

ABA BANKING JOURNAL ONLINE

Now more than ever, your target market is on the go. Make sure your message reaches, resonates with, and drives key bankers nationwide to take action. Place your ad in our media before all of our spots are taken.

ABA Banking Journal Website
ababankingjournal.com

Average traffic:

 **58,500+**
average total visits per month

 **38,100+**
average unique visitors per month

 **90,300+**
average page views per month

Ask us about our national and state geo-targeting and sponsored content opportunities!

ABA Banking Journal eNewsletter

naylornetwork.com/bak-nwl

Delivered every other week to nearly 14,000 bankers nationwide!

In 2018, our eNewsletter **SOLD OUT** for more than half of the year! Our positions are sold on a first-come, first-served basis. Make sure you are included.

ABA Banking Journal Podcast

The 20-minute podcast, hosted on the ABA Banking Journal site, features trending topics and some of the most influential leaders in the industry. Recorded every Wednesday and released every Thursday!

Cross promoted on all ABA social media channels including:

 **8,000+** followers

 **33,000+** followers

 **20,000+** followers

 **ABA Daily Newsbytes**
sent to 70,000+

ABA Bank Marketing

The ABA Bank Marketing website and weekly email digest provide very attractive advertising and sponsorship opportunities to reach a national, dynamic and influential audience.

ABA Bank Marketing Weekly Email Digest

ABA sends a weekly email digest covering new content and resources on ABABankingMarketing.com. Visitors opt-in to receive the digest, which is another vehicle to get your message out to this engaged audience.

Showcase Your Company Expertise

Include your display ad or submit your timely and relevant content on ABABankMarketing.com. Articles, white papers, videos, infographics or other content of interest to our audience can be submitted. Content is reviewed on an individual basis, and accepted posts will receive an email notification.



ABA Bank Marketing

ABA Bank Compliance

ABA BANKING JOURNAL

2019 MEDIA BROCHURE

CONNECT WITH BANKING INDUSTRY LEADERS
RESPONSIBLE FOR MORE THAN 80 PERCENT OF
THE ASSETS HELD BY U.S. BANKS.



ABA Bank Marketing website and eNewsletter
ABA Bank Compliance print and digital magazine, eNewsletter, and website
ABA Banking Journal print and digital magazine • ABA Banking Journal eNewsletter
ABA Banking Journal website • ABA Banking Journal podcast.

For more information, please contact:

Shaun Greyling, Media Director
352-333-3385 | sgreyling@naylor.com



For more information, please contact:

Shaun Greyling, Media Director
352-333-3385 | sgreyling@naylor.com

ABA Bank Compliance



ABA Bank Compliance magazine, available in print and digital editions, is the banking industry's leading voice on legislation, regulation and case law.



Delivered to **5,500+ leading banking professionals** nationwide.



More than half of subscribers have **15 or more years of direct experience** in regulatory compliance.



96% of respondents value that the ABA Bank Compliance magazine is a product of the American Bankers Association.



100% of the circulation is paid, ensuring that you are reaching an engaged audience.



More than 4 out of 5 readers save each print issue of ABA Bank Compliance for future reference.



More than 3 out of 5 readers have direct involvement in compliance management software, regulatory reporting software and training materials.

2019 CONTENT CALENDAR

Issues	Theme/Features	Bonus Distribution	Dates
Jan/ Feb	The Future of Consumer Protection and State-level compliance <ul style="list-style-type: none"> HMDA Data Implementation and Lessons Learned Creating a Compliant Digital Marketing Program TRID 2.0 Are You Ready? Preemption 	ABA CRCM Exam Prep, Nashville, TN, January 14-18 ABA National Conference for Community Bankers, San Diego, CA, February 10-13	Material Deadline: December
Mar/ Apr	Change Management <ul style="list-style-type: none"> Big Data Developing HMDA Procedures State Level compliance Investing in Compliance in a time of Regulatory Rollbacks E-sign 	ABA Compliance Schools, Tucson, AZ, March 30-April 5 ABA Risk Management Conference, Austin, TX, April 7-9	Material Deadline: February
May/ Jun	Dodd-Frank Reform <ul style="list-style-type: none"> The role of compliance in a Security Breach Fair Banking Communications between Compliance and Audit RegTech 	ABA-Wharton CEO Leadership Lab, Philadelphia, PA, May 1-3 ABA Stonier Graduate School of Banking, Philadelphia, PA, June 6-13 ABA Regulatory Compliance Conference, New Orleans, LA, June 9-12	Material Deadline: April
July/ Aug	CRA Modernization <ul style="list-style-type: none"> Lessons Learned from Recent Natural Disasters HUD Disparate Impact Rule Money movement in the Digital Age 	ABA CRCM Exam Prep, Reston, VA, July 21-26 ABA Risk Management Schools, Reston, VA, August 19-23	Material Deadline: June
Sep/ Oct	Disclosures and Accessibility in the Digital Age <ul style="list-style-type: none"> Managing Fintech Compliance Self-identity Program Interacting with outsourced collateral insurance 	ABA Compliance Schools, Atlanta, GA., October TBA ABA Annual Convention, Seattle, WA October 27-29	Material Deadline: August
Nov/ Dec	Organizational Priorities of Business Units and Compliance <ul style="list-style-type: none"> Compliance Implications of Mergers and Acquisitions BSA/AML- related article Fraud and/or Virtual Currencies update 	ABA/ABA Financial Crimes Enforcement Conference, Washington, DC, December 8-10	Material Deadline: October

ABA BANKING JOURNAL

PRINT AND DIGITAL

ABA Banking Journal, the American Banking Association's flagship publication, is mailed and emailed to the entire ABA membership six times a year.



ABA Banking Journal is distributed to **20,000+ industry leaders**.



84% of magazine readers are directly involved in the purchasing process for products and services at their institutions.



Our magazine reaches **more than 12,000 CEOs, presidents, directors, and executive and senior vice presidents**.



In addition to C-Suite execs, ABA Banking Journal reaches **more than 8,000 mid-management level readers in departments such as technology, compliance, auditing, retail, mortgage, lending and more.**



More than 60% of ABA Banking Journal readers share their copies for an **estimated pass along readership of more than 45,000.**

Ask us about our national and state direct-mail opportunities!



2019 CONTENT CALENDAR

Issues	Theme/Features	Bonus Distribution	Dates
Jan/ Feb	Profile of FDIC Chairman Jelena McWilliams <ul style="list-style-type: none"> Next Gen Banking De Novo Banks Wealth Management M&A Outlook Leadership Profile: Community Bankers Council Chairman Charlie Schmalz 	ABA Insurance Risk Management Forum, Feb. 3-6 ABA Conference for Community Bankers, Feb. 10-13 ABA Wealth Management & Trust Conference, Feb. 10-13	Material Deadline: October Ships: December
Mar/ Apr	Bank City USA (Tupelo, MS.) <ul style="list-style-type: none"> Government Relations Mortgage Lending Risk Management Mutual Banking Leadership Profile: Government Relations Council Chairman Jim Reuter 	ABA Mutual Community Bank Forum, March 31-April 1 ABA Government Relations Summit, April 1-3 ABA Emerging Leaders Forum, April 1 ABA Women's Leadership Forum, April 3 ABA Risk Management Conference, April 7-9 ABA Real Estate Lending Conference, TBD	Material Deadline: December Ships: February
May/ Jun	Special Report on Commercial Lending Compliance <ul style="list-style-type: none"> Payments Capital Markets Transaction Banking Leadership Profile: Emerging Leader TBD 	BAFT Global Annual Meeting, April 28-May 1 ABA Stonier Graduate School of Banking, June 6-13 ABA Regulatory Compliance Conference, June 9-12 ABA Payments Forum, TBD	Material Deadline: February Ships: April
July/ Aug	Special Report on Fintech Trends <ul style="list-style-type: none"> Leadership Human Resources Cybersecurity Operations Leadership profile: American Bankers Council Chairman 	ABA Summer Leadership Meeting, July 15-17 ABA/Wharton CEO Leadership Lab, TBD	Material Deadline: May Ships: June
Sep/ Oct	Special Report on Retail/Marketing <ul style="list-style-type: none"> Branch Design Insurance Sales Tax/Accounting Issues Asset/liability management Leadership profile: TBD 	ABA Bank Marketing Conference, Sept. 22-24 ABA Bank-Insurance Sales Conference, TBD ABA CFO Exchange, TBD ABA Annual Convention, Oct. 27-29	Material Deadline: June Ships: August
Nov/ Dec	New ABA Chairman Laurie Stewart <ul style="list-style-type: none"> AML/BSA Issues Board/governance Issues Retail banking Ag banking 	ABA Annual Convention, Oct. 27-29 ABA Agricultural Bankers Conference, Nov. 10-13 ABA Financial Crimes Enforcement Conference, Dec. 8-10	Material Deadline: August Ships: October