2027 ADVERTISING OVERVIEW

Reserve Your Ad Space Today!

If you want to target top decision makers in Michigan's community banking industry, you will find the CBM offers numerous ways to help you accomplish your goals and stretch your marketing dollars. Show your support for CBM and promote your business at the same time. If you have questions, please contact Kate Angles at kateangles@cbofm.org or 517.336.4430.

Community Spirit Magazine

Banking is a dynamic industry. CBM's ***Community Spirit*** never stops evolving to exclusively provide Michigan's community banking industry with up-to-date information on current issues, challenges and news about peers and colleagues. With six (6) publications produced each year, the ***Community Spirit*** reaches every CBM bank and associate within our membership. By advertising in the magazine, or submitting editorial content, your company shows interest in serving Michigan community banks and confirms your support of the one statewide association that exclusively represents them.

CBM Members	**1X**	**2X**	**3X**	**4X**	**5X**	**6X**
Back Cover	$1250	$1225	$1200	$1175	$1150	$1125
Inside Front Cover	$1150	$1125	$1100	$1075	$1050	$1025
Inside Back Cover	$1050	$1025	$1000	$975	$950	$925
Full Page	$850	$825	$800	$775	$750	$725
Half Page	$650	$625	$600	$575	$550	$525
One Quarter Page	$450	$425	$400	$375	$350	$325

Non-Members	**1X**	**2X**	**3X**	**4X**	**5X**	**6X**
Inside Back Cover	$1250	$1225	$1200	$1175	$1150	$1125
Full Page	$950	$925	$900	$875	$850	$825
Half Page	$750	$725	$700	$675	$650	$625

Ad and Payment Deadlines

Issue	Materials Deadline	Publication Date
Jan/Feb	January 22, 2027	February 2027
Mar/Apr	March 19, 2027	April 2027
May/Jun	May 21, 2027	June 2027
Jul/Aug	July 23, 2027	August 2027*
Sep/Oct	September 24, 2027	October 2027**
Nov/Dec	November 19, 2027	December 2027

*Publication is pre-CBM Annual Convention September 2027
**Publication is post CBM September Annual Convention

CBM Connect Weekly eNewsletter

Published weekly, CBM ***Connect*** has a distribution of over 2,800. This digital newsletter includes information on upcoming association events, educational opportunities, associate members, as well as state and national industry news. Ads will link directly to the URL of your choice.

Leaderboard style ad preferred

	Members	Non-members
1 month	$350	$410
6 months	$1,800	$2,160
12 months	$2,600	$3,120

CBM Website Advertising

CBM's website, www.cbofm.org, is the source of information on educational programs, events, industry articles, legislative updates, convention information and much more. Ad space is available monthly and can link to your home page or the URL of your choice.

Leaderboard style ad preferred

	Members	Non-members
1 month	$400	$600
6 months	$2,000	$2,400
12 months	$3,500	$4,000

Learn more about CBM Bundled Member Options
Bundled Member Options include advertising, sponsorships, registrations and more – choose the level that fits your goals and budget. Contact CBM for details!

AD SPECIFICATIONS AND ARTWORK REQUIREMENTS

Community Spirit Magazine

Size	Width x Height – For Print
Back cover	6½" x 10"
Inside Front Cover	8½" x 11"
Inside Back Cover	8½" x 11"
Full page	8½" x 11"
Half page - horizontal	6½" x 4½"
Quarter Page - horizontal	4½" x 3½"

CBM Connect Weekly eNewsletter (Digital Ad)

728 x 90 pixels Leaderboard style

CBM Website Advertising (Digital Ad)

728 x 90 pixels Leaderboard style

1. All ads must be submitted electronically via e-mail to info@cbofm.org.
2. Resolution: High resolution PDF, .jpg or .png preferred.
3. The ad, or change of copy, must be received by the due date listed on the contract. (For multiple publication participants: If change of copy does not arrive by the submission due date, the previous ad submitted will be run.)
4. A signed advertising space contract must be completed (see next page) along with the order form below and submitted to CBM in advance of the publication requested. Editorial content submitted does not require a contract and will be reviewed and published at CBM's discretion.
5. Advertising cancellations will not be accepted after space closing deadlines.
6. Payment for the advertisement will be due 30 days from publication.
7. CBM reserves the right of approval for all advertising and editorial copy and to re-schedule the publication of these items, if necessary.

ORDER FORM

CBM Spirit Magazine

CBM Members	1x	2x	3x	4x	5x	6x
☐ Back Cover	$1250	$1225	$1200	$1175	$1150	$1125
☐ Inside Front Cover	$1150	$1125	$1100	$1075	$1050	$1025
☐ Inside Back Cover	$1050	$1025	$1000	$975	$950	$925
☐ Full Page	$850	$825	$800	$775	$750	$725
☐ Half Page	$650	$625	$600	$575	$550	$525
☐ ¼ Page	$450	$425	$400	$375	$350	$325
CBM Non-Members	**1x**	**2x**	**3x**	**4x**	**5x**	**6x**
☐ Inside Back Cover	$1150	$1125	$1100	$1075	$1150	$1125
☐ Full Page	$950	$925	$900	$875	$850	$825
☐ Half Page	$750	$725	$700	$675	$650	$625

CBM Connect eNewsletter

	Members	Non-Members
☐ 1 month	$350	$410
☐ 6 months	$1800	$2160
☐ 12 months	$2600	$3120

CBM Website Advertising

	Members	Non-Members
☐ 1 month	$400	$600
☐ 6 months	$2000	$2400
☐ 12 months	$3500	$4000

Ad Placement

- ☐ Jan/Feb (Published February)
- ☐ Mar/Apr (Published April)
- ☐ May/Jun (Published June)
- ☐ Jul/Aug (Published August)
- ☐ Sep/Oct (Published October)
- ☐ Nov/Dec (Published December)

COMPANY INFORMATION

Company: _____

Name: _____

Title: _____

Address: _____

Phone: _____

Email: _____

Please mark the type of advertisement you would like to place on the order form (previous page) and return. Ad space is available on a first-come, first-served basis.

PAYMENT METHOD:

- ❑ Please invoice me for my total of $_____
- ❑ I have enclosed a check in the amount of $_____
- ❑ Please charge $_____ to the following credit card:
  - ❑ Visa ❑ MasterCard ❑ Discover ❑ American Express
  - Credit Card Number: _____
  - Exp. Date: _____ Security Code: _____
  - Is billing address the same as above? If not, please provide:
  - _____

Signature:_____Date:_____

CBM Community Bankers of Michigan

Complete and return with your payment to:

Community Bankers of Michigan
830 W. Lake Lansing Road, Suite 250, East Lansing, MI 48823
Phone: 517-336-4430 • Fax: 517-336-7833 • info@cbofm.org