



# Mega Conference Advertising

**A unique opportunity for your message to shine! Advertising space is available in the Mega Conference Program Book and on our New Mobile App!**

Now you and your company can reach the decision-makers of the Indiana banking industry by advertising in the conference program book or on our new mobile app. This is an excellent opportunity to reach key Indiana bankers and let your company's image shine.

**Mega2012**  
April 30 - May 2 • Indianapolis

## Program Book Advertisement Rates and Sizes

	Member	Nonmember
<input type="checkbox"/> Outside back cover	\$875	
<input type="checkbox"/> Inside front cover	\$875	
<input type="checkbox"/> Inside back cover	\$875	
<input type="checkbox"/> Full page (7.5"W x 9.5"H)	\$500	\$1,000
<input type="checkbox"/> Horizontal Half page (7.5"W x 4.75"H)	\$300	\$600
<input type="checkbox"/> Vertical Half page (3.5"W x 9.5"H)	\$300	\$600

The program book format preference is a **PDF with fonts embedded**. All images used in the creation of your ad must be a minimum of 300 dpi. Images and logos pulled from websites are low-resolution and cannot be used. All ads are four-color.

I want to increase my exposure by running my ad in the Pre-Conference Issue of *Hoosier Banker*. Please contact me!

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

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

Contact \_\_\_\_\_

Phone \_\_\_\_\_

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

Ad Agency (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

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

Contact \_\_\_\_\_

## Mobile App Rotating Banner Ad and Landing Page

	Member
<input type="checkbox"/> Banner Ad/Landing Page	\$500

Rotating Banner ads will appear on the Mobile App dashboard. When tapped, the user is taken to the landing page featuring your products or services.

The file preference is JPG, 72 DPI with no visible graphic borders. Design services are available for an additional \$150.

The Banner ad should be 320 pixels wide and 55 pixels high, while the landing page should be 320 pixels wide and 418 pixels high.

**Questions? Chris Bennett at 317/387-9380 or [cbennett@indianabankers.org](mailto:cbennett@indianabankers.org)**

**Deadline to reserve advertising space is March 2, 2012.**

**Please upload ads to:**

<https://dropbox.yousendit.com/Mega2012>

**Artwork deadline is March 16, 2012.**

**Please make checks payable to IBA Foundation**

Return this form to:

Indiana Bankers Association  
6529 Parkdale Place  
Indianapolis, IN 46254-4673  
317-387-9380 • Fax: 317-387-9374