

# Bankers Directory 2011

published by the Tennessee Bankers Association

## FALL EDITION



TENNESSEE BANKERS ASSOCIATION Service Since 1890™

# Advertising Request Form

Communicate your company's products and services to the bankers of Tennessee

This business-to-business referral directory provides detailed information on all Tennessee banks, thrifts, and trust companies, including address, telephone and fax numbers, primary officers, call report data, and more. The directory also includes listing of state and federal regulatory agencies, state and federal legislative delegations, association officers, committees, staff, and associate members.

Twelve advertising spaces are available – inside front cover, inside back cover, or each side of five divider tabs. We require 4-color for the cover ads. Tab ads are available in either 4-color or B&W.

### SPACE SELECTION

We will make every effort to honor special requests for specific tab and cover positions, but these are on a first-come, first-served basis. **Deadline for Spring 2011 advertisers to retain their space is August 30.** If your first choice is already committed to another advertiser, we will discuss placement with you at that point. Please indicate preferred space and designate 4-color or B&W.

#### Tab/divider page

4-color (CMYK) ..... \$1,000

B&W ..... \$600

TBA tab

Front  Back

Major Banking Assoc/Reg Agencies tab

Front  Back

Government/County Clerks & Map tab

Front  Back

Endorsed Products/Associate Members tab

Front  Back

Financial Institutions tab

Front  Back

#### Inside Cover pages – 4-color required

Front Inside Cover (CMYK) ..... \$1,800

Back Inside Cover (CMYK) ..... \$1,800

### AD SPECIFICATIONS

- Electronic files are required. Prefer high resolution PDF or EPS files. Minimum 300 resolution and 150-line screen.
- All 4-color ads must be in CMYK format. Additional charges may apply if TBA must make alterations.
- Copy will be printed exactly as submitted

### TABS

- 3.5 x 8 inches no bleed

### INSIDE COVERS

- 4.75 x 8.75 inches trim
- 5 x 9 inches full bleed
- When placing live matter, allow 1/2 inch from the trim size on the side of ad adjacent to spiral binding and 1/2 inch from trim size on outside top and bottom edges for rounded off corners

Participation in TBA publications is limited to members, associate members, and nonmembers from an eligible membership category.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

### DEADLINES

- **August 30** - Deadline for requests from **Spring 2011 advertisers to retain their previous space**
- **September 2** – Deadline for TBA to receive request forms, payment, and ad materials

TOTAL ENCLOSED \$ \_\_\_\_\_

Method of payment  VISA  MasterCard  Check

CK# \_\_\_\_\_ (Make checks payable to Tennessee Bankers Association)

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

Name as appears on card \_\_\_\_\_  
please print

Card billing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature of cardholder \_\_\_\_\_

Please return form, ad, and payment  
by **September 2, 2011**, to:

Tennessee Bankers Association

Attn: Dianne Martin - [dymartin@TNBankers.org](mailto:dymartin@TNBankers.org)  
211 Athens Way, Ste 100, Nashville, TN 37228-1381  
Fax: 615-324-1983

*Fax for credit card payment only*