

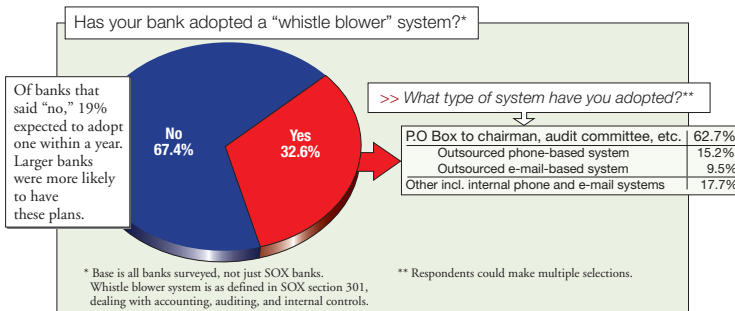
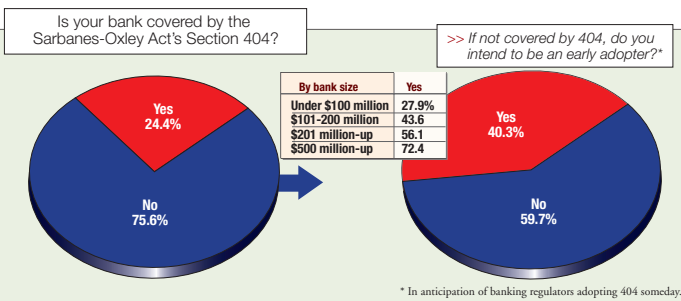
ABA BANK DIRECTORS BRIEFING

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Sarbanes-Oxley has refocused the attention of America's bank boards on corporate governance, even when they aren't specifically covered by this burdensome law.

There is a renewed interest in keeping boards informed, not only about their industry, but about their legal and ethical duties.

This in turn drives increased interest in products and services designed to assist bank boards in their key roles.



If that description fits your product—from asset-liability management analysis to whistleblower programs, from compensation consulting to executive recruitment, from directors' and officers' liability insurance to gavels—then your company should be advertising in *ABA Bank Directors Briefing* newsletter and on its website, www.bdbonline.biz

16%
circulation
growth 2004
to 2005!

ABA Bank Directors Briefing is a monthly four-page newsletter published by the editors of *ABA Banking Journal* in cooperation with the American Bankers Association. While many community bank executives read it, it is written especially with the nonbanker, outside bank director in mind. *It has over 2,800 paid readers.*

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ABA Bank Directors Briefing focuses on four distinct missions:

- Keeping bank directors informed about legislation and regulations.
- Summarizing important banking industry trends.
- Updating all directors on the latest thinking in corporate governance.
- Educating new directors in the basics of directorship.

ABA Bank Directors Briefing's website, www.bdbonline.biz, is the online companion to the newsletter. It complements the print edition, while bringing value-added to readers and newcomers alike. Among its features:

- Big picture corporate governance news updates—available to all visitors.
- General boardroom aids—new books, worksheets, and more—also available to all.
- Special subscribers only features—available only to subscribers to the print edition of the newsletter. The latest launch is “Bank Director’s Boot Camp,” where new units on the basics of bank directorship are posted, with archival material kept on hand for the brand-new director.

The monthly newsletter for community bank directors who want to stay on top of the job

CONTACT US OUR STAFF

Welcome to the *ABA Bank Directors Briefing* website!

ABA Bank Directors Briefing is a monthly four-page newsletter published by the editors of *ABA Banking Journal* in cooperation with the American Bankers Association. While many community bank executives read it, it is written especially with the nonbanker, outside bank director in mind. It has been published for 24 years.

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- Educating new directors in the basics of community bank directorship.

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John R. Sagerstrom
Director and ALCO Chairman
The Mathews Bank
Richmond, Calif.

"The job of a bank director is to help management focus on answering the right questions, and that means trying to stay current in an ever-changing banking world. With their experience and industry involvement, *ABA Bank Directors Briefing* writers identify, prioritize and explain emerging issues in a meaningful way for me, and their monthly newsletter makes me more valuable to my bank's board. I wouldn't be a director without it!"

That's one reason why your board needs *ABA Bank Directors Briefing*. Here's how to get it.



5 *ways that*
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Directors
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2 . Sponsorship of February or October 2006 issues - Includes 2,800+ regular subscribers, 1,200+ copies distributed at the ABA Annual Convention, 2006 ABA Community Bankers



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5. *ABA BDB* MarketPlace banner ads. A special “mart” on www.bdbonline.biz where directors can look for specific needs, such as training opportunities and consultants. Cost: \$600 per month.

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