



# Virginia Banking

## 2011 ADVERTISING INFORMATION

“Warren Group Publications give COCC a targeted approach to financial institutions in specific portions of its market area. No other organization enables COCC to communicate so specifically in the northeast.”

— Robert Bessel,  
Public Relations Director, COCC

### FOCUS

Official magazine of the Virginia Bankers Association; **Ranked 11th in the nation in total banking deposits**

**Distribution: 3,000**

**Serving 140 banks**

**Total readership = 12,000**

Publishing in January, March, May, July, September, November

The official magazine of the Virginia Bankers Association is now published by The Warren Group. We have increased the circulation, added new content, modernized the design, will now print the entire publication in full color, and more. You now have the opportunity to reach **12,000 banking professionals** in **140 different banks** across the state.

Consistent marketing through Virginia Banking and the array of financial industry magazines and events offered through The Warren Group will enable you to build brand awareness, and increase market share to grow your business. Visibility, and repetition within your sales and marketing efforts to this powerful audience, will help to establish the path to better relationships within this vital market.

### ADVERTISING RATES

#### FULL COLOR RATES

##### AD SIZE

Full Page 7.25" X 9.75"	\$2,240
Half Page 7.25" X 4.75" or 4.25" X 7.25"	\$1,570
Third Page 4.75" X 4.75"	\$1,230
Back Cover	\$2,690
Inside Cover	\$2,575

Pricing is per issue • All rates are net • Call for low prices on inserts and specials such as belly bands, tip-ons, blow-ins and more

### 2011 CALENDAR DATES

Issue	1	2	3	4	5	6
Ad Closing	1/4	3/4	5/5	7/1	9/2	11/2
Material Due	1/11	3/11	5/12	6/8	9/9	10/8
Issue Date	2/7	4/4	6/8	8/8	10/8	12/9

Package deals are now available with our other state banking magazines and conferences, giving you extended reach in the valuable northeast and mid-Atlantic markets. Virginia joins our current partnerships covering Maryland, New Jersey, New York, Connecticut, Massachusetts, and Maine.

get connected

