

# 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 advertising in our curated email bulletins your brand can reach highly engaged decision-makers with content tailored to their specific interests.\*



Note: See page 5 for disclaimers.



# ABA Email Bulletins Schedule and Specs

ABA Email Bulletins are exclusive subscription-based resources for ABA bank members to stay on top of breaking news, expert analyses, 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

[lcilano@aba.com](mailto:lcilano@aba.com) for more details

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PUBLICATION	FREQUENCY	SUBSCRIBERS**	OPEN RATE	CLICK THROUGH RATE (CTR)	AD AVAILABLE	INTRODUCTORY PRICING
Ag Banking	Monthly	1,823	31.2%	7.2%	1 graphic ad	\$795
Banking Docket	Monthly	3,607	28%	6%	1 graphic ad	\$795
CFO	Monthly	2,993	28%	5%	1 graphic ad	\$1,250
Cybersecurity	Every other week	7,168	27%	7%	1 graphic ad	\$1,250
Fintech & Innovation	Every other week	6,240	25%	5%	1 graphic ad	\$1,250
Health Savings Accounts	Monthly	1,389	53%	35%	1 graphic ad	\$795
Human Resources	Monthly	2,106	31%	7%	1 graphic ad	\$795
Mortgages	Every other week	3,859	31%	7%	1 graphic ad	\$895
Payments	Every other week	4,610	24%	6%	1 graphic ad	\$995
Risk, Compliance & Financial Crimes	Weekly	12,047	27%	7%	1 graphic ad	\$1,500
Wealth Management & Trust	Monthly	2,146	26%	6%	1 graphic ad	\$795
Weekly Roundup	Weekly	6,857	29%	5%	1 graphic ad	\$1,250

All artwork is due two weeks prior to the publishing date for all the email bulletins.

Note: See page 5 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 October 15, 2025

