



## ABA Radio Sponsorships Ads

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**Run these ads in your market.** ABA ran a series of drive-time ads on radio stations in the Washington, D.C. metropolitan area in July 2004 to alert lawmakers, regulators and the public to the contributions banks and their employees make across the country. The image ads – actually “sponsorships” which introduced drive-time traffic and weather reports – ran for two weeks. Station announcers read the ad copy. Bankers who want to run similar sponsorships or ads in their markets are welcome to use ABA’s language, adapted here for banks.

### Ad Copy #1

**Opening:** The following is brought to you by \_\_\_\_\_, a member of the American Bankers Association, on behalf of the more than two million of your friends and neighbors who work in our nation’s banks. Capital for business. Loans for homes. Money to fund dreams.

**Closing:** Brought to you by \_\_\_\_\_, a member of the American Bankers Association, on behalf of the more than two million men and women who work in our nation’s banks. No one works harder to build America’s communities.

### Ad Copy #2

Support for [this National Public Radio station] is brought to you by \_\_\_\_\_, a member of the American Bankers Association. More than two million of your friends and neighbors work in our nation’s banks. Every day they’re creating jobs. Funding dreams. And building a strong economy. We’re working hard for America’s communities.

### Ad Copy #3

**Opening:** The following is brought to you by \_\_\_\_\_, a member of the American Bankers Association.

**Closing:** Brought to you by \_\_\_\_\_, a member of the American Bankers Association, on behalf of the more than two million men and women who work in our nation’s banks. Creating jobs. Funding dreams. Building a strong economy.

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For more information, contact ABA’s **Lee Fleming** at **1-800-BANKERS**. Call to let us know if you use the ads.