



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.

BANKERS DIGEST
TEXAS BANKING NEWS, PEOPLE AND IDEAS - OCTOBER 16, 2023

BANNER AD 1

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REGULATORY ACTIONS

CLASSIFIED ADS

BANNER AD 3

RECTANGLE AD 1 **RECTANGLE AD 2**

INDUSTRY INSIGHTS

BANNER AD 4

BANK NOTES

BANNER AD 5

best plan is to move forward with the program at the Hyatt Regency Maui. Fortunately, the wave and the immediate surrounding areas have not been damaged and there will be plenty of activities, experiences and excursions to enjoy.

Harington-based Texas Regional Bank announced its acquisition of Smith-Reagan Insurance, a leading provider of commercial insurance services based in Comanche County. The acquisition expands the bank's insurance offerings and positions it to provide a broader range of commercial insurance solutions to businesses of all sizes. It's part of the Texas Regional Bank's continued expansion of its insurance subsidiary TRB Insurance Agency was established in 2022 and began issuing policies by acquiring Mission-Duncan Insurance. Joe Reagan, CEO of Smith-Reagan Insurance, will assume the role of vice president of insurance sales. The transaction also includes 18 Smith-Reagan insurance professionals who will continue operating out of their current San Benito location and will serve the insurance needs of Texas Regional Bank's branch network across Texas.

BANNER AD 2

REGULATORY ACTIONS

CLASSIFIED ADS

BANNER AD 3

RECTANGLE AD 3 **RECTANGLE AD 4**

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BANNER AD 1

INDUSTRY INSIGHTS

Building Cardholder Loyalty Through Digital Payments
BY ANNE UWABOR

BANNER AD 2

BANNER AD 3

BANNER AD 4

BANNER AD 5

PRICING

Position	Specs	Price	Website Add-on
Banner 1 (included in bi-monthly plus featured e-newsletter) (six month each)	570x70	\$4,125	\$1,000
Banner 2 (included in bi-monthly plus featured e-newsletter) (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

BANKERSDIGEST

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.

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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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TEXAS BANKING NEWS, PEOPLE AND IDEAS

BANNER AD 1

SEARCH

SQUARE AD 1

SQUARE AD 2

RECENT NEWS

- Victory Bank Opens for Business in Lubbock
- FirstBank Southwest Launches Banking Advisory Council to Nurture Career Opportunities and Evolve
- First Federal Community Bank Celebrates 100 Years with Texas Historical Marker

TEXAS BANKERS

- First National Bank of Bastrop Names Valderama Austin Market President
- Bank of Texas Hires Harbeck for Private Wealth Banking in Fort Worth
- Texas Bank and Trust Co. Welcomes Smith and McElroy
- Guaranty Bank & Trust's Payne to Retire After 40-Year Career
- Pland Joins Western Bank to Head New Mortgage Division
- Verabank Hires Commercial Banker Crenshaw and Mortgage Banker Moore
- Kruppa Joins Texas Regional Bank as Senior Executive Vice President and Chief Legal Officer
- Willston Elected Chair of the Council of Community Banking Associations
- Vivrot Moore, Amerant Bank's Houston Market President, Named "Women Who Mean Business" Honoree
- In Memoriam: Dallas Banker James Murphy II

ABOUT BANKERSDIGEST

Bankers Digest is your source for Texas banking news and information, including bankers on the move, bank developments across the state, industry updates, regulations and job opportunities. Submit news to Bankers Digest. Contact the editorial department. Advertise with Bankers Digest. Post a classified ad.

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- Reach the Texas banking industry with an exclusive sponsored-content email to tout your company's products and services, introduce new ideas and strategies or promote upcoming webinars.
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- 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.