

# *BUILD NEW BUSINESS*

*with*

AMERICA'S COMMUNITY BANKERS®





# *BUILD NEW BUSINESS...*

BECOME AN ASSOCIATE MEMBER OF  
AMERICA'S COMMUNITY BANKERS®

Let us introduce you to  
community banks nationwide.

**A**merica's Community Bankers is the leading national trade association representing the nation's community banks and related business firms. ACB members pursue progressive, entrepreneurial and service-oriented strategies in providing financial services to benefit their customers and communities. Competition demands their rapid growth in the use of technology and other operational efficiencies. As highly capitalized and profitable institutions, ACB members are well positioned to take advantage of products and services geared to enhancing their operations.

ACB associate membership offers you recognition, exposure and access to ACB members. Apply for membership today and build upon your existing customer base by taking advantage of the valuable benefits of ACB associate membership.



# ACB ASSOCIATE MEMBER BENEFITS

## Expert Database

Associate members are invited to submit materials to become part of ACB's expert database. We use this database to find speakers, panelists and moderators for our conferences, as sources for media interviews, and to find specialists to contribute articles for *Community Banker* magazine, published monthly by ACB.

## Member Mailing Labels

Take advantage of an accurate, up-to-date set of mailing labels of ACB member banks.

## Directory Listings

ACB associate members receive free listings in two member resources: ACB's *Guide to Associate Members* and ACB's Annual *Buyers Guide*. ACB members reach for these resources when searching for products and services to meet their needs. Associate members are also listed on ACB's website and hot links are provided to your homepage.

## Advertising Discounts

*Community Banker* is ACB's monthly magazine that provides a clear, comprehensive view of the ever-changing financial and competitive landscape. ACB associate members receive discounted advertising rates all year long plus earned free ads. In addition, you will be recognized annually in our "Salute to Associate Members" spread.

## Website Listing

Each associate member is listed on the ACB website and receives a free hot link to its company's website. Emerald level members are entitled to run one free banner ad on the ACB website.

## ACB Periodicals

Every associate member receives one free subscription to *Community Banker* magazine and *Washington Perspective* Newsletter—a weekly publication providing up-to-the minute facts on congressional and regulatory developments that affect community banks. Sapphire level members receive one additional subscription of their choice and Emerald level members receive three additional subscriptions. ACB's wide selection of quality periodicals cover a range of issues that impact community banks.

## Federal Guide

The *Federal Guide* is the primary regulatory and legislative source for depository institutions, and provides up-to-date information on laws, rules and other actions that affect a financial institution's business operations. The *Federal Guide* is available online, on CD-ROM or in print.

## Access to ACB Expertise

ACB staff experts are available to answer any questions you may have. ACB Library Services utilizes online databases as well as print and Internet services to answer your questions. Library Services has a long tradition of serving members by assisting them with their research needs.

## Exhibit and Sponsorship Opportunities

Thousands of decision-makers from across the country attend ACB meetings annually. Exhibiting opportunities, discount registration fees and sponsorship opportunities are available to help introduce your products and services to ACB members.



# ACB ASSOCIATE MEMBERSHIP IS

## EMERALD BENEFITS

- Preferred standing in the ACB expert database
- Two sets of ACB mailing labels per year
- Select committee participation
- Full-page ad in ACB's *Guide to Associate Members*, plus a standard listing with your company logo
- One free listing on ACB's *Resource Center* monthly electronic newsletter
- One free ad per year in *Community Banker* magazine with purchase of one ad of equal value, plus 15% discount on additional advertising
- 50% off display advertising in ACB's *Buyers Guide*, plus descriptive listing
- Emerald level recognition in ACB's "Salute to Our Associate Members"—an annual spread in *Community Banker*
- One-month banner ad on ACB website, plus standard web link
- Free subscriptions to five of ACB's top publications: *Community Banker* magazine, *Washington Perspective* and three additional subscriptions of your choice
- *Federal Guide* subscription, available online, on CD-ROM or in print
- Access to ACB expertise
- Emerald priority booth placement at ACB's Annual Convention & Market Expo, plus emerald discounts on booth fees
- Attend all ACB meetings at member rates
- Emerald Associate Membership literature display at ACB's Annual Convention
- Discounted listing on ACB's Virtual Trade Show, an online display of Market Expo Exhibitors

## PLAN YOUR MARKETING ACTIVITIES TO

January

February

March

April

May

June

Member Mailing

Advertise

eNewsletter Link

Web Banner

Committees

Exhibit

Member Mailing

Advertise

eNewsletter Link

Web Banner

Speaking Opps

Committees

Exhibit

Member Mailing

Advertise

eNewsletter Link

Web Banner

Speaking Opps

Committees

Guide to Associate Members

Exhibit

Member Mailing

Advertise

eNewsletter Link

Web Banner

Speaking Opps

Committees

Member Mailing

Advertise

eNewsletter Link

Web Banner

Committees

Member Mailing

Advertise

eNewsletter Link

Web Banner

Committees



# CHART THE VALUE OF YOUR ACB ASSOCIATE MEMBERSHIP

BENEFITS	EMERALD \$4,000	SAPPHIRE \$2,750
Inclusion in ACB Expert Database <i>(for use in articles, media interviews &amp; programs)</i>	Yes, with Editor's Discretion—first preference <b>Value: Priceless</b>	Yes, with Editor's Discretion <b>Value: Priceless</b>
Member Mailing Labels	Two sets per year <b>Value: \$1,500</b>	One set per year <b>Value: \$750</b>
Select committee participation	Yes <b>Value: Priceless</b>	Yes <b>Value: Priceless</b>
ACB's <i>Guide to Associate Members</i> <i>(available online and in print)</i>	One Full Page Ad & Standard Listing <b>Value: \$2,200</b>	Standard Listing <b>Value: \$500</b>
Advertising in <i>Community Banker</i> magazine	One free ad per year with purchase of ad of equal value & 15% Discount on Additional Ads <b>Value: \$4,615 and up to \$650 per ad</b>	5% Discount on all Ads <b>Value: up to \$230 per ad</b>
Free listing in ACB's <i>Resource Center</i> , a monthly electronic newsletter	Yes—Associate Member Category—1 per year <b>Value: \$1,750</b>	No
Annual <i>Buyers Guide</i> Listing and advertising	Descriptive Listing + 50% off Display Advertising <b>Value: up to \$2,555</b>	Descriptive Listing <b>Value: \$250</b>
Annual "Thank You" in magazine	Yes, Emerald Rank <b>Value: \$750</b>	Yes, Sapphire Rank <b>Value: \$500</b>
Web Link	Yes <b>Value: \$300</b>	Yes <b>Value: \$300</b>
Banner Ad on Web	Yes, one month display <b>Value: \$600</b>	No
ACB Periodicals Subscriptions	<i>Community Banker</i> magazine, <i>Washington Perspective</i> & Three Additional Subscriptions of Your Choice <i>(additional subscription discounts available)</i> <b>Value: up to \$2,145</b>	<i>Community Banker</i> magazine, <i>Washington Perspective</i> & One Additional Subscription of Your Choice <b>Value: up to \$1,340</b>
<i>Federal Guide</i> Subscription	Online, CD-ROM, or Print <b>Value: \$1,495</b>	Online, CD-ROM, or Print <b>Value: \$1,495</b>
Access to ACB Expertise	Yes <b>Value: Priceless</b>	Yes <b>Value: Priceless</b>
Annual Convention Exhibit Discounts	Emerald Priority Booth Placement, \$500 Total Exhibit Discount <b>Value: \$500</b>	Sapphire Priority Booth Placement, \$300 Total Exhibit Discount <b>Value: \$300</b>
Meeting Registration Fee Discounts	Attend at Member Rate <b>Value: save up to \$380 per person</b>	Attend at Member Rate <b>Value: save up to \$380 per person</b>
Advertising Material at Annual Convention	Special display near the ACB registration desk highlights your company's product and services to attendees. <b>Value: \$500</b>	No
Virtual Trade Show	20% discount on listing <b>Value: \$50</b>	No Discount
<b>TOTAL VALUE</b>	<b>EMERALD VALUE: \$20,080</b>	<b>SAPPHIRE VALUE: \$6,045</b>

**\*For assistance or additional information, contact ACB Membership at (888) 872-0275.**

# ASSOCIATE MEMBERSHIP APPLICATION



## Associate membership in America's Community Bankers® provides:

- Access to member executive decision makers to market your products and services;
- Discounted fees for meetings, exhibits, education programs and advertising;
- Opportunities to sponsor and speak at programs and seminars;
- Opportunities to submit articles for ACB publications;
- Listing in ACB's *Guide to Associate Members* distributed to all members; and
- Free selected publication package.

NAME OF APPLICANT ORGANIZATION

ADDRESS CITY STATE ZIP

TELEPHONE FAX

WEBSITE EMAIL

Annual membership dues:  \$4,000 Emerald Level  \$2,750 Sapphire Level

*The undersigned agrees that its application for associate membership is subject to acceptance by the Board of Directors of America's Community Bankers® and such membership shall be governed by its bylaws.*

CHIEF EXECUTIVE OR MANAGING OFFICER TITLE

CONTACT PERSON TO RECEIVE ENTITLEMENT MAILINGS TITLE

SIGNATURE OF CHIEF EXECUTIVE OFFICER OR CONTACT PERSON DATE

PLEASE CHARGE MY:  VISA  MASTERCARD  AMEX

ACCOUNT NUMBER: \_\_\_\_\_ EXP. DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_

SIGNATURE: \_\_\_\_\_

## Type of Service Provided By Your Organization: (Check all that apply)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Accounting/Auditing     | <input type="checkbox"/> Foreign Banks      | <input type="checkbox"/> Outsourcing              |
| <input type="checkbox"/> Advertising             | <input type="checkbox"/> GSEs               | <input type="checkbox"/> Portfolio Acquisition    |
| <input type="checkbox"/> Capital Markets         | <input type="checkbox"/> Human Resources    | <input type="checkbox"/> Printing                 |
| <input type="checkbox"/> Card Services           | <input type="checkbox"/> Insurance          | <input type="checkbox"/> Real Estate              |
| <input type="checkbox"/> Consulting              | <input type="checkbox"/> Investment Banking | <input type="checkbox"/> Regulation & Supervision |
| <input type="checkbox"/> Corporate Governance    | <input type="checkbox"/> Investments        | <input type="checkbox"/> Security                 |
| <input type="checkbox"/> Data Processing         | <input type="checkbox"/> Law                | <input type="checkbox"/> Technology               |
| <input type="checkbox"/> Employee Benefits       | <input type="checkbox"/> Marketing Support  | <input type="checkbox"/> Training & Education     |
| <input type="checkbox"/> Federal Home Loan Banks | <input type="checkbox"/> Mortgage           | <input type="checkbox"/> Other _____              |

For assistance or additional information, contact: Membership • America's Community Bankers®  
P.O. Box 91712, Washington, D.C. 20090-1712  
Tel: 888-872-0275 • Fax: 202-466-7486 • Email: [membership@acbankers.org](mailto:membership@acbankers.org)  
[www.AmericasCommunityBankers.com](http://www.AmericasCommunityBankers.com)

**Please fill out important information on the reverse side!**

## Important Notice

Dues to America's Community Bankers® are not deductible as a charitable contribution but may be deductible as an ordinary and necessary business expense. A portion of dues, however, is not deductible as an ordinary and necessary business expense to the extent that America's Community Bankers® engages in lobbying.

## Publication Information

*Community Banker* and *Washington Perspective* are complimentary with your membership.

**Emerald Level:** Please choose three additional subscriptions from the following list

**Sapphire Level:** Please choose one additional subscription from the following list

- Directors & Trustees Digest
- Economic Outlook
- Operations Alert
- Regulatory Report
- Special Management Bulletins

## Federal Guide Information

**Emerald and Sapphire Levels:** Please choose from Internet, CD-ROM or Hard Copy versions (each complimentary):

- Internet
- CD-ROM
- Hard Copy

The *Federal Guide* is the resource of choice for community banks to keep up with the latest legal, regulatory and compliance information from federal banking agencies that affect bank operations, trust services and investments. Available in print, CD and online, the reference guide is updated monthly, focusing on safety and soundness, consumer compliance and housing issues vital for financial services institutions, bank attorneys and compliance officers.

**Hard Copy:** In order to begin receiving your hard copy monthly supplement to the *Federal Guide*, you need to purchase the start-up set. This set consists of the four-volume core with binders. The start-up set is specially priced for new members at \$450. If you already have an up-to-date *Federal Guide* you may indicate that below and we will start your monthly supplements.

- Please send me the core with binders and begin my subscription to the supplements. New member price for start-up core and binders is \$450.
- I already have the *Federal Guide* core and binders but wish to have the entitled supplement sent each month.

**CD-ROM:** There is no start-up fee for the CD-ROM service. A new disk will be sent to you monthly.

**Internet Version:** A username and password will be emailed promptly. Access the *Federal Guide* online at [www.TheFederalGuide.com](http://www.TheFederalGuide.com)

## Postal Regulations

Postal regulations require this notice in regard to the following publications:

From the applicable membership dues, the following subscription costs are paid:

<i>Community Banker</i> ®	\$ 40.00
<i>Federal Guide</i>	\$ 642.50
<i>Directors &amp; Trustees Digest</i>	\$ 45.50

## ACB's Mission

America's Community Bankers represents the nation's community banks. ACB members, whose aggregate assets total more than \$1 trillion, pursue progressive, entrepreneurial and service-oriented strategies in providing financial services to benefit their customers and communities.