

Boost Your Business with ABA's Tailored Advertising Solutions

2025

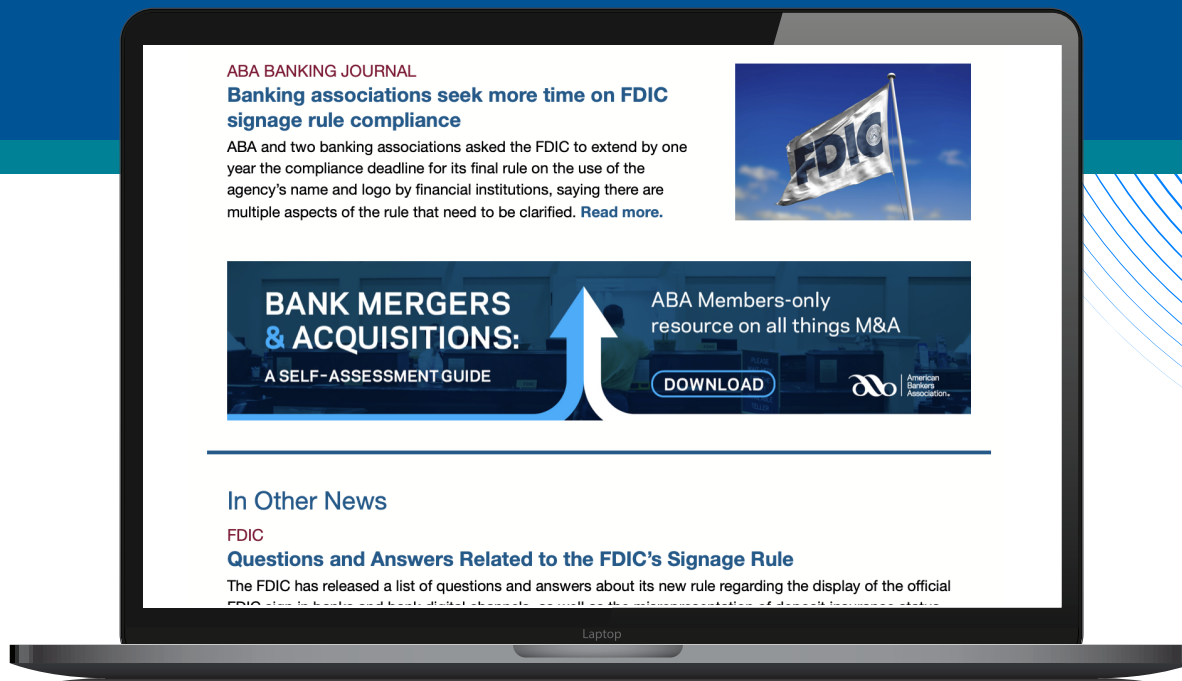


Why Advertise with ABA?

ABA connects directly with banking professionals across all specialties — from compliance and fintech to HR and mortgage lending. Through our curated email bulletins and member-driven ABA Communities, your brand can reach highly engaged decision-makers with content tailored to their specific interests.*



Note: See page 7 for disclaimers.



ABA Email Bulletins Schedule and Specs

ABA Email Bulletins are free resources for ABA bank members to help them stay informed with breaking news, expert analysis and up-to-date coverage of banking issues and trends. Powered by the ABA Banking Journal and technology that learns reader preferences, our extensive list of policy- and issue-focused email bulletins are filled with content curated to meet their specific needs.

Ad Specs

- **Placement:** ad embedded within content
- **Size:** 700x150, 150 dpi
- **File Format:** JPG, PNG, GIF (no animation)
- **File Size:** 180 kb max
- Text should be 5-10 words
- Required elements include company logo and product name or company name
- Please include destination URL

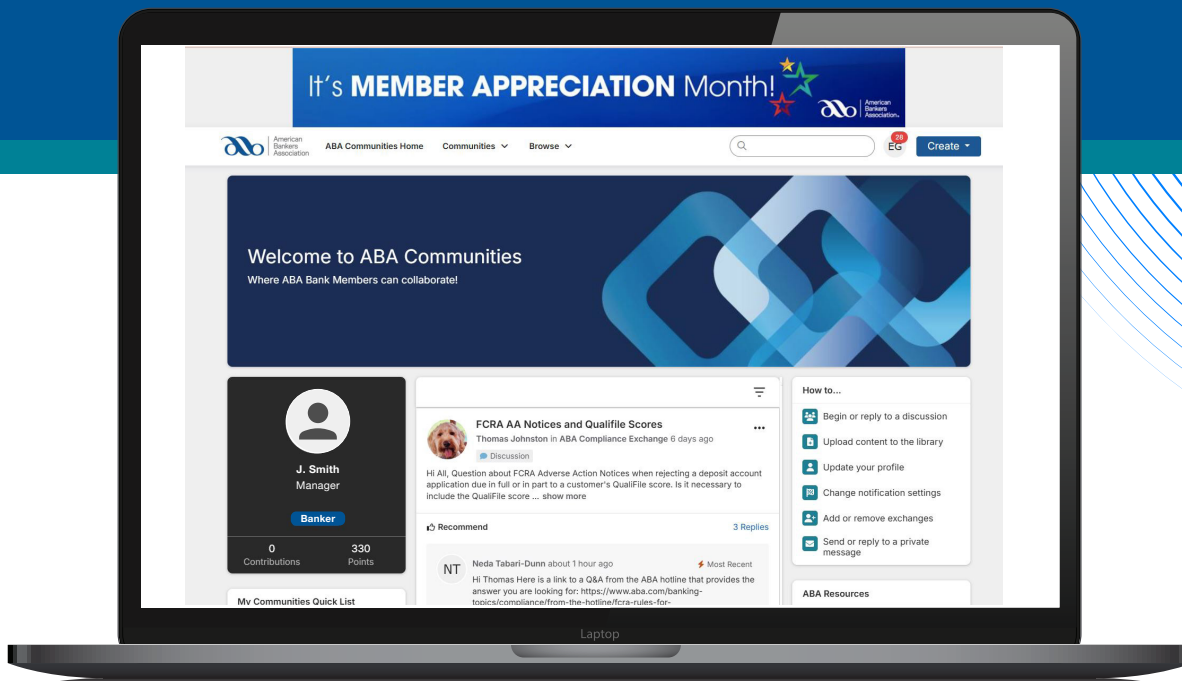
CONTACT

BusinessDevelopment@aba.com for more details

ABA Email Bulletins Schedule and Specs

PUBLICATION	FREQUENCY	SUBSCRIBERS**	UNIQUE OPEN RATE	AD AVAILABLE	INTRODUCTORY PRICING	AD DUE
Ag Banking	Monthly, 3rd Thursday	1,790	36.3%	1 graphic ad	\$795	2nd Thursday of the month
Banking Docket	Monthly	3,480	29.7%	1 graphic ad	\$795	By the 15th of the prior month
CFO	Monthly, the 4th Tuesday	3,190	26.4%	1 graphic ad	\$1,250	3rd Tuesday of the month
Cybersecurity	Biweekly, Monday	7,550	29.3%	1 graphic ad	\$1,250	1 week before ad date
Fintech & Innovation	Biweekly, Tuesday	6,780	23%	1 graphic ad	\$1,250	1 week before ad date
Health Savings Accounts	Monthly, last Wednesday	1,350	28.6%	1 graphic ad	\$795	By the 15th of the month
Human Resources	Monthly, 3rd Thursday	2,080	34.7%	1 graphic ad	\$795	By the 15th of the month
Mortgages	Biweekly, Wednesday	3,900	32.6%	1 graphic ad	\$895	1 week before ad date
Payments	Monthly, 2nd Wednesday	4,720	22.9%	1 graphic ad	\$995	1 week before ad date
Risk, Compliance & Financial Crimes	Weekly, Mondays	12,690	28.4%	1 graphic ad	\$1,500	1 week before ad date
Wealth Management & Trust	Monthly	2,110	21.2%	1 graphic ad	\$795	1 week before ad date
Weekly Roundup	Weekly, Fridays	6,950	30.1%	1 graphic ad	\$1,250	1 week before ad date

Note: See page 7 for disclaimers.



ABA Communities Schedule and Specs

Reach ABA members where they connect most — inside ABA Communities, our exclusive, members-only online forums tailored to banking roles and interests. Advertising in ABA Communities offers direct access to decision-makers within niche banking disciplines including risk, HR, marketing, compliance, fintech and more.

Ad Specs

- **Placement:** ad embedded within content
- **Size:** 965x126
- **File Format:** JPG, PNG, GIF (no animation)
- **File Size:** 180 kb max
- Text should be 5-10 words
- Required elements include company logo and product name or company name
- Please include destination URL

CONTACT

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ABA Communities Schedule and Specs

Purchasing a one-month ad in the ABA Communities places your message in front of all these groups**:

Compliance Exchange

Risk Exchange

Marketing Exchange

HR Management Exchange

Emerging Leaders Exchange

Commercial Banking Exchange

Wealth Management
& Trust Exchange

Tech & Core
Platforms Exchange

Introductory Pricing

TOP OF PAGE***



\$2,995

BOTTOM OF PAGE***



\$1,795

TOTAL NUMBER OF SUBSCRIBERS: 6,185**

Note: See page 7 for disclaimers.

Disclaimers

* ABA may require edits for clarity, brevity, and space. Distribution dates subject to change at editors' discretion based on breaking news, holidays, special reports or other unique events. Pricing is subject to change.

** Subscribers numbers as of May 31, 2025

*** The ad will be shown across all ABA Communities, not just one specific community. The location of the ad available for purchase will rotate between the top ad and the bottom ad each month.

