



2025 Media Kit

BANKERSDIGEST

More than **1,800 banking professionals** look to Bankers Digest to keep their finger on the pulse of the industry.

Delivers **late-breaking news** about the banking industry in Texas, as well as insightful commentary from a wide range of **financial experts**.

Average **open rate: 41%**
Average **click rate: 22%**
Bankers Digest's website attracts **more than 11,000 page views per month**

BANKERS DIGEST

BIWEEKLY NEWSLETTER

- Published twice a month on the first and third Mondays.
- Reaches more than 1,800 banking professionals.
- Average open rate is 41% and average click rate is 22%.
- Delivers updates on the Texas banking industry, including late-breaking news, new hires, promotions, events, community service projects, employee and bank recognition, new branches, regulatory actions, job opportunities and more.

SPECIAL FEATURE NEWSLETTER

- Sent once a month on the second or fourth Monday.
- Two ad positions available—top two banners are included in this bonus distribution.

BANKERS DIGEST
TEXAS BANKING NEWS, PEOPLE AND IDEAS - OCTOBER 16, 2023

BANNER AD 1

TEXAS BANKERS

Milton McGee (above left) and **Peter Weinstock** (above right). The Wall honors those who have contributed significantly to community banking in Texas.

Milton McGee launched his banking career in 1977 and was in leadership positions for a number of banks before eventually serving his longest tenure as president and CEO of Citizens National Bank and its holding companies. He retired in 2010 as vice chairman of the holding company. McGee's commitment to community banking led him to serve as chairman of The Independent Bankers Bank, chairman of

Peter Weinstock is a partner at Hutton Andrews Kurth LLP in Dallas and co-practice group leader of the firm's financial institutions section. He has counseled institutions on more than 400 mergers and acquisitions, hundreds of securities offerings, capital planning, more than 50 de novo banks and hundreds of administrative and other enforcement actions. Weinstock has authored numerous articles in

Corpus Christi-based American Bank has appointed **Suzelle Tinnell** chief of staff. Making the announcement was **Stephen C. Raffale**, president and CEO. Tinnell joined American Bank in 2012 as manager of the bank's project management office. She later transitioned to chief deposit services officer and eventually to director of enterprise planning and alignment.

Dallas-based Texas Capital Bank has appointed **Amos McDonald** head of business banking. He joined the bank in 2022 as a business banking group manager. Prior to that, he served as Brazos Valley market president at BVA USA, where he spearheaded the revival of community awareness for the brand and oversaw commercial banking and community engagement.

Hartford-based Texas Regional Bank has hired two new market presidents. **Lee T. Glick** serves as senior vice president and Southwest Houston market president. She previously was a senior business banker at Capital One. **Trey Bernhardt** is senior vice president and Baytown market president. He previously worked as a senior vice president and market president for First Liberty National Bank.

RECTANGLE AD 1 **RECTANGLE AD 2**

TEXAS BANKING NEWS

SWGSB's 157th Assembly for Bank Directors Heading to Maui in February in Support of the Area's Tourism and Ongoing Recovery

The SW Graduate School of Banking (SWGSB) Foundation will convene its 157th Assembly for Bank Directors at the Hyatt Regency Maui Resort and Spa, February 1-4. After many discussions with the Hyatt leadership in the aftermath of the tragic fires that devastated parts of the island in August, SWGSB representatives are convinced that the best plan is to move forward with the program at the Hyatt Regency Maui. Fortunately, the

best plan is to move forward with the program at the Hyatt Regency Maui. Fortunately, the venue and the immediate surrounding areas have not been damaged and there will be plenty of activities, experiences and excursions to enjoy.

Hartford-based Texas Regional Bank announced its acquisition of **Smith-Reagan Insurance**, a leading provider of commercial insurance services based in Comanche County. The acquisition expands the bank's insurance offerings and positions it to provide a broader range of commercial insurance solutions to businesses of all sizes. It's part of the Texas Regional Bank's continued expansion of its insurance subsidiary **TRB Insurance Agency** was established in 2022 and began issuing policies by acquiring Mission-Duncan Insurance. **Joe Reagan**, CEO of Smith-Reagan Insurance, will assume the role of vice president of insurance sales. The transaction also includes 18 Smith-Reagan insurance professionals who will continue operating out of their current San Benito location and will serve the insurance needs of Texas Regional Bank's branch network across Texas.

BANNER AD 2

REGULATORY ACTIONS

Branches

- The Office of the Comptroller of the Currency (OCC) reports that it has approved an application by **JPMorgan Chase Bank NA**, based in Columbus, Ohio, to establish a branch at the northwest corner of M. Pherson Blvd. and Summer Creek Dr. in Fort Worth. The agency also reports that it has approved an application by **JPMorgan Chase Bank NA** to establish a branch at the northwest corner of W. Little York Rd. and N. Houston Rossby Rd. in Houston.
- The Texas Department of Banking (TDB) reports that **American Bank of Commerce**, based in Waukegan, has applied to establish a branch at 11405 State Rd. in Lubbock.
- The TDB reports that **Walls Bank**, based in Walls, has relocated a branch from 2425 W. Loop South in Houston to 1535 W. Loop South in Houston.
- The TDB reports that **Bank of the West**, based in Grapevine, has established a branch at 7403 FM 2147 in Horseshoe Bay.

[Click here for more regulatory actions.](#)

BANNER AD 3

CLASSIFIED ADS

STAY UP-TO-DATE ON BANKING OPPORTUNITIES WITH BANKERS DIGEST'S CLASSIFIED ADS. Posting classified ads with Bankers Digest is an easy, fast and effective way to get the word out about job opportunities at banks across the state or let Texas bankers know about your products and services.

CLASSIFIED AD OF THE WEEK: Capital Bank in Houston is looking for a controller and a credit analyst. "We value the talents and special attributes of our employees and are committed to making an ongoing investment in their growth and development," the bank says. "We are dedicated to helping our employees create their own career path and strive to help them obtain their personal goals." Click here to learn more.

RECTANGLE AD 3 **RECTANGLE AD 4**

BANK NOTES

Help Bankers Digest Spread the News!

Bankers Digest delivers Texas banking news, people and ideas every other week, and much of that information comes directly from banks across the state. We love to hear about, and report on, employee promotions, new hires, bank recognition and awards, new branches, community initiatives and more. If you'd like to see your bank recognized, please send us your news. It's a quick and easy process online—or simply drop us an email and let us know what's up. Help Bankers Digest spread the word on your bank's news, people and ideas.

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BANNER AD 1

INDUSTRY INSIGHTS

Building Cardholder Loyalty Through Digital Payments
BY ANNE UWABOR

Community financial institutions play a unique role in the spectrum of financial services providers. They are an integral part of the communities they serve, building long-standing relationships with consumers and businesses. While community banks tend to be smaller organizations with limited resources, they can still compete effectively when it comes to offering digital payments, says Steve Stewart, PULSE executive vice president of marketing and brand management. He recently joined Dave and Taylor Maps, founders of FedTo, an open Fintech Coworkers guild and to discuss how community institutions can succeed in digital payments.

BANNER AD 2

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PRICING

Position	Specs	Price	Website Add-on
Banner 1 (included in bi-monthly plus featured newsletter) (six month each)	570x70	\$4,125	\$1,000
Banner 2 (included in bi-monthly plus featured newsletter) (six month each)	570x70	\$3,750	\$1,000
Banner 3 (six month each)	570x70	\$2,750	\$1,000
Rectangle 1 (six month each)	270x115	\$2,500	\$500
Rectangle 2 (six month each)	270x115	\$2,500	\$500
Rectangle 3 (six month each)	270x115	\$2,000	\$500
Rectangle 4 (six month each)	270x115	\$2,000	\$500
Sponsored Content (max purchase of 3 months; cannot run consecutive months)	100x100	\$750	NA

BANKERSDIGEST

WEBSITE ADD-ON

Include your ad on Bankers Digest's official website (www.bankersdigest.com). Upgrade your e-newsletter ad by choosing the web add-on to extend your reach to the Texas banking industry. The website attracts more than 11,000 page views per month.

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BANNER AD 1

SPONSORED CONTENT

Sponsored Content Headline Promoting Your Company's Products and Services

BYLINE

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Company Logo

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TEXAS BANKING NEWS, PEOPLE AND IDEAS

BANNER AD 1

SEARCH

SQUARE AD 1

SQUARE AD 2

FEATURE
Building Cardholder Loyalty Through Digital Payments

RECENT NEWS

Victory Bank Opens for Business in Lubbock

FirstBank Southwest Launches Banking Advisory Council to Nurture Career Opportunities and Evolve

First Federal Community Bank Celebrates 100 Years with Texas Historical Marker

TEXAS BANKERS

First National Bank of Bastrop Names Valderama Austin Market President

Bank of Texas Hires Harbuck for Private Wealth Banking in Fort Worth

Texas Bank and Trust Co. Welcomes Smith and McElroy

Guaranty Bank & Trust's Payne to Retire After 40-Year Career

Piland Joins Western Bank to Head New Mortgage Division

Verabank Hires Commercial Banker Crenshaw and Mortgage Banker Moore

Kruppa Joins Texas Regional Bank as Senior Executive Vice President and Chief Legal Officer

Williston Elected Chair of the Council of Community Banking Associations

Viret Moore, Amerant Bank's Houston Market President, Named "Women Who Mean Business" Honoree

In Memoriam: Dallas Banker James Murphy II

ABOUT BANKERSDIGEST
Bankers Digest is your source for Texas banking news and information, including bankers on the move, bank developments across the state, industry updates, regulations and job opportunities. Submit news to Bankers Digest. Contact the editorial department. Advertise with Bankers Digest. Post a classified ad.

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- Proofing assistance provided; writing services available (\$375 fee).
- One banner ad or image (728x90).
- One email blast per month maximum.
- \$1,500 per month for sponsored content or \$2,500 per month for webinar promotions.