



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.

America'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.



Expert Database

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

Member Mailing List

Take advantage of an accurate, up-to-date electronic mailing list of ACB member banks. Emerald members receive one additional customized list.

Directory Listings

ACB associate members receive free listings in two member resources: ACB's *Guide to Associate Members* and ACB's annual online *Buyers Guide*. ACB members reach for these resources when searching for products and services to meet their needs. Associate members are also listed once a year in ACB's *Your Resource Center* monthly electronic newsletter and on ACB's Web site, both with hot links 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. Emerald members receive discounted advertising rates and earn one free ad with the purchase of an equal value ad. In addition, Emerald members receive a free business card-sized ad in the Service Directory and both levels are recognized annually in our "Salute to Associate Members" spread.

Web Site Listing

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

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 members receive one additional subscription of their choice and Emerald 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.



Emerald Benefits

- Preferred standing in the ACB expert database
- One basic membership list, plus one customized list a year in electronic format
- Descriptive listing, company logo and link to your Web site in ACB's *Guide to Associate Members*
- One free listing per year in ACB's *Your 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
- One free business card-sized ad per year in *Community Banker* magazine's Service Directory, plus discounts on advertising upgrades
- Descriptive listing, company logo and link to your Web site in ACB's *Buyers Guide*
- One-month banner ad on ACB's Web site, plus standard Web link
- Recognition in ACB's "Salute to Our Associate Members"—an annual spread in *Community Banker* magazine
- Priority booth placement at ACB's Annual Convention & Market Expo, plus discounts on booth fees
- Exhibit and attend all ACB meetings at member rates
- Free subscriptions to five of ACB's top publications: *Community Banker*, *Washington Perspective* and three additional subscriptions of your choice
- *Federal Guide* subscription, available online, on CD-ROM, or in print
- Access to ACB expertise

PLAN YOUR MARKETING ACTIVITIES TO

January February March April May June

January	February	March	April	May	June
Member Mailing	Exhibit	Exhibit	Member Mailing	Member Mailing	Member Mailing
Advertise	Member Mailing	Member Mailing	Advertise	Advertise	Advertise
Online Buyers Guide	Advertise	Advertise	Online Buyers Guide	Online Buyers Guide	Online Buyers Guide
eNewsletter Link	Online Buyers Guide	Online Buyers Guide	eNewsletter Link	eNewsletter Link	eNewsletter Link
Web Banner	eNewsletter Link	eNewsletter Link	Web Banner	Web Banner	Web Banner
	Web Banner	Web Banner	Speaking Opps		
	Speaking Opps	Speaking Opps	Guide to Associate Members		

Sapphire Benefits

- Preferred standing in the ACB expert database
- One basic membership list a year in electronic format
- Descriptive listing in ACB's *Guide to Associate Members*
- Descriptive listing in ACB's *Buyers Guide*
- Recognition in ACB's "Salute to Our Associate Members"—an annual spread in *Community Banker* magazine
- Standard Web link from ACB's Web site to yours
- Priority booth placement at ACB's Annual Convention & Market Expo, plus discounts on booth fees
- Exhibit and attend all ACB meetings at member rates
- Free subscriptions to three of ACB's top publications: *Community Banker*, *Washington Perspective* and one additional subscription of your choice
- *Federal Guide* subscription, available online, on CD-ROM, or in print
- Access to ACB expertise

REACH ACB MEMBERS ALL YEAR LONG!

July	August	September	October	November	December
Member Mailing	Member Mailing	Exhibit Member Mailing	Convention Exhibit Member Mailing	Member Mailing	Member Mailing
Advertise	Advertise	Advertise	Advertise	Advertise	Advertise
Online Buyers Guide	Online Buyers Guide	Online Buyers Guide	Online Buyers Guide	Online Buyers Guide	Online Buyers Guide
eNewsletter Link	eNewsletter Link	eNewsletter Link	eNewsletter Link	eNewsletter Link	eNewsletter Link
Web Banner	Web Banner	Web Banner	Web Banner	Web Banner	Web Banner
		Speaking Opps	Speaking Opps		Speaking Opps

CHART THE VALUE OF YOUR ACB ASSOCIATE MEMBERSHIP

	BENEFITS	EMERALD \$4,000	SAPPHIRE \$2,750
ACCESS	Inclusion in ACB Expert Database – Submit material for use in articles, media interviews & ACB programs	Yes, first preference for editors, meeting planners Value: \$500	Yes, first preference for editors, meeting planners Value: \$500
	Member List – Electronic format	One basic list plus one customized list a year Value: \$2,500	One basic list a year Value: \$1,000
	ACB's Guide to Associate Members – A resource used year-round by bankers in need of products and services	Descriptive Listing, Company Logo & link to your Web site Value: \$1,000	Descriptive Listing Value: \$400
	Free listing in Your Resource Center , a monthly electronic newsletter, distributed to more than 5,000 community bankers	Once per year with a link to your Web site Value: \$2,000	No
ADVERTISE	Advertising in Community Banker , distributed to 11,500 community bank decision-makers	One free ad per year with purchase of ad of equal value, 15% discount on all ads Value: \$4,820 and up to \$723 per ad	No
	Business card-sized ad in Service Directory of <i>Community Banker</i> , an essential guide for 11,500 readers	Yes. Can purchase larger ad space at discounted rates Value: \$600	No
	ACB's online Buyers Guide Listing – Promoted to 11,500 community bank decision-makers and used year-round by bankers in need of products and services	Descriptive Listing, Company Logo & link to your Web site Value: \$600	Descriptive Listing Value: \$350
	Banner ad on ACB's Web site	Yes, one month display Value: \$2,200	No
PROMOTION	Annual " Salute to Our Associate Members " in <i>Community Banker</i>	Yes Value: \$250	Yes Value: \$250
	Web link to your site from ACB's site	Yes Value: \$750	Yes Value: \$750
	Annual Convention Exhibit Discounts – ACB's premier event, meet community bank presidents, CEOs and senior executives	Emerald Priority Booth Placement (\$200), and Exhibit Discount (\$500) Value: \$700	Sapphire Priority Booth Placement (\$100) and Exhibit Discount (\$300) Value: \$400
	Meeting registration discounts – ACB offers settings to meet community bankers	Attend at Member Rate Value: Up to \$375 per person	Attend at Member Rate Value: Up to \$375 per person
EXPERTISE	ACB Periodicals Subscription – ACB's wide selection of periodicals cover a range of issues that impact community banks	<i>Community Banker</i> , <i>Washington Perspective</i> & THREE other subscriptions of your choice Value: Up to \$2,035	<i>Community Banker</i> , <i>Washington Perspective</i> & ONE other subscription of your choice Value: Up to \$1,390
	The Federal Guide Subscription – Federal statutes and implementing regulations that govern banks, agency issued interpretation and guidance	Online or CD-ROM (Print version, add \$100 fee) Value: \$1,325	Online or CD-ROM (Print version, add \$100 fee) Value: \$1,325
	Access to ACB staff experts	Yes Value: Priceless	Yes Value: Priceless
	TOTAL VALUE	EMERALD VALUE: \$20,378	SAPPHIRE VALUE: \$6,740

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

ASSOCIATE MEMBERSHIP APPLICATION



NAME OF APPLICANT ORGANIZATION _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

WEB SITE _____ E-MAIL _____

NO. OF EMPLOYEES _____ ANNUAL SALES (\$) _____

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

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 _____

EXPERT DATABASE SUBMISSIONS (LIST NAME, TITLE & EXPERT TOPIC):

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

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"/> Corporate Governance | <input type="checkbox"/> Internet Services | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Electronic Payments | <input type="checkbox"/> Investment Banking | <input type="checkbox"/> Regulation/Supervision |
| <input type="checkbox"/> Capital Markets | <input type="checkbox"/> Employee Benefits | <input type="checkbox"/> Law | <input type="checkbox"/> Security |
| <input type="checkbox"/> Card Services | <input type="checkbox"/> FHLBs | <input type="checkbox"/> Marketing | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Compliance | <input type="checkbox"/> Foreign Banks | <input type="checkbox"/> Mortgage | <input type="checkbox"/> Training/Education |
| <input type="checkbox"/> Computer Hardware | <input type="checkbox"/> GSEs | <input type="checkbox"/> Outsourcing | <input type="checkbox"/> Web Services |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Human Resources | <input type="checkbox"/> Portfolio Services | |
| <input type="checkbox"/> Core Processing | <input type="checkbox"/> Insurance | <input type="checkbox"/> Printing | |

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
www.AmericasCommunityBankers.com

Please fill out important information on the reverse side!

Publication Information

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

Emerald Member: Please choose THREE additional subscriptions from the following list

Sapphire Member: Please choose ONE additional subscription from the following list

- Directors & Trustees Digest
- Compliance & Management Bulletin
- DataBank
- Reg/Ops

Federal Guide Information

Emerald and Sapphire Members: Please choose from Internet, CD-ROM or Hard Copy versions:

- 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 \$550. If you already have an up-to-date *Federal Guide* you may indicate that below and we will start your monthly supplements at a cost of \$100 annually.

- Please send me the core with binders and begin my subscription to the supplements. New member price for start-up core and binders is \$550.
- I already have the *Federal Guide* core and binders but wish to have the entitled supplement sent each month.

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

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

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.

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> ®	\$ 47.50
<i>Federal Guide</i>	\$ 762.50
<i>Directors & Trustees Digest</i>	\$ 55.00

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.