

“The Big Idea” Feature

Independent Banker magazine will help you develop and produce a customized 4-page advertorial supplement that celebrates a new initiative or product launch. *Independent Banker* magazine can help tell your story with art/design, unique photography, printing and distribution. You provide copy and we will facilitate design and layout. Your supplement will be inserted into an issue of your choice, and you receive value add marketing benefits including overruns, reprints and promotion. Your “Big Idea” insert will also be included in the digital edition of the magazine and promoted twice monthly to 50K opt-in subscribers through *Independent Banker eNews*. This presents a great way to share your best information with prospects and clients.

Net Rate: \$16,000



ICBA Survey & Special Report

Create a co-branded survey with ICBA in a Special *Independent Banker* Report. A research firm will survey ICBA member banks regarding a relevant topic of interest within the industry. (Topic TBD by company and ICBA.) The survey content will be used to write a proprietary Special Report published in *Independent Banker* magazine and promoted in *Independent Banker eNews*. Customizable. Call for pricing and details.



Magazine Cover Extras

Place your message on the cover of *Independent Banker* magazine (both print and digital editions) through the following options:

- Dot Whack
- Cover Curl
- Belly Band
- Tip-in Insert



A Full Page advertisement is required for all Cover Extras. Call for pricing and details.

White Paper Insert

Include your company’s one-page, two-sided white paper in *Independent Banker* magazine (with spillover content hosted online on independentbanker.org). Online package includes: homepage teaser with an image, headline and excerpt about your white paper; landing page with your synopsis, image(s), “Download” button, and three branded banner ads (100% SOV); 2 weeks of banner ads in *NewsWatch Today*; and 2 promotional excerpts in *Independent Banker eNews*. You will receive a lead gen capture report and your white paper will be archived in independentbanker.org’s White Paper Vault.

Net Rate: \$6,500

