (OCC) reports that Texas National Bank, based in Mercedes, has established a branch at 123 Main St. in Poth.
- The OCC reports that Woodforest National Bank, based in The Woodlands, has applied to establish a branch at 2200 S. McKenzie St. in Foley, Alabama.
- The OCC reports that Broadway National Bank, based in San Antonio, has applied to relocate a branch from 500 Main St. to 620 Main St. in Kerrville.
- The Texas Department of Banking (TDB) reports that Pinnacle Bank, based in Fort Worth, has applied to establish a branch at 501 N. Hwy. 174 in Rio Vista.
- The TDB reports that PlainsCapital Bank, based in Dallas, has established a branch at 1699 Research Forest Dr., Ste. 100, in Shenandoah.
- The TDB reports that Peoples Bank, based in Lubbock, has applied to establish branches at 106 S.W. Ave. C in Seminole; and 1234 Fifth St. in Amarillo.

BANNER AD 3

Sponsored Content

IMAGE 150 X 150

Add your own text to tell a story or spread the word! You can add hyperlinks, styling, and even Personalization Codes!

CLASSIFIED ADS

STAY UP-TO-DATE ON NEW BANKING OPPORTUNITIES. Click here to view Bankers Digest classified advertising. Posting classified ads with Bankers Digest is an easy, fast and effective way to get the word out about banking job opportunities across the state.

CLASSIFIED AD OF THE WEEK: Senior Commercial Lenders in Dallas, Houston and Austin. Texas bank looking for senior commercial lenders in Dallas, Houston and Austin with five to 10 years of experience originating C&I, CRE, SBA and deposit relationships. Could move into a leadership role. Prefer credit trained, currently producing in their market. Base salary $125-$200K-plus and a progressive incentive plan. Send résumé to apotenti@babich.com or call Anthony Potenti at 214/515-7609.

RECTANGLE AD 3

RECTANGLE AD 4

BANK NOTES

Anna Martin (1843-1925) founded the Commercial Bank of Mason in Mason, Texas, in 1901 when she was 58 years old. She went on to become the bank's president. Born Anna Mebus in Germany, she is the first woman bank president known to be from outside the U.S. Martin ran the bank until her death and it remained in the Martin family until the late 1950s.

Source: National Park Service

BANKERSDIGEST

PUBLISHED BY IBAT MARKETING INC.,
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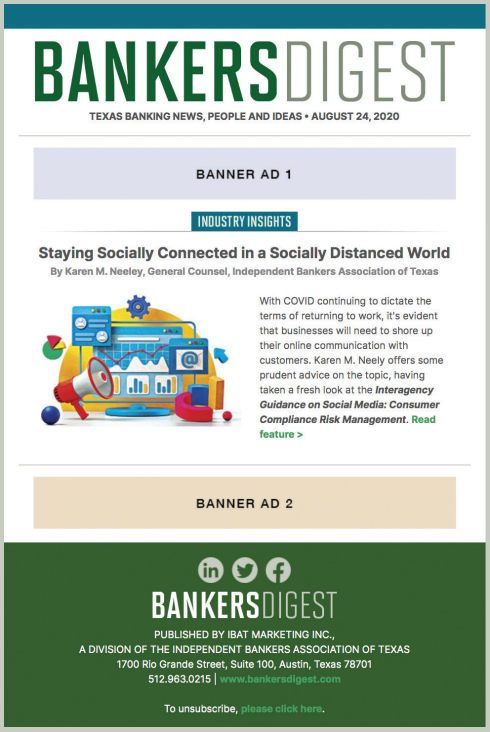
## SPECIAL FEATURE ENEWSLETTER

- Goes out once a month (2nd or 4th Monday).
- Only two positions available (top two banners will be included on this bonus distribution).


BANKERSDIGEST

TEXAS BANKING NEWS, PEOPLE AND IDEAS • AUGUST 24, 2020

BANNER AD 1

INDUSTRY INSIGHTS

Staying Socially Connected in a Socially Distanced World

By Karen M. Neeley, General Counsel, Independent Bankers Association of Texas

With COVID continuing to dictate the terms of returning to work, it's evident that businesses will need to shore up their online communication with customers. Karen M. Neely offers some prudent advice on the topic, having taken a fresh look at the *Interagency Guidance on Social Media: Consumer Compliance Risk Management*. Read feature >

BANNER AD 2

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## PRICING

| Position | Specs | Price | Website Add-on |
|---|---|---|---|
| Banner 1 (included in bi-monthly plus featured enewsletter) (six month each) | 570x70 | $4,125 | $1,000 |
| Banner 2 (included in bi-monthly plus featured enewsletter) (six month each) | 570x70 | $3,750 | $1,000 |
| Banner 3 (six month each) | 570x70 | $2,750 | $1,000 |
| Rectangle 1 (six month each) | 270x115 | $2,500 | $500 |
| Rectangle 2 (six month each) | 270x115 | $2,500 | $500 |
| Rectangle 3 (six month each) | 270x115 | $2,000 | $500 |
| Rectangle 4 (six month each) | 270x115 | $2,000 | $500 |
| Sponsored Content (max purchase of 3 months; cannot run consecutive months) | 100x100 | $750 | NA |

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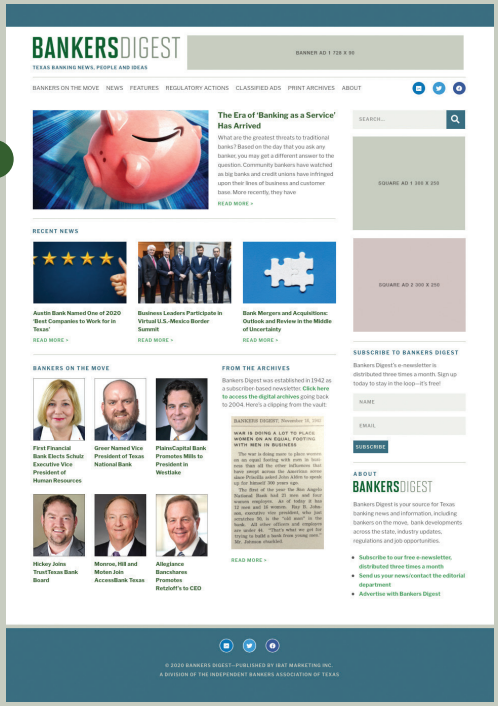
# BANKERSDIGEST

## WEBSITE ADD-ON

Include your ad on the Bankers Digests official website. Upgrade your enewsletter ad by choosing the web ad-on to extend your reach to the banking community in Texas.



## DEDICATED EMAIL: SPONSORED CONTENT OR WEBINAR PROMOTION

- Reach the Texas banking community with a sponsored content email.
- Includes 500-600 words.
- Proofing assistance provided; writing services available ($375 fee)
- One banner ad or image (728x90)
- One eblast per month
- $1,500/month for sponsored content; $2,500/month for webinar promotion

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