

2025 CBA MEDIA KIT

**REACH TOP DECISION-MAKERS WITHIN CONNECTICUT'S
BANKING COMMUNITY**



CBA QUARTERLY ADVERTISING

Advertising opportunities in the official magazine for Connecticut's banking industry.



RECOGNITION ADVERTISING

CBA Quarterly offers you the opportunity to recognize industry stars at your bank (Members) or your business (Associate Members).

FREQUENT ADVERTISER BENEFITS

CBA Quarterly encourages member banks and associate members to support the magazine with multiple insertions. Companies that commit to four (4) full-page ad placements in one year can run a one-page advertorial (i.e., sales article) once per calendar year at no additional charge.

Contact the Association for additional frequent advertising benefits.

AD SPECIFICATIONS

Half page horizontal: 8.125 by 5.375 plus .125 bleed.

Full page ad: 8.125 by 10.875 plus .125 bleed.

Double spread ad (side-by-side full-page ads): 16.25 by 10.875 plus .125 bleed.

4-COLOR AD RATES

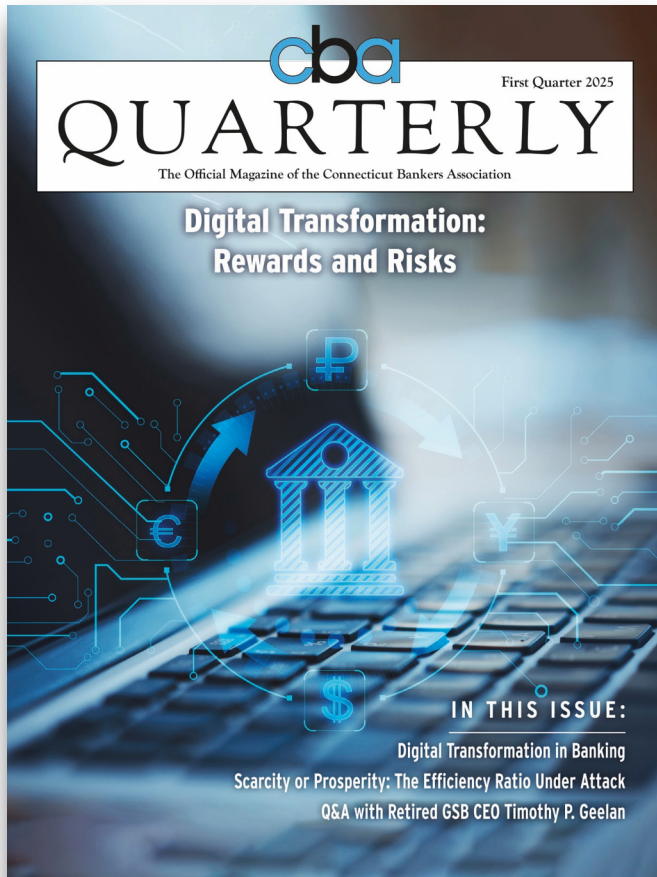
INSERTION FREQUENCY

AD SIZES	1X	2X	4X
FULL PAGE INSIDE FRONT COVER	\$1,950	\$1,750	\$1,600
FULL PAGE INSIDE BACK COVER	\$1,800	\$1,650	\$1,450
FULL PAGE OUTSIDE BACK COVER	\$1,600	\$1,400	\$1,200
FULL PAGE	\$1,300	\$1,100	\$900
HALF PAGE HORIZONTAL	\$900	\$800	\$700
ADVERTORIAL	\$1,600	\$1,400	\$1,200
DOUBLE SPREAD	\$2,200	\$2,000	

CONTACT US:
860-677-5060

WWW.CTBANK.COM





Advertise your business or recognize the accomplishments and achievements of your bank, business, or employees.

AD SPECIFICATIONS:

Half page horizontal: 8.125 by 5.375 plus 0.125 bleed.

Full-page ad: 8.125 by 10.875 plus 0.125 bleed.

Double spread ad (side-by-side full-page ads): 16.25 by 10.875.

Half-page ad position:

Congratulations, Jeff!

Dime Bank sends our congratulations to the CT School of Finance & Management (CSFM) Class of 2024 and takes pride in recognizing Dime's own graduate Jeff Lazzaris on this milestone achievement.

Jeff Lazzaris
Corporate Officer, Senior Credit Analyst

Recipient of the prestigious John C. Shortell Award for Outstanding Academic Achievement

dime-bank.com • 860.859.4300 •

Dime Bank
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New London | Norwich: Broadway, Corporate, Norwichtown
Stonington Borough | Taftville | Vernon | Westerly, RI

Back cover ad position:

(Postage)

(Address return label) (Address label)

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Full-page ad position:

CONGRATULATIONS
to our ASPIRE Leadership Academy Graduates

All of us at Ion Bank are so proud of Christina, Jennifer, Silvi, and Tony for their hard work and commitment.

Christina Howard
Loan Operations Officer, BCI Financial

Jennifer Batista
Mortgage Closer

Silvi Sboui
VP, Cash Management Sales Officer

Tony Pereira
VP, Relationship Manager

ion BANK

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Member FDIC

CBA HIGHLIGHTS

Advertising opportunities in the monthly newsletter for Connecticut's banking industry.



AD SIZE - 90 X 728 px	Monthly
LEADERBOARD - TOP OF FRONT PAGE	\$3,000 for 2 quarters

Gain high-impact visibility by advertising in *Highlights*, the CBA's exclusive newsletter reaching banking professionals of all levels across Connecticut. As a trusted industry resource, *Highlights* delivers essential news, insights and updates directly to the inboxes of key decision makers on a monthly basis.

Your ad will be displayed prominently on the leaderbaord of the *Highlights* newsletter, ensuring maximum exposure at a cost of \$3,000 for two (2) non-consecutive quarters (a total of six (6) insertions).

Ad specifications: 728 x 90 px

ADVERTISE IN CBA HIGHLIGHTS!

Advertise atop our monthly newsletter to reach banking professionals across CT!
Contact the CBA at cba@ctbank.com or 860.677.5060



MARCH 2025

MONGELLOW'S MINUTES

STATE CAPITOL

Public hearing phase of 2025 session in full swing ... Legislative committees are holding numerous public hearings, and the CBA is testifying on a variety of bills that impact Connecticut banks ... That means we're right around the corner for those bills that make it to a Public Hearing to potentially be voted out of the 28 legislative committees. Here's some of the bills that the CBA is lobbying for - or against:

Industry positive bills

Branch improvements (HB 6877) ... This CBA sponsored bill, which eases the regulatory burden of renovations on existing branches for state-chartered [banks](#) had a Public Hearing (PH) on [Feb. 13th, and](#) will be voted on March 6th.

Disaster Savings Accounts (SB 1401) ... Also sponsored by the CBA, this tax advantaged account would be available through banks in the State, and raise awareness of the uncovered insurance deductibles and expenses related to natural disasters ... This bill will be voted on in early March and we have heard there is interest in including this bill in the Governor's omnibus bill dealing with natural disasters.

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WWW.CTBANK.COM



ctbank.com

Website advertising opportunities for Connecticut's banking industry.



AD SIZE - 90 X 728 px	Annual
LEADERBOARD AD POSITION* Member Bank Directory, Contact Us, and Event Calendar pages.	\$3,000 for daily exposure

Advertising on our website offers a strategic opportunity to showcase your brand to a highly engaged audience in the banking sector. Our website attracts industry professionals, leaders, and decision makers providing valuable visibility for your business.

*Your ad will be displayed prominently in a leaderboard ad position at the top of the ctbank.com select pages, ensuring maximum exposure at a cost of \$3,000 for two (2) quarters out of the year consisting of either first and third quarters or second and fourth quarters.

ADVERTISE ON THE CBA's WEBSITE!

Advertise atop key pages of CTBANK.COM to reach banking professionals across CT!

Contact the CBA at cba@ctbank.com or 860.677.5060

