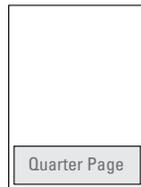
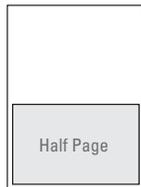


The Bank Channel Directory

AD SPECIFICATIONS | DIRECTORY TRIM SIZE: 6" x 9"

AD SIZE	COST	BLEEDS AD SIZE*	TRIM SIZE	NON-BLEED SIZE
Full page	\$7,500	6.25" (w) x 9.25" (h)	6" (w) x 9" (h)	5.5" (w) x 8.5" (h)
Half page	\$5,000	6.25" (w) x 4.75" (h)	6" (w) x 4.25" (h)	5.25" (w) x 3.5" (h)
Quarter page	\$2,750	—	—	5.25" (w) x 2.25" (h)
Logo	See below	—	—	3" in width



* For all bleed ads, create page layout document to Trim Size, then add .125" bleed to all four sides. All critical design type and copy elements must stay within the Live Area dimensions (.25" in from trim on all sides) to ensure all pertinent information is within trim safe zone.

COMPANY DISPLAY OPTIONS

OPTION A
\$250

GREAT AMERICAN LIFE

Dave Mebius	513-412-1958	dmebius@gaig.com
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OPTION B
\$500

GREAT AMERICAN LIFE

HOME OFFICE: 301 East 4th Street Cincinnati, OH 45202



Dave Mebius	513-412-1958	dmebius@gaig.com
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OPTION C
\$750

GREAT AMERICAN LIFE

HOME OFFICE: 301 East 4th Street Cincinnati, OH 45202



Dave Mebius	513-412-1958	dmebius@gaig.com
Malott Nyhart	513-357-3308	mnyhart@gafri.com

OPTION D
\$1000

GREAT AMERICAN LIFE

HOME OFFICE: 301 East 4th Street Cincinnati, OH 45202



Joe Maringer	513-412-1395	jmaringer@gaig.COM
Dave Mebius	513-412-1958	dmebius@gaig.com
Malott Nyhart	513-357-3308	mnyhart@gafri.com

The Bank Channel Directory

ART SUBMISSIONS

Advertising submissions via email are preferred for files less than 10 MB. They should include the advertiser's name, the issue date and advertiser contact information. Email files to: jack@jackcramer.com and todd.nixon@jackcramer.com.

For electronic submissions larger than 10 MB, please send via YouSendIt/Hightail or similar program to jack@jackcramer.com and todd.nixon@jackcramer.com.

FILE SPECIFICATIONS

AD PREFERRED FILE FORMAT is high-resolution (300 dpi) PDF with all fonts and images embedded and all colors converted to CMYK, flatten all transparencies. Adobe InDesign files are acceptable if all fonts and support materials are included (unflattened PSD or AI formats, no JPG; no RGB or spot colors). Non-digital-ready art (positives) and film (negatives) are not accepted.

LOGO PREFERRED FILE FORMAT is vector art, eps or Adobe Illustrator; second option is high-resolution (300 dpi) JPG in CMYK format. Email jack@jackcramer.com and/or todd.nixon@jackcramer.com if you have any questions regarding file specifications.

ADVERTISING ACCEPTANCE

The publisher reserves the right to accept or decline any advertising. The advertiser assumes the liability for all advertising content (including text, representations and illustrations of advertising printed) and also assumes responsibility for any claims arising thereof made against the publisher. Acceptance of advertising does not constitute a recommendation or endorsement of an advertiser's firm, service or product by The Bank Channel Directory and Cramer + Associates.

GENERAL CONDITIONS

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising that advertiser or its agent ordered in which advertising was published. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. Advertising orders are noncancelable after 10 days prior to closing date. Clients and their agents will be billed for space reserved if materials do not reach the publisher prior to materials due date unless written cancellation is received prior to closing. Conditions other than rates are subject to change by publisher without notice. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Positioning of advertisements is at the discretion of the publisher.