



TO: *ABA BANKING JOURNAL* ADVERTISING PROSPECT
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RX: I've been reviewing your chart. It seems you could use more community bank business. I recommend that you begin a prescription of *ABA Banking Journal's* "Pass the Aspirin" immediately.

Among questions answered in "Pass the Aspirin":

- How do you handle laptops and data security?
- How are you coping with the new rules on overdraft checking programs?
- Should a community bank CEO's office still be accessible to the public?
- How would you deal with ugly office rumors?
- Do you "drive" your bank with a "dashboard"?
- How can you better organize your board of directors?

"Pass the Aspirin" is a special department in *ABA Banking Journal's* monthly Community Banking section. Each month, bankers and other experts offer solutions to common banking problems.

Very practical, very real world, and just what you need to show off the solutions that you sell to community banks. Bankers eat this stuff up!

"Pass the Aspirin" is now available in the following dosages:

- Four-, Six-Month, and Full-Year Sponsorships (see table, left)
- Month-by-Month Special Positions
- And, now, the new "Best of Pass the Aspirin-Plus" electronic newsletter/website, which combines favorite columns of the past with news of new solutions that can help bankers do their jobs better.

Call me for a consultation soon... and try the enclosed energy-boosting formula in the meantime.

P.S. If for some reason your health plan won't approve "Pass the Aspirin," consider two more Community Banking sections for sponsorship:

**WHAT'S IN
a name?**

*Stories behind
interesting bank names*

**BANKING'S
150-YEAR CLUB**

American banking's place in U.S. history

Dosage Chart
(Cost/Dosage)

	2/3 Page (4.5" X 10")	Full Page (7" by 10")
4x	\$9,000	\$10,600
6x	\$8,700	\$10,000
12x	\$8,000	\$9,200

All dosage 4/color and guaranteed next to opening of Pass the Aspirin. Commissionable rate.