

## Precise Programmatic Marketing to Reach Your Key Customers

Reach prospects through topic specific sites, keywords or specific location. Place your ads in front of a targeted audience of community bank decision-makers and engage those who have already expressed interest in your solutions.

**Targeted Display ads promote your business to the most interested audiences possible and feature a blend of tactics to build your campaign:**

**SITE RETARGETING:** Reach prospects who have recently visited your website and ICBA's websites. Your display ads continue to deliver on other websites they view keeping your brand top of mind and reminding visitors to return to your website.

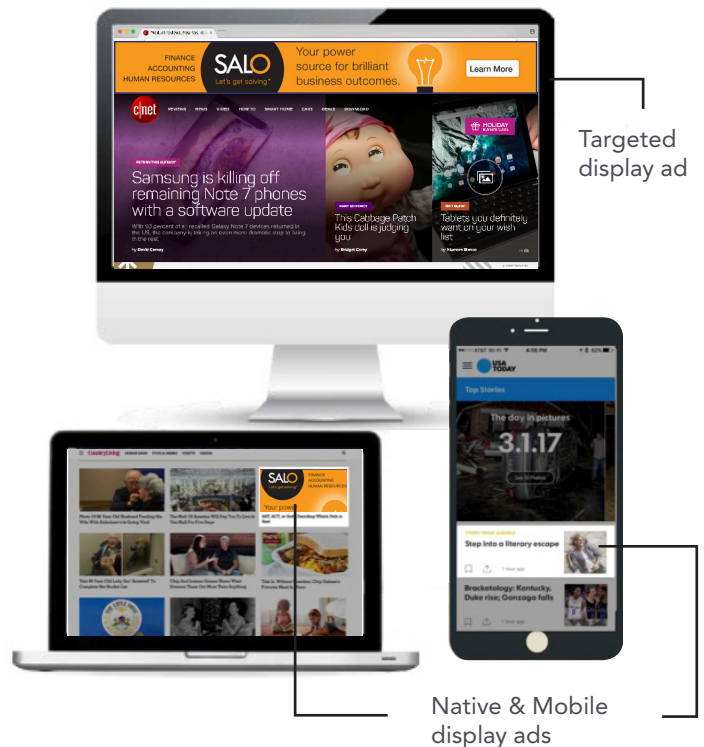
**CONTEXTUAL TARGETING:** Reach an audience reading about topics related to your business. Your ads are delivered directly to people who have recently consumed related content on the internet.

**SEARCH TARGETING:** Reach an audience that has searched for keywords or phrases specific to your business (outside of search engines). This includes thousands of keyword combinations which is constantly optimized and monitored throughout the campaign.

**GEO-FENCING:** Target potential customers in specific area. Create a virtual fence around a defined space, building or event, and anyone entering or leaving that area receives your ads on their mobile device for up to 30 days.

**GEO-TARGETING:** Reach prospects within a certain geographic area (cities/states/zips/radius).

**CRM TARGETING:** Reach your company's customers by using your own database. Unlike regular retargeting, CRM Targeting uses your customers' email addresses (to identify their IP address) to re-serve your ads.



### Impression-Based Targeted Display Rates: (\$12 CPM)

#### LEAD MAXIMIZER PACKAGE

- Min. 500,000 impressions/mo.
- Blended campaign; optimized
- Site retargeting from IBmag.org, ICBA.org and your website
- **\$6,000/month**

#### ACQUISITION DRIVER PACKAGE

- Min. 700,000 impressions/mo.
- Acquisition goals set upon campaign initialization
- Blended campaign; optimized
- Site retargeting from IBmag.org, ICBA.org and your website
- **\$8,400/month**

**All rates are NET.  
Non-corporate members  
add a 15% premium.**

#### Specs:

File type: .jpeg or .gif

File size: <40KB at 300 dpi

Ad sizes (in pixels): 970x250, 728x90, 300x600, 300x250, 320x50, 160x600. Native and mobile specs upon request.

Animated ads: html5 files with static jpg. Max. 18 frames per second, max. animation length of 30 seconds with no more than two loops.