

**NewsWatch Today®** **Daily – Purchased Weekly**

**NewsWatch Today** focuses on advocacy, breaking community bank news, important updates and the latest industry trends. Every Friday, an additional e-newsletter, **Member Access®**, introduces member programs, professional development and profit-enhancing industry products and services. Daily subscriber base of **50,000+** (C-Suite, Presidents, VPs, SVPs, Directors, Managers, etc.)

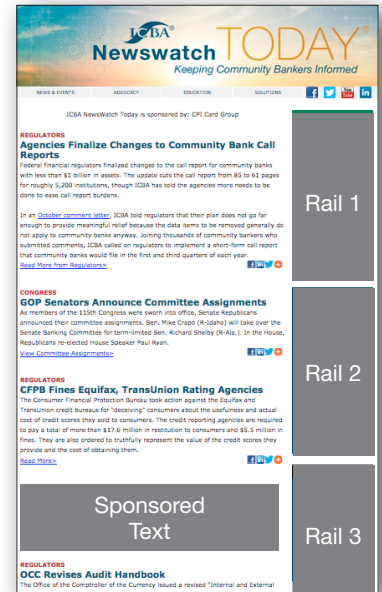
**Advertising Positions:**

- **Sponsored Text (1 available/wk)**—Receive a sponsored call-out at the top of the e-newsletter, 50 words of text and a hyperlink within the body copy, and a 145x150 pixel banner ad within the e-newsletter sidebar.
- **Vertical Banner Ad (Rails 1-3)**—Each 145x300 pixel ad positioned prominently along the right-hand sidebar.

**Analytics:**

- **18%**—average weekly open rate
- **52,543**—average weekly ad impressions
- **0.09%**—average weekly ad CTR

	Sponsored Text	Rail 1	Rail 2	Rail 3
<b>Corporate Member Net Rate</b>	\$2,225	\$1,925	\$1,925	\$1,625
<b>Non-Member Net Rate</b>	\$2,555	\$2,210	\$2,210	\$1,865



**Independent Banker eNews** **2x/mo – Purchased Monthly**

**Independent Banker eNews** carries the current digital edition of *Independent Banker* magazine and highlights online content, web exclusives, trending articles and more. Subscriber base of **50,000+** (C-Suite, Presidents, VPs, SVPs, Directors, Managers, etc.)

**Advertising Positions:**

- **Cover Zero Package (1 available/mo)**—Receive a sponsored call-out at the top of the e-newsletter, an embedded banner ad in the body copy of *Independent Banker eNews* and a full-page “Cover Zero” ad next to the digital cover of *Independent Banker* magazine. [Click here for example.](#)
- **Premium Package (2 available/mo)**—Receive 50 words of text and hyperlink within the body copy, and a banner ad within Rail 1 or 2 (first come, first served.)
- **Vertical Banner Ad (Rail 3)**—145x300 pixel banner ad

**Analytics:**

- **17%**—average monthly open rate
- **9,601**—average ad impressions per send
- **0.08%**—average ad CTR per send

	Cover Zero*	Premium Package	Rail 3
<b>Corporate Member Net Rate</b>	\$2,800	\$2,200	\$1,325
<b>Non-Member Net Rate</b>	\$3,220	\$2,530	\$1,520

