

2024 Media Kit

BANKERSDIGEST

More than 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.

Average open rate: 41%

Average click rate: 23%

Bankers Digest's website attracts more than 8,000 page views per month





BANKERS DIGEST

BIWEEKLY ENEWSLETTER

- Published twice a month on the first and third Mondays.
- Reaches more than 1,800 banking professionals in Texas.
- Average open rate is 41% and average click rate is 23%.
- Delivers updates on the Texas banking industry, including late-breaking news, new hires, promotions, events, community service projects, employee and bank recognition, new branches, regulatory actions, job opportunities and more.



SPECIAL FEATURE ENEWSLETTER

- Sent once a month on the second or fourth Monday.
- Two ad positions available—top two banners are included in this bonus distribution.



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

BANKERS DIGEST

WEBSITE ADD-ON

Include your ad on Bankers Digest's official website (www.bankersdigest.com). Upgrade your enewsletter ad by choosing the web add-on to extend your reach to the Texas banking industry. The website attracts more than 8,000 page views per month.

BANKERSDIGEST

TEXAS BANKING NEWS, PEOPLE AND IDEAS • OCTOBER 16, 2023

BANNER AD 1

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Sponsored Content Headline Promoting Your Company's Products and Services

BYLINE

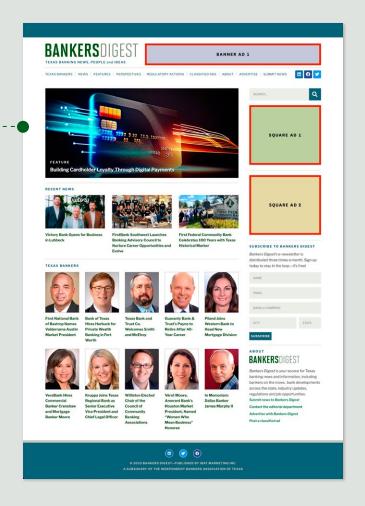
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Company Logo CONTACT INFORMATION

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BANKERS DIGEST

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DEDICATED EMAIL: SPONSORED CONTENT OR WEBINAR PROMOTION

- Reach the Texas banking industry with an exclusive sponsoredcontent email to tout your company's products and services, introduce new ideas and strategies or promote upcoming webinars.
- Includes 500 to 600 words.
- Proofing assistance provided; writing services available (\$375 fee).
- One banner ad or image (728x90).
- One email blast per month maximum.
- \$1,500 per month for sponsored content or \$2,500 per month for webinar promotions.