



2024

SPONSORSHIP OPPORTUNITIES

Sponsorships and investment levels that can increase value and visibility by engaging in a variety of PACB education, event, print and digital products opportunities.



SPONSORSHIP LEVELS AND BENEFITS

Investment		VALUE SPONSORSHIP LEVELS					Associate
		Elite	Champion	Premium	Select	Classic	
Includes Associate Membership Dues		\$25,000 +	\$20,000 - \$24,999	\$15,000 - \$19,999	\$10,000 - \$14,999	\$5,000 - \$9,999	\$1,300
Member Visibility	Hometown Banker Subscription	✓	✓	✓	✓	✓	✓
	Monthly CEO Report	✓	✓	✓	✓	✓	✓
	PACB Annual Report	✓	✓	✓	✓	✓	✓
	Member Pricing for All PACB Events	✓	✓	✓	✓	✓	✓
	Referrals to Banks for Your Services	✓	✓	✓	✓	✓	✓
	Listing in Associate Member Directory	✓	✓	✓	✓	✓	✓
	Consideration for Speaking Opportunities at PACB Events	✓	✓	✓	✓	✓	✓
	Pre- and Post-event Attendee List with Contact Information	✓	✓	✓	✓	✓	✗
Convention	Convention Sponsor	✓	✓	✓	✓	✓	Opportunity to purchase
	Exhibit Table at the Annual Convention	Choice of Complimentary Table or High Top	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Exhibit High Top at the Annual Convention		Complimentary	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Registration to PACB Annual Convention	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Inclusion in PACB's Online Marketing	✓	✓	✓	✓	✓	Opportunity to purchase
Premiere Events	Registration to Risk Management Conference	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Registration to HR Conference	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Registration to Marketing Conference	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Registration to Mutuality Conference	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Registration to Women in Banking Conference	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
Signature Events	Registration to INSPIRE Awards Gala	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Register & participate in Clay Shoot Events	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
	Register and participate in Top Golf Events	1 Complimentary	1 at 75% off	1 at 50% Off	1 at 25% Off	1 at 10% Off	Opportunity to purchase
Recognition at Premiere and Signature Events	Premier Event Sponsorships	All	Choose 3 Events	Choose 2 Events	Choose 1 Event	Choice of 1 Premier or Signature Event	Opportunity to purchase
	Signature Event Sponsorships	All	Choose 2 Events	Choose 1 Event	Choose 1 Event		Opportunity to purchase
	Inclusion in PACB's Online Marketing	✓	✓	✓	✓	✓	Opportunity to purchase
Hometown Banker Magazine and Digital Newsletter	Magazine Advertisements	1 Half Page	1 Half Page	1 Quarter Page	Opportunity to purchase	Opportunity to purchase	Opportunity to purchase
	Editorial columns (500 word max, 2X a year)	Guaranteed 2 Columns	Guaranteed 1 Column	Opportunity to submit	Opportunity to submit	Opportunity to submit	Opportunity to purchase
Opportunity to Present to the PACB Board of Directors		This Opportunity is Exclusive to Preferred Providers, Elite Sponsors, and Champion Sponsors					



2024

EDUCATIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES



EDUCATIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

- **Risk Management - March 7, 2024**
- **Marketing - March 21-22, 2024**
- **Branch Management - April 18, 2024**
- **Maximizing Mutuality - May 9-10, 2024**
- **Human Resources - Oct. 3-4, 2024**
- **Asset/Liability Management - Oct. 17, 2024**
- **WOMEN IN BANKING - Nov. 7, 2024**

Each conference includes each of the following sponsorship opportunities:

DINNER SPONSOR – \$3,500

(Only Available for Maximizing Mutuality Conference)

- Sponsor will be recognized with the opportunity to say a few words during the dinner.
- Sponsoring company may provide a marketing piece that will be sent from PACB to the CEO of each of the 120+ Pennsylvania community banks & will be recognized as event sponsor.
- Sponsor will receive attendee list for all respective track learning (conference & webinars).
- Sponsor receives two complimentary conference registrations.
- Sponsor's company name & logo will be recognized on PACB website, event marketing material & event signage.

EVENT SPONSOR – \$2,000

- Sponsor will be recognized with the opportunity to say a few words during the conference.
- Sponsoring company may provide a marketing piece that will be sent from PACB to the CEO of each of the 120+ Pennsylvania community banks & will be recognized as event sponsor.
- Sponsor will receive attendee list for all respective track learning (conference & webinars).
- Sponsor receives one complimentary conference registration.
- Sponsor's company name & logo recognized on PACB website, event marketing material & event signage.

NETWORKING RECEPTION SPONSOR – \$2,000

- Sponsor will be recognized with the opportunity to say a few words during the networking reception.
- Sponsoring company may provide a marketing piece that will be sent from PACB to the CEO of each of

the 120+ Pennsylvania community banks & will be recognized as event sponsor.

- Sponsor will receive attendee list for all respective track learning (conference & webinars).
- Sponsor receives one complimentary conference registration.
- Sponsor's company name & logo will be recognized on PACB website, event marketing material & event signage.

LUNCH SPONSOR – \$1,500

- Sponsor will be recognized with the opportunity to say a few words during lunch.
- Sponsor will receive attendee list from the conference.
- Sponsor receives one complimentary conference registration.
- Sponsor's company name & logo will be recognized on PACB website, event marketing material & event signage.

BREAKFAST SPONSOR – \$1,000

- Sponsor will be verbally recognized during the conference.
- Sponsor will receive attendee list from the conference.
- Sponsor receives one complimentary conference registration.
- Sponsor's company name & logo will be recognized on PACB website, event marketing material & event signage.

BREAK SPONSOR – \$750

- Sponsor receives one complimentary conference registration.
- Sponsor's company name & logo will be recognized on PACB website, event marketing material & event signage.



2024

CONVENTION SPONSORSHIP OPPORTUNITIES



CONVENTION SPONSORSHIP OPPORTUNITIES

\$20,000 LEVEL

- Board & Past Chairs Dinner
- Chairperson's Welcome Dinner [3 Title Sponsors]
- Keynote Speaker

SPONSORSHIP BENEFITS:

- ✓ Company Representative to Provide Greetings at the Event
- ✓ Three Complimentary Convention Registrations (\$5,025 value)
- ✓ Discount of 25% off Exhibit Booth (\$700 value)
- ✓ Provide an Informational / Educational Article for the PACB Newsletter which is sent to all PA Community Banks.
- ✓ Plus \$2,500 Level Benefits

\$12,500 LEVEL

- Networking Breakfast (Thursday)
- Networking Lunch (Thursday)
- Networking Breakfast (Friday)
- Networking Lunch (Friday)
- CEO / Directors Breakfast
- Farewell Luncheon
- Convention Mobile App*

SPONSORSHIP BENEFITS:

- ✓ Company Representative to Provide Greetings at the Event *Mobile App Sponsor's Logo will Be Displayed on the Splash Screen, Displayed with an Icon on the Home Page and will be Provided a Push Notification
- ✓ Two Complimentary Convention Registrations (\$3,350 value)
- ✓ Discount of 15% off Exhibit Booth (\$420 value)
- ✓ Plus All \$2,500 Level Benefits

\$10,000 LEVEL

- Board & Past Chairs Dinner Engagement Event
- Chairperson's Welcome Dinner Bar
- Spouse Breakfast / Community Service Event

SPONSORSHIP BENEFITS:

- ✓ Company Representative to Provide Greetings at the Event *Mobile App Sponsor's Logo will Be Displayed on the Splash Screen, Displayed with an Icon on the Home Page and Provided with a Push Notification
- ✓ One Complimentary Convention Registration (\$1,675 value)
- ✓ Discount of 10% off Exhibit Booth (\$280 value)
- ✓ Plus All \$2,500 Level Benefits

\$7,500 LEVEL

- Chairperson's Welcome Dinner Entertainment (Band / DJ)
- Social Media Contest

SPONSORSHIP BENEFITS:

- ✓ Company Logo Recognized at the Event or On the Social Media Screen
- ✓ One Convention Registration at 50% Off (\$837.50 value)
- ✓ Plus All \$2,500 Level Benefits

\$5,500 LEVEL

- Networking Break (Thursday)
- Networking Break (Friday)
- Networking Break (Saturday)
- Chairperson's Welcome Dinner Engagement Event
- Hotel Keycards
- Lanyards
- Tote Bags

SPONSORSHIP BENEFITS:

- ✓ Company Logo Recognized on the Sponsored Promotional Item or at the Event
- ✓ One Convention Registration at 25% Off (\$418.75 value)
- ✓ Plus All \$2,500 Level Benefits

\$2,500 LEVEL

- Candy Basket at the Registration Desk
- Pens at the Registration Desk & Provided in Education Sessions (sponsor supplies pens)
- Notepads at the Registration Desk & Provided in Education Sessions (sponsor supplies notepads)

SPONSORSHIP BENEFITS PROVIDED TO ALL CONVENTION SPONSORS:

- ✓ Company Logo Recognized on Convention Mobile App
- ✓ Company Logo Recognized on PACB Website
- ✓ Company Logo Recognized on all Convention Materials
- ✓ Receive the Registration List Two Weeks Prior to Convention

This is a sampling of sponsorship opportunities available. Tailored event sponsorships or customized sponsorship packages may be available. Please contact the Director of Education and Events, Tricia Fleisher Willhide at tricia@pacb.org for more information.



2024

2024 MEDIA KIT: HOMETOWN BANKER

The Official Publication of the Pennsylvania Association of Community Bankers

*Your first choice to reach community bankers throughout PA!
Advertise in Hometown Banker to increase your visibility.
Make Hometown Banker a part of your marketing plan!*



GET YOUR MESSAGE IN FRONT OF KEY DECISION-MAKERS AND MEMBERS IN PRINT OR DIGITALLY WITH PACB'S HOMETOWN BANKER!

PACB's Hometown Banker magazine and digital newsletter is the perfect way to advertise and promote your business to the readers of our magazine!

In addition to our community bankers and associate members who provide an array of bank-related products and services, Hometown Banker also reaches legislative representatives and those who follow the news and trends of community banking in Pennsylvania. You can target directly to all of these groups by targeting your visibility in Hometown Banker.

Informative and educational features, guest columns by many subject-matter experts from the financial services field, news on people and companies in an ever-changing business climate and more – all are great reasons to keep up-to-date with information and insight that our readers can quickly adopt and model from and put to use in their own organizations.

Select from PACB's **four print issues** each year – and from **8 digital newsletters** delivered directly to our recipient's email box.

EACH ISSUE INCLUDES:

- A column from PACB's Chairman of the Board of Directors
- A column and insight from PACB's CEO & President
- A column which highlights current news about government relations and advocacy on behalf of Pennsylvania community banks
- An informative and insightful article from our association partners (such as ICBA)
- News dedicated to highlighting new members that have recently become members of PACB
- A main article that involves news coming to the market, or which showcases a major association event such as PACB's INSPIRE Awards gala, Annual Convention, or the Year In Review
- Stories on organization performance, workplace strategies and best practices, and HR-related topics

... AND MUCH MORE!



Hometown Banker magazine is the official publication of the Pennsylvania Association of Community Bankers.

2024 PRODUCTION, ARTWORK, AND DATES		
Product	Editorial/Ad Artwork Due	Distribution Date
Digital	January 19, 2024	February 2, 2024
Digital	February 16, 2024	February 29, 2024
PRINT	March 15, 2024	March 29, 2024
Digital	April 19, 2024	May 3, 2024
PRINT Inspire Awards Issue	May 16, 2024	May 31, 2024
Digital	June 14, 2024	July 3, 2024
Digital	July 12, 2024	July 31, 2024
Digital	August 12, 2024	August 26, 2024
PRINT Convention Issue	September 3, 2024	September 16, 2024
Digital	October 4, 2024	October 24, 2024
Digital	November 8, 2024	November 22, 2024
PRINT Year-in-Review Special Section	December 2, 2024	December 23, 2024

DIGITAL AD SPECIFICATIONS & PRICING

2024 DIGITAL ADVERTISING RATES	
<i>Includes logo in message with link</i>	
Unit Size	1x Rate
Home Page Skyscraper	\$1,000
Article Leaderboard Top <i>(exclusive to entire e-issue)</i>	\$750
Article Leaderboard in editorial <i>(exclusive to one article)</i>	\$600

COMBO PRINT & DIGITAL PACKAGES	
Total 1x Rate	Total Multiple Rate
One Full Page + One Homepage Skyscraper \$1,800	Four Full Page + Eight Homepage Skyscrapers \$11,250
One 1/2 Page + One Homepage Skyscraper \$1,600	Four 1/2 Page + Eight Homepage Skyscrapers \$10,000
One 1/2 Page + One Leaderboard Top \$1,400	Four 1/2 Page + Four Leaderboard Tops \$5,500

Digital ad formats:
.jpeg, .jpg, .png, .gif

File size: 50KB or smaller

Issue Homepage Skyscraper:
300px X 500px

Issue Homepage Skyscraper
(mobile): 600px X 120 px

Article Leaderboard:
970px X 90px

Article Leaderboard
(mobile): 600px X 120px

Resolution: 72-150 ppi

125 characters of text or less.
Images that consist of more than 20% text may experience reduced delivery.

PRINT AD SPECIFICATIONS & PRICING

2024 PRINT ADVERTISING RATES		
Unit Size	1x Rate	4x Rate
Full Page	\$1,000	\$3,550
1/2 Page	\$800	\$2,800
1/4 Page	\$600	\$2,100
Premium Position (Pgs 3 or 5)	\$1,100	\$3,900
Inside Front	\$1,250	\$4,500
Inside Back Cover	\$1,250	\$4,500
Outside Back Cover	\$1,300	\$4,700
Centerfold - As Available; <i>Call for rates</i>		

ARE YOU READY FOR GROWTH?
CONTACT US TODAY!

717-231-7447
pacb@pacb.org
www.pacb.org

Full Page Ad
8.5" x 11"
0.125" bleed and type safety on all sides

Outside Back Cover Ad
8.5" x 8.5"
0.125" bleed & type safety on sides and bottom

1/2 Page Ad
7.5" x 4.625"

1/4 Page Ad
3.625" x 4.625"

--- Type Safety — Bleed Ad Space Page

AD PURCHASE FORM FOR HOMETOWN BANKER MAGAZINE

Name	Company	Title	
Phone	Email	Website	
Address			
City	State	Zip Code	Country
Production Contact Name		Production Contact Email	

Print Ad	# of Insertions	Run Dates	Total Cost
Full Page			
1/2 Page			
1/4 Page			
Premium Position (Pgs 3 or 5)			
Inside Front/Back Cover			
Outside Back Cover			

Digital Ad	# of Issues	Run Dates	Total Cost
Issue Homepage Skyscraper			
Article Leaderboard Top (all articles)			
Article Leaderboard (one article)			

Print + Digital Packages	Print Ad Size	Digital Ad Size	Run Dates	Total Cost
Package 1	One Full Page	One Homepage Skyscraper		\$1,800
Package 2	One 1/2 Page	One Homepage Skyscraper		\$1,600
Package 3	One 1/2 Page	One Leaderboard Top		\$1,400
Package 4	Four Full Page	Eight Homepage Skyscraper		\$11,250
Package 5	Four 1/2 Page	Eight Homepage Skyscraper		\$10,000
Package 6	Four 1/2 Page	Four Leaderboard Top		\$5,500

AD DESIGN:

We will provide an ad in the required format/specifications. We will pay you to design our ad for \$250.

PAYMENT METHOD:

Please invoice me Credit Card

Hometown Banker Magazine
Pennsylvania Association of Community Bankers
800 N. 3rd Street, Suite 304 • Harrisburg, PA 17102

CC Number	Signature	
Exp. Date	CVV Code	Date

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders cannot be canceled. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.



“PACB’s mission is to empower community banks to make positive impact within the communities they serve.”

Pennsylvania Association of Community Bankers
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www.pacb.org